

Enabling AnalogFolk to increase buying behaviour across their client's business, by better understanding their customer's emotion.

— Background

AnalogFolk

AnalogFolk is a global digital creative agency that provides data intelligence and delivers brand experiences for a wide range of brands like Nike, Booking.com and BT.

AnalogFolk has been applying Adoreboard's emotion analysis to a number of its clients. One such client in the retail sector has ambitions to grow their revenue in a highly competitive marketplace. Using emotion analysis to unlock new insights, AnalogFolk identified the moments where opportunities to raise consideration of the brand were most prevalent, and how the mood of the consumer would drive them to act in three ways: respond, engage or purchase. By putting this emotionally intelligent insight into action AnalogFolk transformed the efficiency and effectiveness of new consumer acquisition and drove increased engagement.

— Challenge

Many consumer packaged goods and fast-moving consumer goods face the challenge that between 40-60% of purchase decisions are made in-store, where there is limited opportunity to engage. This poses a significant barrier to using traditional marketing approaches to influence consumer shopper decisions.

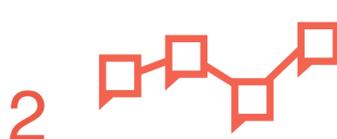
Discovering what emotions represent the connection between a consumer and purchase behaviour is key to creating more relevant brand communications. By understanding emotional brand responses to content that resonates best, brands can create new content and targeting that aligns with the consumers need. In this way the creative content creates emotional motivators for engagement and purchase before consumers even enter the store.

— Solution

Using Adoreboard's Emotics to analyse thousands of online comments they were able to understand the emotional responses that lead to buying behaviour. With this knowledge, AnalogFolk were able to create content highly aligned with consumer needs. This enabled AnalogFolk to create a scalable content solution providing a predictable emotional response. Using Adoreboard's emotion analysis platform, AnalogFolk:



1 Identified the scalable emotions and matching moods for different contexts for purchase decisions from social conversations



2 Surfaced the emotional dynamics for the most effective emotional responses to content by audiences



3 Used these insights to action a new approach to generating content based on emotional intent, and targeting to align with audience needs

— Results

Emotion analysis has moved the brand from a traditional functional approach to a more context driven marketing strategy based on emotion. The result, more efficient and effective marketing spend delivering better results such as:



Optimised cost per clicks by 50%



Reduced bounce rate on content by four times



A 2% increase in brand consideration



A global approach by brand to optimise creative, content and editorial for emotions which align most with consumer wants and needs.

“With Adoreboard’s emotion analysis we can understand the mood of consumers on an ongoing basis and have proven by measuring emotional responses to relevant creative content that it is a more efficient, more effective and more scalable way to create brand experiences which resonate more clearly with customers.”

Mark Barry, Global Head of DNA — AnalogFolk

— Get in touch

To find out more about our services and products and how we can help enhance your customer service, talk to us today. We look forward to hearing from you.



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