The Future of Social Listening:
IMAGE ANALYSIS

Using Image Analysis to Uncover Consumer Insights

Crimson Hexagon

SCENE

OBJECT

ACTION

FACE

LOGO

Executive Summary

Why image analysis is essential for brands

Over three billion photos are shared daily on social media. Many of those photos contain brands and their products, but 85% don't include a text reference to the brand. That means without image analytics, your team is missing out on a huge chunk of the social conversations about their brand, products, customers, and competitors.

Crimson Hexagon's image analytics enables you to gain insights from the logos, objects, scenes and actions in social media posts. By analyzing text and images together, you can understand the full picture of consumer conversation to measure campaigns, identify influencers, track ROI and more.

What can you do with image analytics?

◎◎ **See the full picture of brand conversation**
- Understand consumer conversation about your brand whether or not your brand name or product names are included in the text and track your brand's "share of eye."

🔧 **Measure visual campaigns**
- Track images associated with a campaign (either user generated images or images created by your brand) to understand the true impact and reach.

🔭 **Track sponsorship ROI**
- Understand the reach of sports, event, and other sponsorships based on the images shared including your sponsorship.

🔍 **Identify visual influencers**
- Identify who is sharing influential images containing your brand or products and track the reach of images from paid social influencers.

📊 **Analyze moments of consumption**
- Track the use of your products to gain insights on how, where, when, and why consumers are using them.

The Future of Social Listening: Image Analysis

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Introduction

Images are taking over social media. Whether it's a meme, artsy photo, selfie, or link to an article, our social feeds are increasingly filled with more images and less text. Why? Images are more emotionally impactful than text. More memorable. More engaging. More likely to be shared and reshared. It makes sense that they're everywhere.

Here's some stats that show why images are more impactful than text alone on social media:

• Tweets with images receive 18% more clicks, 89% more favorites, and 150% more retweets (AdWeek).

• 65% of people today are visual learners (Forbes).

• People who hear a piece of information will recall 10%, but if they see the same information in an image they will recall 65% (Brain Rules).

• Content with images increases a view rate by 94% (Quick Sprout).

In addition to the reasons our brains prefer images, the ubiquity of camera-enabled smartphones has drastically increased the volume of images that consumers are posting online. There are well over three billion photos shared daily on social media. Many of those photos contain brands' products and logos, but 85% of them don't include a text reference to the brand (LogoGrab).

"Many of those photos contain brands' products and logos, but 85% of them don't include a text reference to the brand."

Image analytics enables brands to analyze the logos, objects, scenes and actions in social media posts. Brands can find content featuring a brand logo and then analyze the visual context of of all of the images. Advanced AI surfaces trends around the objects, scenes and actions as well as other logos found in the images. By analyzing text and images together, you can understand the full picture of consumer conversation to measure campaigns, identify influencers, track ROI and more.

Without image analytics, brands are missing out on a huge chunk consumer conversations on social media. By retrieving these previously undetectable social media posts brands can compare how they are being talked about in both visual and text-based mentions from consumers.

Images have become much more than supporting material for text-based posts. Consumers now use images to convey messages as seen with the popularity of image-first social media platforms like Instagram and Pinterest and content like memes and gifs. For brands that want to understand consumer conversation on social media, image analysis is essential.

So what can you do with image analytics? Here are some of the top use cases:

• See the full picture of brand conversation

• Measure visual campaigns

• Track sponsorship ROI

• Identify visual influencers

• Analyze moments of consumption

See the full picture of brand conversation

Social media analysis is a great way to understand how consumers are talking about your brand and your products. But if you aren't including images in that analysis, you're missing a big part of the conversation.

Take Cadbury for example. There is a massive amount of social conversation about the brand and its products that doesn't include any text-based mention of Cadbury.

Kerry Alice Tabner
@kerry_tabner

Just what I need

11:30 AM - 7 Nov 2017

Nicole
@nicolereyeslao

HELLO. It's been a while. Uuuggghhhhhhh 😍😍😍😍

7:58 PM - 6 Nov 2017

rbhattacharyya.rb
@rbhattacharyya.rb

A balanced diet is chocolate in both hands #chocolatelove #chocolateaddict #milkchocolate #yum #surprise #from #someonespecial

November 19

These examples go to show that looking only at the text of social media posts to identify brand conversation is missing a great deal of brand-related posts.

See the full picture of brand conversation with Crimson Hexagon

Crimson Hexagon allows brands to see the full picture of online conversation, including both text and images. Brands can track any logo across over one trillion social media posts to understand where their branding appears and how it compares with the competition. But logos are just the beginning. Crimson Hexagon's advanced image analysis technology allows brand to track objects, scenes, and actions as well.

Measure visual campaigns

Consumer campaigns with hashtags have their place, but constantly creating new branded hashtags and expecting them to catch on with consumers is not a sustainable strategy. Consumers prefer to post in their own way, even when they are talking about your brand or products (as seen in the Cadbury examples). Social image analysis opens up the possibilities to track these conversations without the need to focus your campaign metrics on the use a specific hashtag.

Visual UGC campaigns have proven to be successful in engaging consumers on social media. For example, a soda brand could run a UGC social campaign asking customers to simply take a selfie while holding a bottle of their soda. Image analysis would allow the brand to identify all images containing their logo, the action "selfie," and the object "bottle OR can." This method could easily identify those engaging with the campaign, whether or not they use the correct hashtag, spell the brand or product name correctly, etc.

Alternatively, an image focused campaign could revolve around the sharing of a set of branded images that could easily be tracked through image analysis. That way, the brand could track every time a campaign image was shared, no matter what text accompanied it.

Measure campaign performance with Crimson Hexagon

Crimson Hexagon's image analysis gives brands the ability to track visual marketing campaigns. Whether the campaign is focused around brand-created images or asks for user generated images, Crimson can help you understand the full reach of the campaign with the combination of image and text analysis.
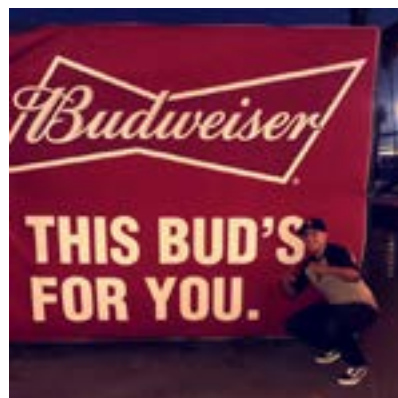
Joe
@madrigal339

When all girls do is friend zone you #ImThatBud

8:08 PM - 21 Sep 2017

Track sponsorship ROI

How can you determine if paying to place your brand's logo in a sports stadium or on a red carpet is worth the investment? Was it worth it to sponsor that big event or sports uniform? These types of questions have been raised in marketing discussions for years, but logo recognition technology can finally start to give some answers to the "ROI of offline advertising" question.

Typically, brands measure something like a sports sponsorship by looking at how many people were at the game and how many people watched on TV. While that may have worked in the past, it's clear that these sponsorships get far more exposure online than in-person. People posting about the big game on social media aren't going to be directly mentioning the sponsoring brands, but they are posting photos of the stadium and the players, that are heavily branded.

Logo recognition technology allows you to quantify the number of impressions and exposure that your brand is getting from something like a stadium sponsorship. Otherwise, you have no way to track those visual-only mentions.

Top Logos Appearing with Chevy Logo

Chevrolet made the large investment to sponsor Manchester United, and would likely be interested in measuring the reach of their logo on the team's uniforms.

itsfulltimereds
@itsfulltimereds

That feeling when you score you first champions league goal for your new club! #mufc #manutd #ManchesterUnited

12 Sep 2017

But a big brand like Chevrolet has multiple large sponsorships running at the same time. For example, they had a sponsorship with the Lego Batman Movie that placed their logo on the film's red carpet.

GlamLog
@theglamlog

Rosario Dawson at 'The LEGO Batman Movie' Premiere in LA
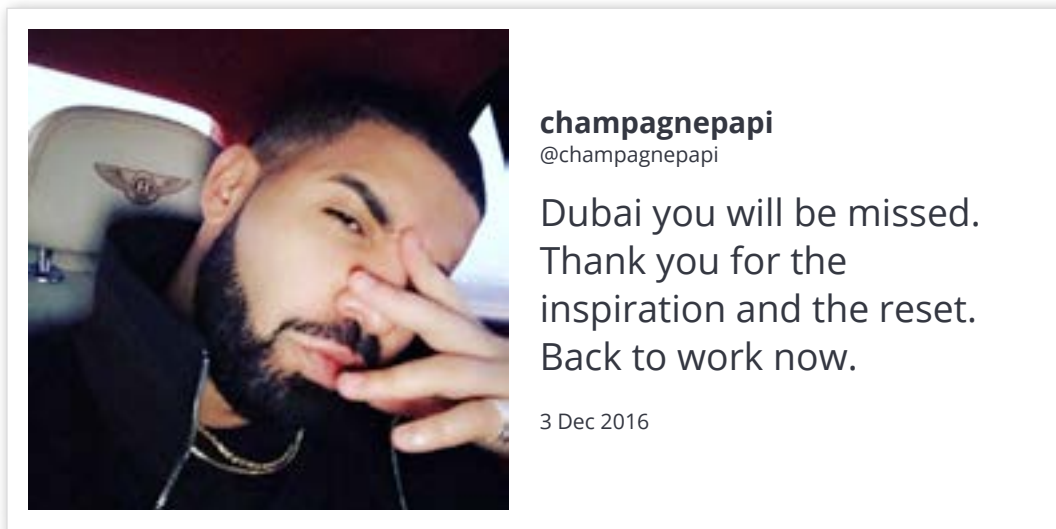
6 Feb 2017

Track sponsorship ROI with Crimson Hexagon

Crimson Hexagon's image analytics allows brands to understand the reach of sponsorships. By filtering an analysis of your logo to match the criteria of the sponsorship, brands can pinpoint the ROI of their logo at a football match vs. their logo on a red carpet. Create monitors to track every time an image of a particular sponsorship appears on social media and understand the exact audience for the images.

Identify visual influencers

Image analysis helps brands identify when someone posts an influential photo of your product, even if they don't mention the brand or product name in the text. This type of analysis can help you find new brand influencers more easily. Often, the most influential posts about your brand don't mention the brand name in the text. Additionally, the best social influencers share compelling images, not just text-based posts. Image analysis can help you identify them.

For example, take a look at this Instagram post from Drake:

champagnepapi
@champagnepapi

Dubai you will be missed. Thank you for the inspiration and the reset. Back to work now.

3 Dec 2016

Drake's Instagram post prominently features the Bentley logo, but contains no tag or text mention of the brand. If this is an organic mention of the brand, Bentley would surely want to know about it as soon as possible. If Bentley is paying or sponsoring Drake to post about the brand, image analysis technology can help them track exactly when and how Drake is representing the brand.

The typical beer audience, and specifically the Newcastle audience, is mostly over 35 and male. Simply looking for text based mentions of the brand to identify influencers would entirely miss this post by female pop group, Little Mix. In addition to identifying influential images of your brand and products, image analysis can help you understand who is in those images. Analysis of facial attributes within images can give brands a better picture of the demographics of consumers in social images containing their brand.

Little Mix
@LittleMix

Perfect day 💜 got new pjs from Primani, steak bake from Greggs, show at @ArenaNewcastle and finally a Newcy Brown #itsgoodtobehome xjadex

11 Oct 2016

Identify visual influencers with Crimson Hexagon

Crimson Hexagon's image analysis helps brands understand who is posting influential images containing their branding or products. Want to understand who is posting the most influential images of a specific object like beer? What about influential images of an activity like running? Crimson allows you to search the largest library of social images with filters for logos, objects, scenes, and actions. These capabilities give brands the power to find visual influencers within specific categories.

Analyze moments of consumption

One of the most interesting and useful applications of image recognition technology is identifying moments of consumption. Every company wants to know as much as possible about how, when, and where people are using their products. Unlike text, images provide visual validation of the who, where, and how people are using your product. While text analysis can direct you to discussion about using products, but images can show you.

Visual evidence of product usage in the wild provides a much more powerful metric for brands than just measuring mentions.
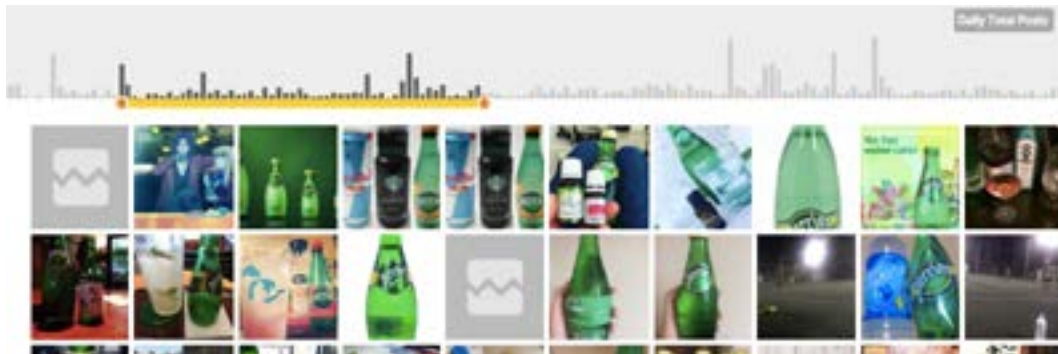
An analysis that looks for the perrier logo and the object "glass bottle" can show you the product (Perrier bottles) being posted to social media by the consumers who are drinking them.

This opens up the ability to gain a deeper understanding of how consumers use a product. Image analysis also categorizes the scenes, objects, other logos, and actions within these images giving you more context on where the product appears in consumer's daily lives.
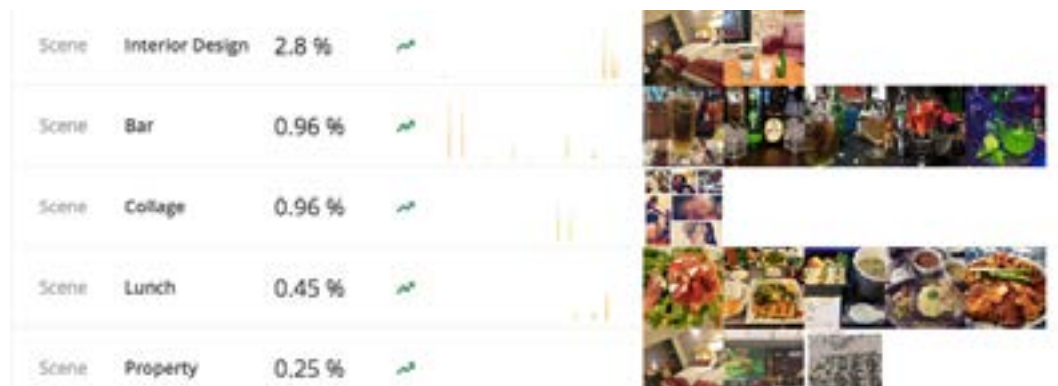

Image analysis also makes it possible to identify posts of people using your product that text analysis alone would miss.

kristine.finding.balance
@kristine.finding.balance

Picked up one of my favorite sparkling waters while running some errands ❤

#weightloss #weightwatchers #weightlossjourney #weightlossjournal #pointsplus #hydrate #drinkyourwater #h2o #sundayvibes

17 Sep 2017

To take it a step further, you can start to correlate sales data with the number of times your product is appears up in social photos. If Perrier sees a spike in people posting photos of themselves drinking their products, does it have an impact on sales? Social image analysis also allows brands to understand the audience that is using their products better including their interests, age, gender, location, and more. This all helps brands get a more complete picture of who is using their products and how.

Analyze moments of consumption with Crimson Hexagon

By giving brands the power to track the logos, objects, scenes and actions in social media posts, Crimson Hexagon's image analytics makes it possible to understand how consumers are actually using products. While text analysis tells you what consumers are saying, image analytics shows what they are actually doing with products.

Conclusion

Investing in image analysis means access to a more complete data set, enabling brands to get the full picture of online consumer conversation. Logo recognition is just the beginning. The ability to run analysis on the objects, scenes, faces and actions within images gives brands the power to analyze images in the same way they analyze text. As consumers' use of images to communicate online continues to skyrocket, incorporating image analysis into your social listening and consumers insights strategy is essential.

With well over 3 billion images shared on social media every day, brands that want to derive consumer insights from social media need to include image analysis in their strategy. Crimson Hexagon's best-in-class social media analytics platform combines image analysis and text analysis to give brands the full picture of consumer social conversation.

To learn more about how Crimson Hexagon's image analytics can help you better understand the full picture of consumer social conversation, schedule a customised demo today.