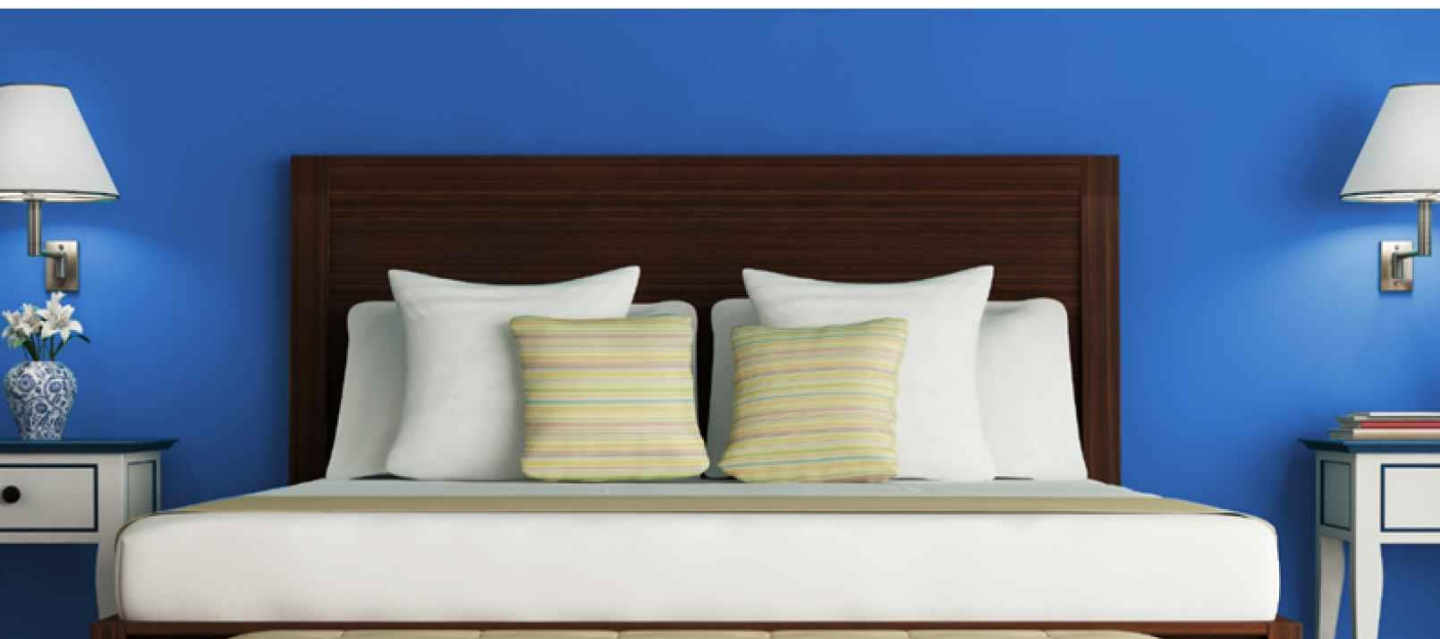


# Social Listening Insights Report



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# Objectives and Scope

This report aims to provide the holistic social media perspective of the brand, Trivago. This report highlights the brand-specific insights, demographics, sentiment analysis, ROI concepts and other vital insights analyzed across the social media landscape.



## Geographical Region

Global



## Languages Monitored

English



## Reporting Period

1 Jun - 31 Aug 2016

## Own Social Channels



[@trivago](#)



[Trivago](#)



[Trivago](#)



[Trivago](#)



## Geo-tagging

65% mentions had location details

## Understanding the Report

The Insights Report offers an innovative approach to listening to social media conversations. This custom-made report allows the brand to monitor the conversations that occur during the monitoring period mentioned above.

This report helps in tracking and monitoring your company reputation by exploring what people are saying about your business across a gamut of social channels and online communities.

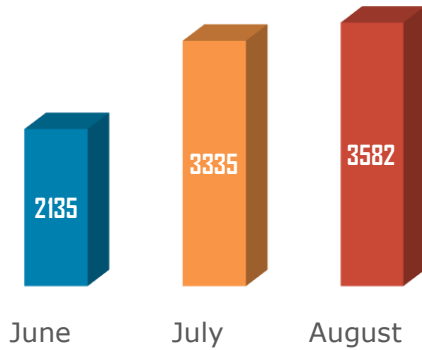
Sentiment analysis identifies and categorizes opinions expressed on a post and helps determine whether the attitude towards a particular brand/ product is positive, negative, or neutral. In addition, the report also provides social ROI with 4 key audience engagement metrics -Awareness, Acquisition, Activation and Satisfaction.

This report, however has certain limitations. Only publicly available information is included in the report – thus adhering to the privacy rules. The sample report doesn't include competitor analysis, influencer profiling, or other custom sections.

# Volume and Media Mix Snapshot

## Volume Buzz

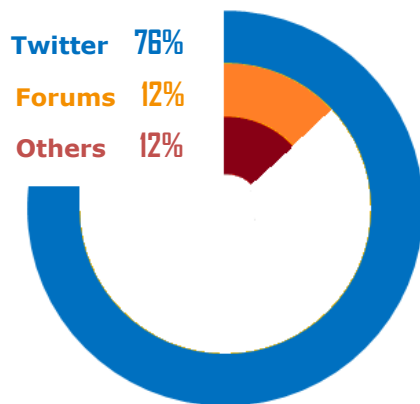
**SOV** 9025 mentions



## Topics Discussed

- On an average, 98 mentions/day were registered during the reporting period.
- Volume peaked on 29 July 2016, driven by retweets of Expedia's announcement of Trivago IPO, accounting for 92% of the day's volume.
- ~7% of the mentions were contributed by Trivago's owned account.

## Social Media Mix



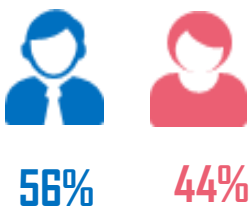
Others include Instagram, Facebook, YouTube, Google+ and Blogs

## Where the conversation happened?

- Twitter continued to be the top media channel with approximately 6.9K tweets during the monitoring period.
- People primarily shared their thoughts and concerns through the forums.
- The company's adverts featuring Trivago guy, Tim Williams, was the most discussed topic across all the social media, with 335 mentions.

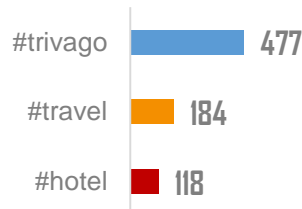
## Tweet Insights

### Demographics



Demographic insights cover mentions only from Twitter, based on location availability.

### Top 3 # Tags



#trivago was mostly used by the US travelers.

### Top Retweets



26% of the tweets were related to the Trivago App promotion





### Klout Score



Ranked among the top 0.1% of people talking about travel.

# Topics in Spotlight

## Country-wise Traffic

	United States	30%
	United Kingdom	10%
	Germany	4%
	Malaysia	2%

## Top Destinations – Hotel Tariffs

City	June '16	July '16	Aug '16
New York	\$335	\$287	\$299
Los Angeles	\$239	\$248	\$247
London	£161	£171	£143
Edinburg	£132	£150	£202

The monthly average prices for overnight accommodation of a standard double room as per Trivago Price Index.

## Topic Classification

	% of Mentions	Reach	
Trivago App	30%	1,683K	98% of the mentions contains the free download links of Trivago app.
Competitors	8%	24.15M	Most talked competitors are TripAdvisor, Google and Kayak (75% of the mentions)
IPO	6%	2,512K	Tweets on Expedia announcing Trivago IPO to raise fresh capital.
Adverts	6%	11.86M	People mostly talked about the extensive adverts by Trivago featuring "Trivago guy".
Pricing	6%	28.33M	Trivago monthly hotel price tracker indicating a drop in hotel prices in UK post-Brexit in August.
Travis London	1%	567.2K	Trivago teamed up with top celebrity chef, travel & lifestyle expert, Travis London to promote budgetary trips to Paris.

## Most Discussed

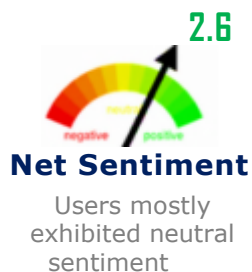
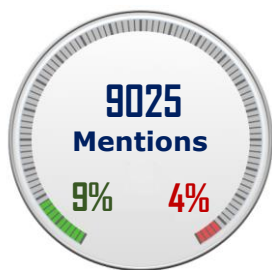
<b>Forums</b>	<b>City</b>
	
54%	4%
Forum mentions	Total mentions

## Buzz Words



Most frequently used words are represented in bigger font size.

# Sentiments Outlook



## Major Highlights

- Reliable in helping travelers find the ideal hotel.
- Offers budget-friendly hotels with good ambience.
- Extensive adverts of Trivago guy in all television channels and online videos.
- Booking/ cancellation issues due to Trivago's tie-up with bankrupt hotel websites.

## Customer Responses –Highlights

779 Mentions

### About Website Experience

- At Trivago you travel in a few seconds around the world,GREATE!! [View](#)
- The first site I go to when booking a Hotel.
- With trusted reviews and honest opinions this is the only website I use.
- Using trivago will help you find the best place at the best price. A win win website.

### Product

- Very informative good choice good range of product on show.
- Efficient method of scanning and sifting availability and price benefits.
- Easy to find what you need at the correct price.

### Pricing

- We got a great deal on trivago meaning that we paid less than half of the standard 300 euro plus rate to stay here – [View](#).
- Great Value - no hesitation in recommending.
- Our hotel was a mismatched booking. Trivago dealt with the problem immediately and we got a full refund

359 Mentions

### Hotel Booking Issues

- An error during the booking process caused the payment to be taken twice.
- Have not yet been emailed booking confirmation (9 days).
- Have double booked a hotel due to page refreshing so cancelled one but money going to be taken out.

### Excessive Adverts

- @trivago
- You guys need to set a frequency capping on your ads on YouTube.
  - We in #Venezuela on cable TV are bombarded many times with your ads.
  - That #trivago guy is everywhere.

### Tie-ups with un-trustworthy websites

- Trivago should claim responsibility for linking to unscrupulous websites such as amoma.com, hoteling.com and lowcostholidays.com.
- Beware of Trivago and Hoteling/ LowCostBeds -Trivago doesn't even appear to have a phone number to call and complain! [View](#)

## Opportunities to engage with Trivago

### Trivago Response



**Ken Perry** @KenKenperry

@trivago Greetings! We are interested in buying ad placement on your websites. Is it possible?

**Not Responded**



**Badri Prasad Anthwal** i wish to know about business tie up with trivago for our resort in uttarakhand

[Source](#)

**Not Responded**

# Engagement Metrics



## Website Traffic Overview

### Total Website Visits

**24.6 Million**

The website traffic was high in July with **28.3 Million** visits.  
*(Average website visits for 3 months)*

### Referrals

**17.6%** traffic is from referrals

#### Top Referring Sites

Trivago.co.uk  
Trivago.de

### Bounce Rate

**48%**

Higher than the standard average industry bounce rate - **40.5%**

### Display Advertising

**6.5%** of traffic from display ads

#### Top Publishers

Search-holidays.com  
Your-travel-dealz.com



## Social Media ROI Overview

### Awareness

**539.7 Million**

Facebook had a potential impression of **43.3%**, followed by YouTube **35.3%**

### Satisfaction

**5 / 100**

Brand Health based on sentiment -  
Slightly Positive

### Reach

**161.4 Million**

Forums has **57.9%** of Total Reach, followed by Facebook with **26.5%**.

### Activation

**8.8K**

**10.3%** - Engagement Rate  
**0.6%** - Advocacy Rate

# Glossary

Term	Definition
Social Media Platforms	The various social media platforms including Twitter, Facebook, Blogs, Forums, News, YouTube, etc.
SOV	Share of Volume (SOV) is the percentage of a specific conversation on social properties
Sentiment	The attitude or tone of a conversation(s) projected from the author of the conversation. Sentiment could be either positive, neutral or negative.
Net Sentiment	Net Sentiment Index = (Positive - Negative) / (Positive + Negative )
Engagement Rate	Engagement Rate is the percentage of people who saw a post and reacted to, shared, clicked or commented on it.
Applause Rate	The number of approval actions or virtual "applause" you get from your audience per period, including +1s, likes, thumbs-ups, favorites, etc.
Bounce rate	The percentage of visitors to a particular website who navigate away from the site after viewing only one page.
Referrals	Referral traffic reports visits that came to your site from sources outside of its search engine.
Display advertising	Advertising on websites in different formats such as text, images, flash, video, and audio
Awareness	Total number of people you are able to reach across all your social channels.
Activation	Conversion rate within the buying cycle.

# Thank You

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