



Purchase Intent Insights Using Social Listening

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INTRODUCTION

Objective

This sample report aims to provide an overview of purchase intent on Google Pixel smartphone, covering the consumer conversations that interprets product preference, interests and comparison aspects impacting the purchase of Pixel.

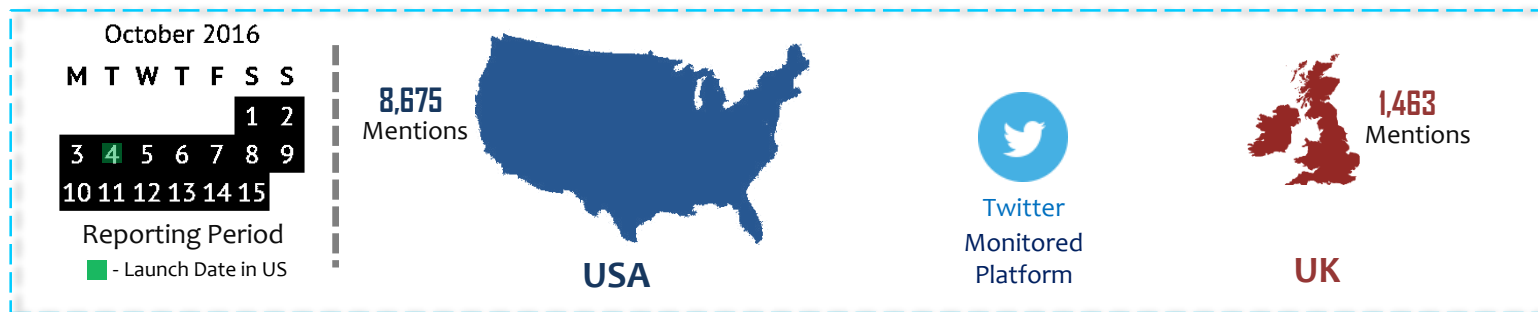
Why Purchase Intent?

In the present social media realm, social listening helps to identify brand opportunities, measure campaign success, formulate global marketing strategies and to know your customer.

Apart from monitoring share-of-voice, volume buzz and other common listening services, listening to purchase intent offers the possibility to go into more depth and get highly sophisticated customer's conversations indicating their intent to buy or invest in any product/brand.

To help you get a better understanding of how this works, we are going to take a look at the intent to purchase of Google's first, true flagship mobile device, Pixel.

Scope



Brand Spotlight - Move over Nexus, here comes Google Pixel

Welcome Pixel

After a successful chain of Nexus line, Google the internet giant unleashed it's Pixel line of Android phones. The most powerful and unified android phone with cutting-edge technology had left the people in curiosity to check out the exclusive product. Since pre-order, the Pixel have flown off the virtual shelves, causing shipping delays. 17% of the total mentions are related to the launch and pre-order of the Pixel.

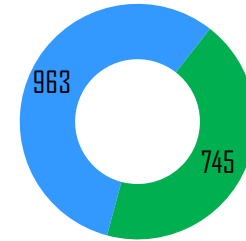
#MadeByGoogle Campaign

Two weeks ahead of showcasing its flagship product in the US, Google hyped #MadeByGoogle campaign to track personal conversations, one on one with their Twitter fans. Amongst the total volume, around 30% of tweets contained the #MadeByGoogle hashtag. This campaign raised awareness amongst customers about Pixel's hardware and software getting controlled by Google and has left the android market in nervous.

Competitors Reflex

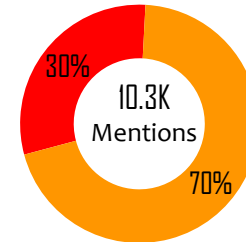
Products from Apple, Samsung, LG and OnePlus pose serious competition to Google's Pixel. The statement in the launch of Pixel defining the headphone jack in the mobile has provoked the audience to consider Pixel as a direct competitor to iPhone as both comes under same pricing category. And Samsung lost the race due to its Note 7 (Hand Grenade) crisis.

■ Launch ■ Pre Order



Mentions related to launch and Pre-order

■ #MadeByGoogle ■ Others



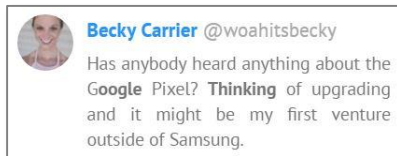
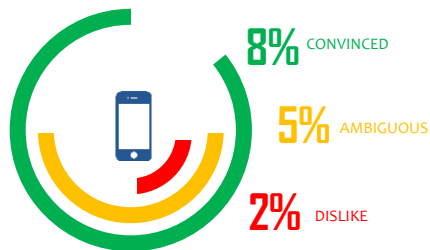
Tweets with campaign Hashtag



PURCHASE ATTITUDE

Signal of Intent

Tweets with the expression of buying sentiment are scrutinized to witness the signal of intent. The chart is the result of custom purchase intent query set up with key expressions, such as “need to find”, “gonna buy”, “might get”, “hated”, and so on.



Intent Cloud



Positive

Negative

Neutral

Pricing Impression

One of the most striking differences between the previously launched Nexus mobiles and Pixel devices is the price. The customers were surprised to come across Pixel price which is 2X times higher than the high-end Nexus mobile. Around 6% of the total tweets were related to Pixel's pricing and had most negative sentiment, far outweighing positive tonality of conversations.



Negative Purchase Impact - Pixel's 'Only on Verizon' pitch isn't what it seems?

Google started selling Pixel through hybrid distribution strategy that include sale on Play Store, and partnering with Verizon Wireless.

People were unhappy with Verizon tie-up due to bloatware apps, slower updates and encrypted bootloader. Verizon exclusivity impacted the purchase negatively.

T-Mobile witnessed restless demand for the sale of Pixel in the US, and O2 carrier received thunderous pre-order requests from its customers in the UK.



Jason Urgo @Urgo

Dear @Google I have a Note7 & having to replace it again. Any chance of getting more Pixel XL stock ASAP? I **don't want verizon** middleware



O2 in the UK @O2

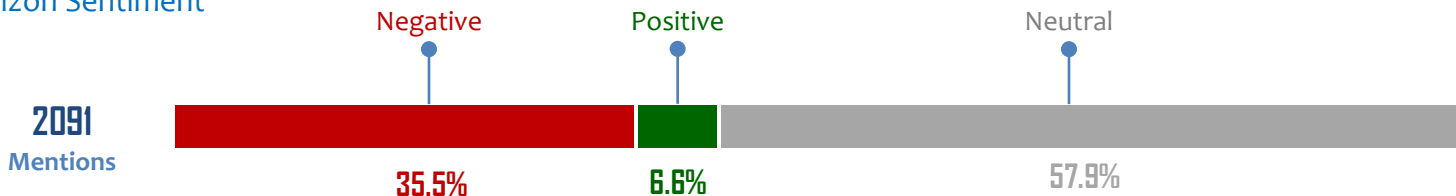
@avileitner Hi Avi, we have no plans to sell **Google's Pixel** phones at the moment.



ThizIsRed @ThizIsRed

@google way can't @TMobile have the pixel phone. I have to return my @SamsungUS note 7 due to recall. **Please help!!!!!!**

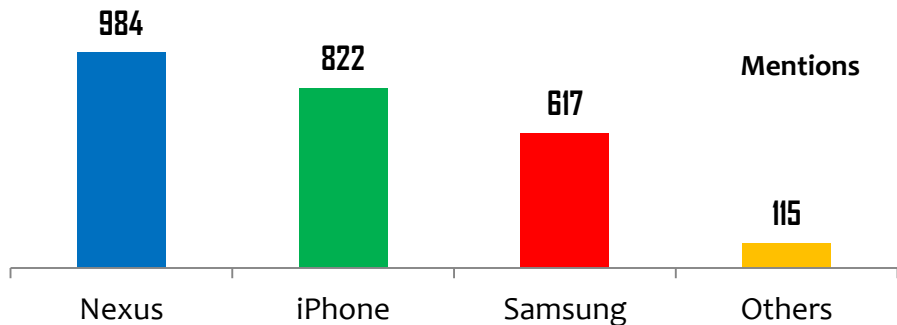
Verizon Sentiment





COMPETITOR LANDSCAPE

Pixel vs. Competitors - Ready to Rumble



- Pixel is mostly compared with the competitor mobiles including iPhone7 series, Oneplus 3, Samsung S7 and LG V20 apart from Nexus.
- Google launched Pixel in the premium segment with a price tag on par with iPhone 7 and Samsung S7, which made consumers to compare before purchasing.
- Nexus despite being Google's flagship is equated as competition along with other brand mobiles.
- Existing Nexus users are in dilemma whether to buy Pixel. They compared features of Pixel with Nexus to know about the new upgrades added.
- OnePlus 3 which has few specifications of Pixel and cost half the price, joined the competition by attracting the customers who couldn't afford a Pixel.



Steve Litchfield @stevellitchfield

Google's HDR+ system works pretty well on the old **Nexus 6** here, can't wait to try it on the Pixel XL 8-)



Joseph @josephklomp

@google I would've bought a #Pixel if it would've released before the iPhone 7.



James Harrison @KckDwn

I want to wait until the reviews are in, but I need a new phone and **Samsung** blew it. Google Pixel XL calling me.



Austin @thejaustin

Welp, @google's Pixel Phone & the @oneplus are now my 2 choices whenever I'm able to get a new phone.

Feature Comparison - How the Pixel stacks up in the competition?

Features of other mobile phones which are being compared with Pixel



iPhone 7¹

Samsung S7

Nexus²

LG V20

OnePlus 3

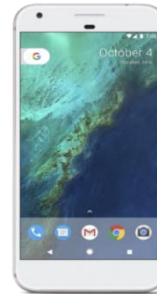
- Camera
- AI Assistant
- iMessage
- Headphone

- Hardware
- Performance

- Pricing

- Camera
- Android

- Pricing
- Specification



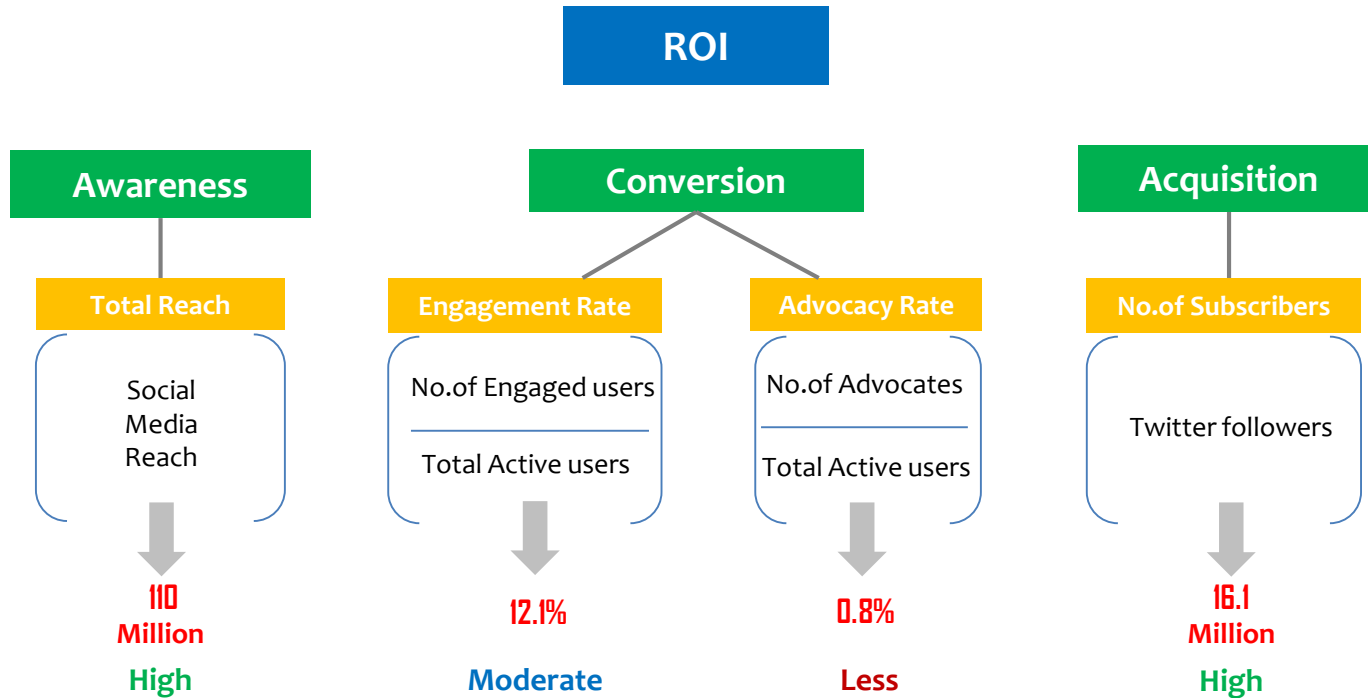
Pixel

¹iPhone 7 includes all the 7th series of iPhone
²Nexus includes all the Nexus line models



SOCIAL ROI & KEY TAKEAWAYS

Social ROI - Suite of metrics to help you measure and boost the impact of brand's social activities



Key Takeaways

Effective Launch

Time of launch was so perfect for the Pixel, as one of the major competitors (Samsung) faced a huge drop of market share value due to its Note 7 crisis. As a result, the probability of Samsung users switching to Pixel became high.

Comparison with Competitors

- The Pixel featuring with headphone jack grabbed the attention of the iPhone users who faced issues with their wireless headphone feature.
- Pixel camera features received outstanding reviews and has been considered as the best ever camera in any android mobile devices till date.

Exclusivity

Instead of 'Verizon Wireless exclusivity', people felt 'T-Mobile' would have been a better choice to partner with, as Verizon received negative feedback for its slow updates and bloatware applications.

Add-on Features

The competitors have provided water-resistant feature in their top end mobiles, so people expected the same from Google Pixel.

Pre-order Issues

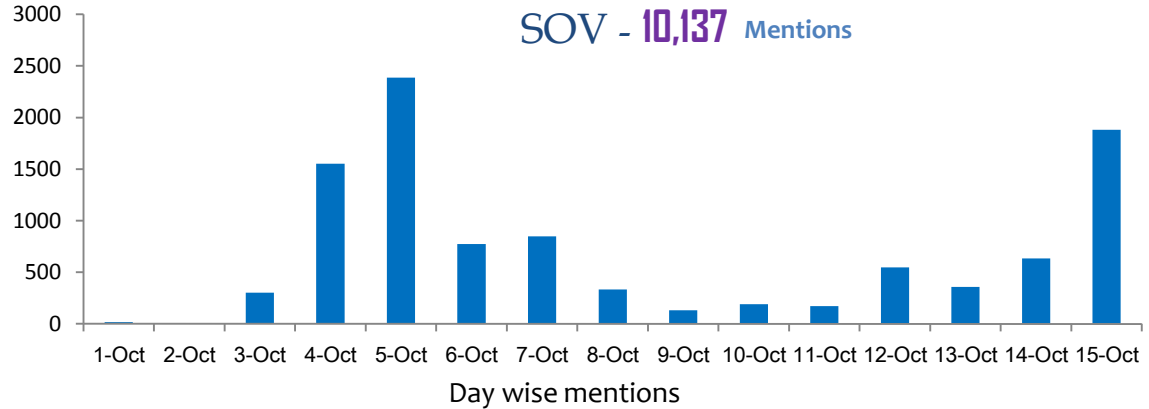
Customers experienced pre-order issues mainly due to stock unavailability and website traffic overflow at the time of purchase.



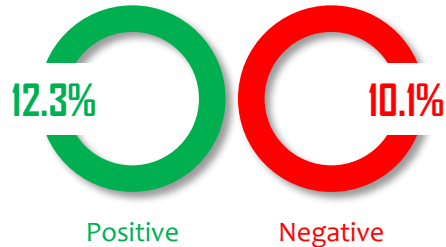
APPENDIX

Volume Buzz

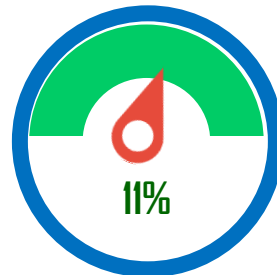
On the day of launch (October 4) Pixel received **13%** of over all buzz. The discussions peaked on the next day with **23.5%** mentions as the heat on discussion about the product got hyped. The mentions spiked on 15th October due to BestBuy \$100 gift card for Google Pixel.



Sentiment Proportion



Net Sentiment



Social Reputation Score (SRS)



On par with SRS score for a Retail industry (52)

Glossary

Terms	Definition
Mentions	A post, comment or opinion shared by a person in social media.
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 = $(\text{Positive} + \text{Negative}) / (\text{Positive} - \text{Negative})$.
SOV	Share of Voice - The total number of mentions on a specific topic on twitter.
SRS	Social Reputation Score- Weighted share of positive and neutral volume per total volume (volume rating).
ROI	Return On Investment.
Awareness	Total number of people you are able to reach across all your social channels.
Conversion	Conversion rate within the buying cycle.
Acquisition	Number of fan following or followers acquitted by the brand.
Reach	The number of people who saw your post. This includes the people you reached by both organic and paid reach.
Engagement	Engagement rate is the percentage of people who saw a post that reacted to, shared, clicked or commented on it.
Advocacy	Support or recommendation for the brand.



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