



# DECODING E-REPUTATION ANALYSIS

THE ART OF LISTENING TO YOUR CONSUMERS?

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**Quantzig**  
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# E-Reputation Analysis

## All you need to know

The rise of what we had become accustomed to calling **Web 2.0** over the past few years, social networks (or social media) now feature among the most important Web phenomena to have taken place in recent times. Today, we have come to a stage where companies believe that social networks are the most important tools to manage their

brand presence on digital platforms. Some of them spend more time focusing on their social media accounts than on their site. Irrespective of what we might think, today's companies cannot ignore the scale of this phenomenon and must make **strategic decisions** when it comes to



*"It is difficult to make a reputation; but is even more difficult seriously to mar a reputation once properly made – so faithful is the public." – Arnold Bennett*

establishing their presence on social channels. It is in this scenario that most companies find themselves at a cross road.

Different functions of a company are affected by social networks - **reputation management in particular**. We should not be surprised by this as the Web 2.0 introduced the era of self-publishing, meaning that it was no longer necessary to follow a process to send a message to thousands if not, millions of people. In addition to the self-publishing

phenomenon, there was also the **social network phenomenon**, where individuals could connect with one another with the simple click of a button, once again at zero cost.

If reputation is what we think it is and what people say about us, it has become a key priority to capture different messages written by internet users on the web. It may turn out that no-one talks about your brand, which to be honest, would be quite dramatic, but there is a good chance that you will find several messages about your brand.

Let's now turn to e-reputation. To understand your e-reputation, you need to know how to evaluate its impact:

**Sentiment Analysis:** First and foremost, e-reputation analysis is associated with sentiment analysis; in other words, determining if Internet users speak highly or poorly of a brand. We, therefore, need to be able to sort the messages that have been captured (negative, positive, or neutral) into the categories provided by the different specialist applications in this domain.

**The Share of Voice:** What place does our brand have in the discursive space of its category? What is its competitive and advertising weight, as expressed by the conversations of its "market share"? This is what the concept of "Share of voice" tries to find out. It tries to determine the percentage of messages that concern a specific brand in relation to the total number of messages for all of its competitors. The solution which is used must be powerful enough to collect all the messages that are essential to the calculation.

**Reveals the "Why" Behind Recommendations:** The next generation price optimization systems enable a business' pricing analyst to know that a price was recommended; for example, for strategic reasons, such as matching a competitor, aligning margins to increased commodity costs, or because the product's current price is not supported by the price elasticity determined from the sales data.

**Filters and Segmentation:** Any e-reputation analysis solution must provide tools that have **segmentation and solid filtering features**. Most companies would like to be able to filter according to specific terms or groups of terms, and not only messages that mention a company's own brand, but also the brands of its competitors, range of products, industry categories etc.

**Influence:** Social marketing, or social networks, focuses on the concept of influence because **influencing influencers to transfer our messages** is a significant challenge. We believe that businesses are unaware of the fact that, for most brands, audiences on the social media represent only a fraction of the audience that brands are used to. Given that they can still reach a modest number of consumers, companies need to place more importance on social networks.

## LATEST INSIGHTS



### 4 Reasons Why You Should Not Ignore Sentiment Analysis

It's vital for businesses to listen carefully to the customer feedback about their brand(s). What's more important is to identify whether word of mouth is an asset or liability to the brands' reputation and goodwill — sentiment analysis can help in this area. [Read more!](#)

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### Sentiment Analysis for A Leading Retailer

In our latest engagement, we helped a leading retailer adjust their marketing campaigns and drive sales revenue.

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# Success Story

Sentiment analysis for a leading retail chain business...

## Challenge

The retail client wanted to revamp their marketing strategies to drive sales and improve business performance.

## Benefits offered

Helped the client optimize their marketing strategies by listening to what their customers felt about the brand.

## Insights offered

The solution helped the client measure the ROI for their marketing campaigns and target customers effectively.

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## About Quantzig

For more 15 years, we have assisted our clients across the globe with end-to-end data management and analytics services to leverage their data for prudent decision making. Our firm has worked with 120+ clients, including 55+ Fortune 500 companies.

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success. Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.



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