

# AI-POWERED INSIGHTS EMPOWERING BETTER DECISIONS, AND DATA COLLECTION BEST PRACTICES

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 synthesio  
AN IPSOS COMPANY



# ELEVATING INSIGHTS TO EMPOWER

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## SOCIAL MEDIA MONITORING

Monitoring is vital in guiding different functions within your organization to improve business decisions based on consumers' voices.

However, stopping at monitoring only provides tactical direction for organizations.

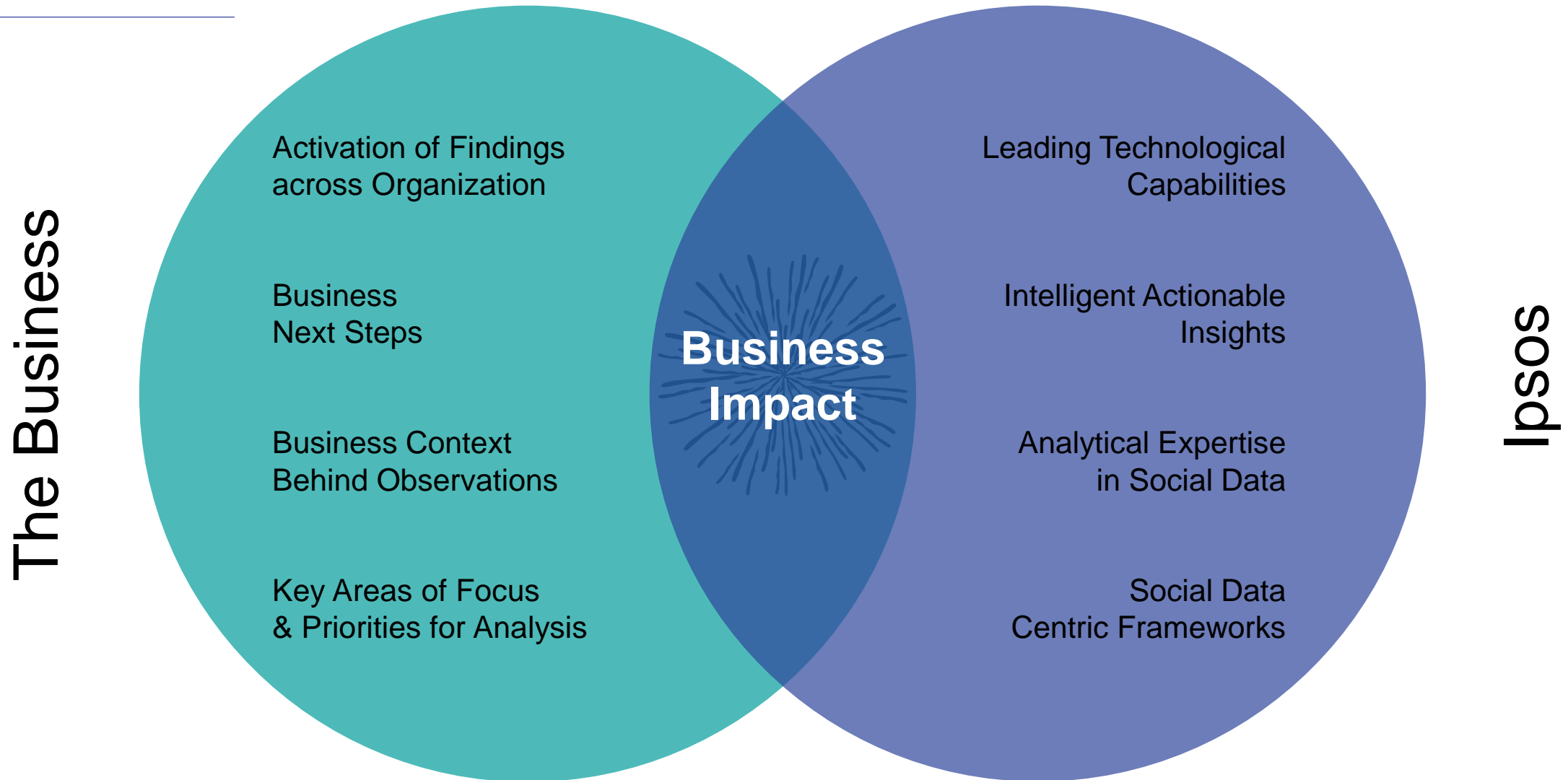


## INSIGHTS BEYOND MONITORING

The potential of social data extends beyond monitoring. With a focus on extracting actionable insights, you will uncover opportunities and threats, as well as the impact your online equity has on your brand.

Further analyzing other types of data through the lens of strategic frameworks will provide you with a richer understanding.

# PARTNERING TOGETHER TO MAXIMIZE IMPACT



# MAKING ONLINE DATA MATTER

## SCIENCE LED



Science and research rigor is deeply rooted in our DNA. We partner with leading scientists (e.g. MIT or Columbia NY) to develop new methods and thinking.

## TECH LEADERS



Our Synthesio Social Intelligence Suite was named the Global Industry Leader in the last five Forrester Wave reports.

## AWARDED METHODS



Our Insight Services are regularly awarded by key research industry authorities (e.g. ESOMAR Smart Data Award 2018).

## HUMANISED A.I.



We combine the latest research in Artificial Intelligence with Human Intelligence to reveal the true power of big data and generate impactful insights thanks to our category knowledge.

## GLOBAL CULTURE



We live and breathe cultural diversity on global scale. Our clients benefit from interdisciplinarity teams leveraging expertise in the field of Technology, Artificial Intelligence, Science and Market research.

## IMPACT FOCUSED



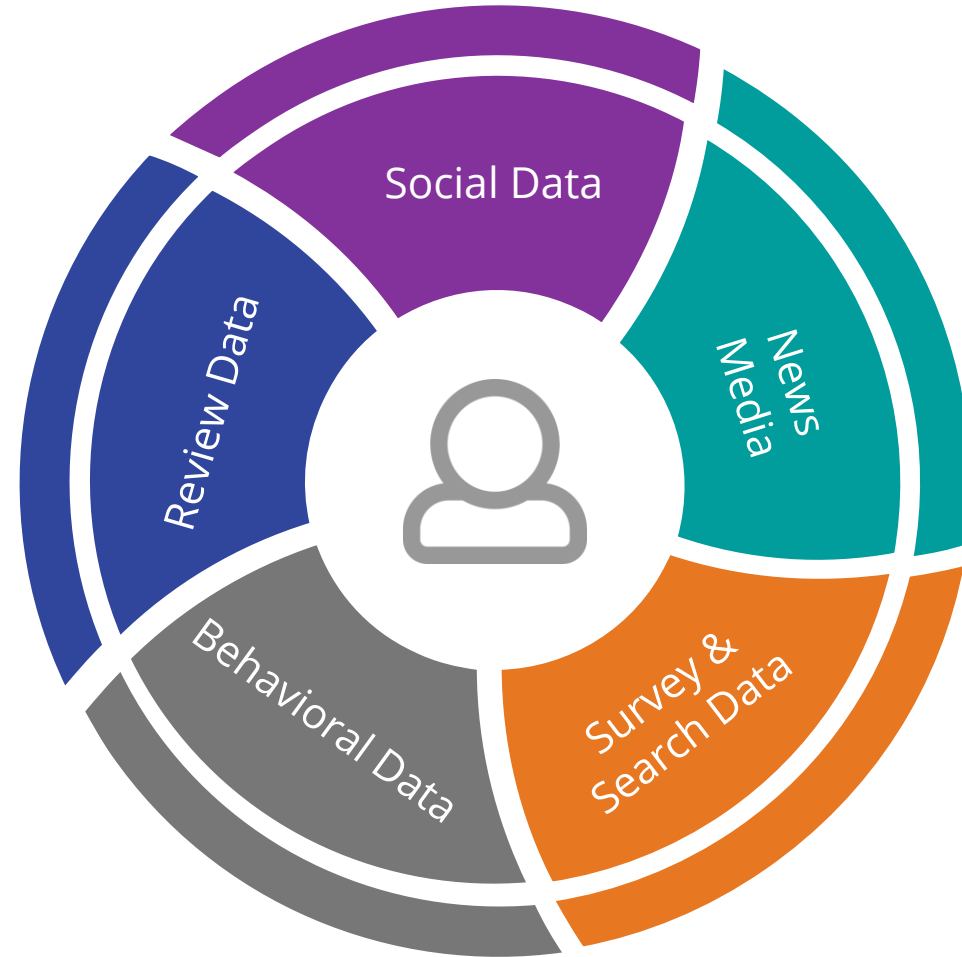
Strategic value that activates new opportunities for our clients is at the heart of everything we do. Data remains data until we turn it into insights to generate impactful results.

# TECHNOLOGY

# END-TO-END DATA COVERAGE

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Social is one piece of the new data ecosystem that brands have to face. We collect millions of data points, across all sources, daily.



# AUTOMATED TREND DETECTION & INSIGHTS



## Shifts

Topics that are trending up or down over specific periods of time.



## Co-mentions

Topics that your brand is monitoring that are often mentioned together.



## Correlations

Topics your brand is monitoring with similar evolutions in mentions, interactions or impressions.



## Daily Patterns

Topics that are most often mentioned on specific days of the week.



## Context

Words you have not queried for that are often mentioned in conversations surrounding your monitored topics.



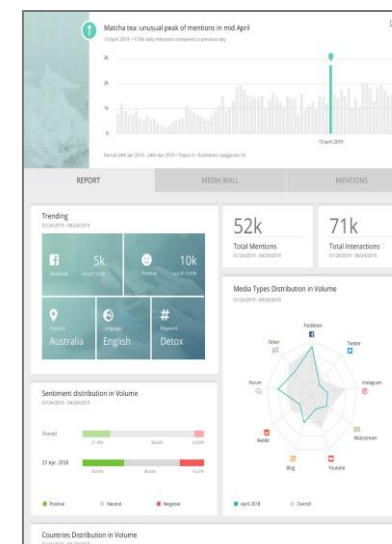
## Peaks

Spikes or dips in conversation surrounding specific topics.



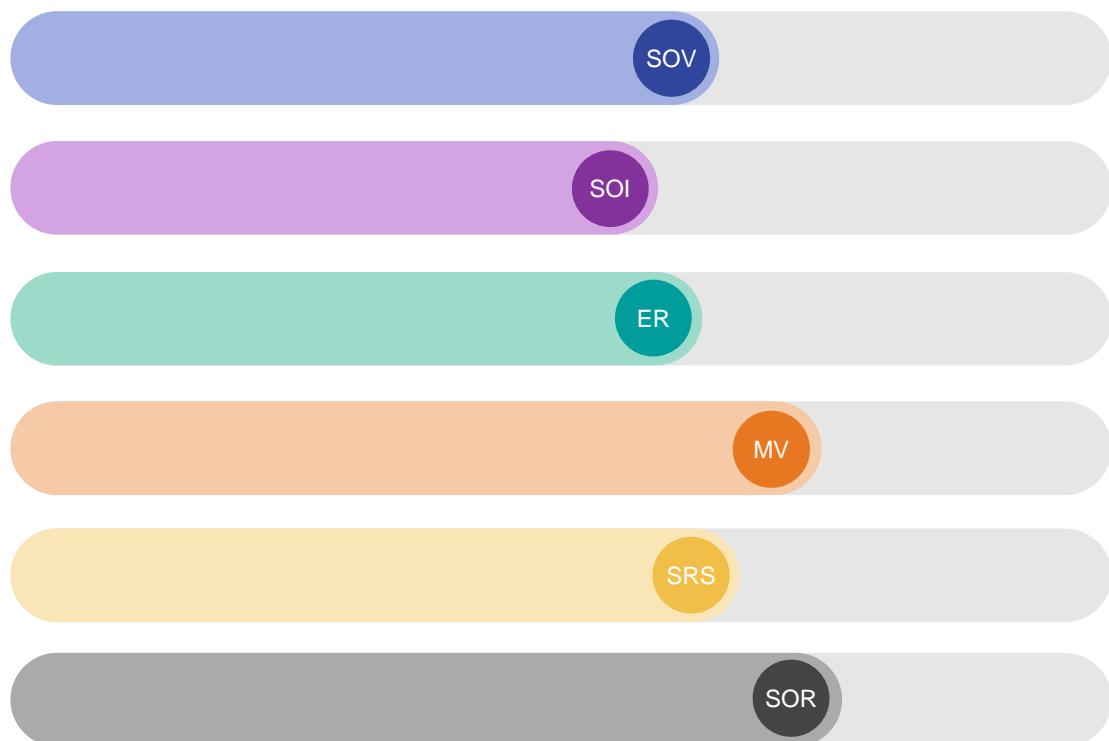
## Media

A news feed with all of the viral videos and images related to the topics that you monitor.



# SOCIAL MEDIA INTELLIGENCE METRICS

Benchmark & Measure Performance with Proven KPIs



## Share of Voice

The relative popularity (or buzz) of each conversation topic.

## Share of Interactions

The number of times a piece of content was viewed by users.

## Engagement Rate

The percentage of interactions in a dataset compared to a whole.

## Media Value

Estimated value in dollars of owned and earned media.

## Social Reputation Score

Indicates social health based on Influence Rank and sentiment.

## Share of Reach

The amplification power of a given post or user.



# DASHBOARD CAPABILITIES

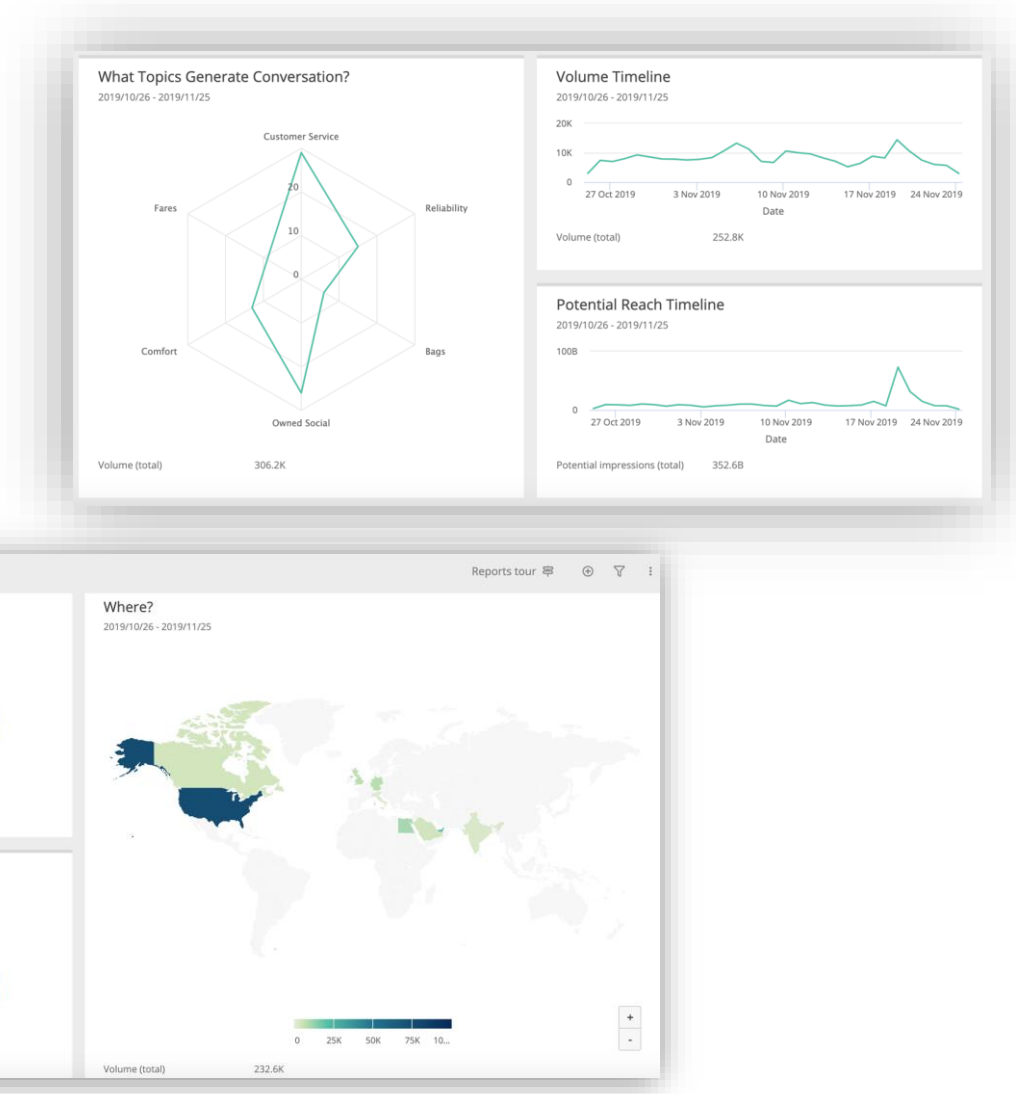
## *Social Listening Dashboard*

Harness a powerful KPI framework to establish trends, brand equity, consumer sentiment and more.

Use a dynamic interface to correlate data and surface actionable insights within your industry.

Customize your experience to fulfill business needs for reporting and real-time analysis.

Find influencers on social, forums, blogs and mainstream media.



# DASHBOARD SETUP CUSTOMIZATION

*Dedicated real-time dashboard that allows you to write your own queries and set up your own reports to monitor the KPIs that matter to you and customize them.*

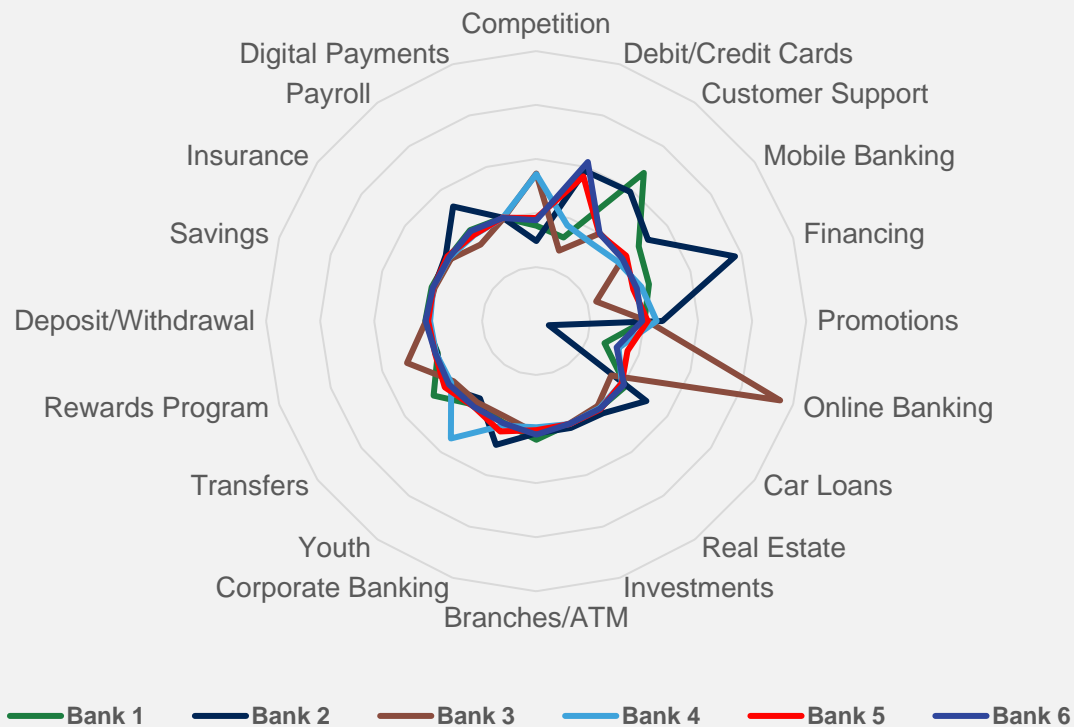
The image displays the Synthesio dashboard setup interface. On the left, a sidebar shows the 'Saudia Airlines' account with a list of widgets: 'Offers and Promotions', 'Comfort', 'Refund Policy', and 'Website/ Mobile App'. A purple arrow points from the 'Offers and Promotions' widget to a detailed view of its configuration. This view includes a 'Topic Filter' with a list of search terms: 1. ("Saudia" OR "#Saudia" OR "#الخطوط السعودية") 2. NEAR 3. ("offer\*" OR "عرض" OR "عروض"). Below the filter is a 'Topic Filter' section with icons for various data types. The main dashboard area is titled 'Get started by adding content on a new page or selecting from a pre-built template'. It features a grid of pre-built widgets: 'Overview', 'Brand health', 'Public moments / crisis', 'Campaign and sponsorships', 'Market research', and 'Customize'. A 'Create a new page with a widget' button is also present. On the right, a 'Chart type' selection panel offers various visualization options: Key figure, Bars, Multiple bars, Columns, Multiple columns, Lines, Area, Bubble, World map, City map, Mentions stream, Media Wall, Scorecard, Intensity heatmap, Radar, Pyramid, Donut, and Word cloud. The bottom section shows a 'Pick a data selection' panel with a search bar and a list of metrics: Volume (total), Interactions (average), Interactions (total), Interactions + views (total), Views (total), Authors (total), Engagement rate (average), Engagement rate (max), Engagement rate (min), and Media Value (total). A 'What's the use?' section provides context for the 'Interactions' metric, explaining that it includes Likes, Replies, and Retweets on Twitter, Likes and Reactions, Comments, Shares, and Views on Facebook, and Likes and Dislikes, Comments and Views on Instagram.

# BRAND SIGNALS

Illustrative Example

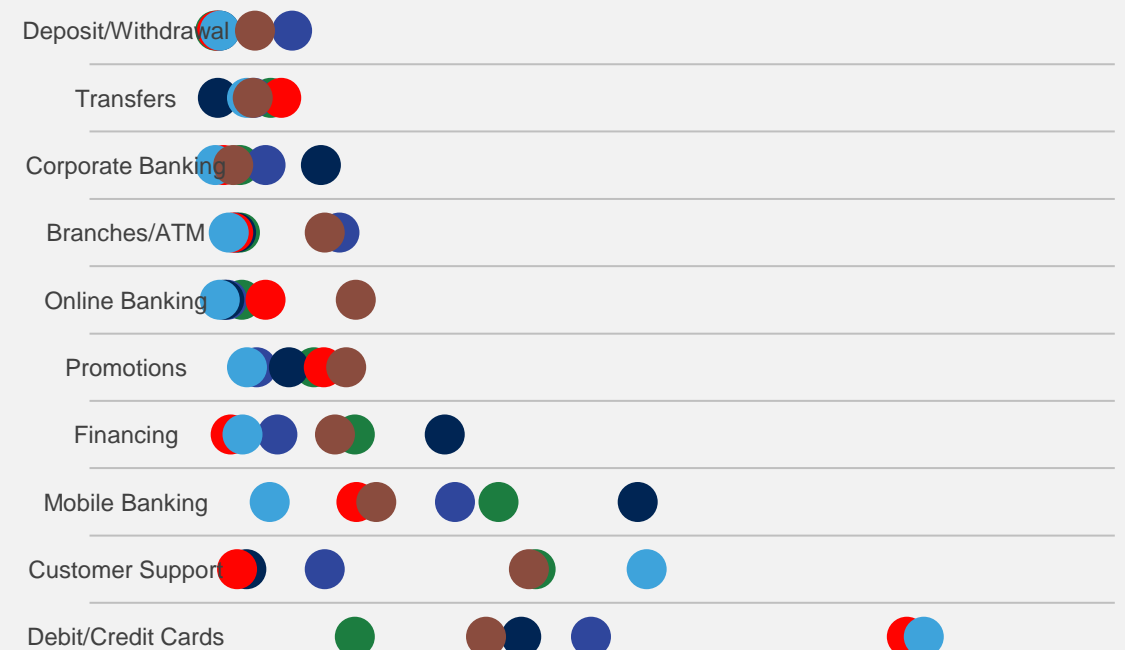
## Brand Associations

Understand which services and topics are more prevalent, engaging and achieving higher saliency for each brand.



## Brand Comms Strategy

Analysis of owned media communication to determine focus, and thus strategy, of competitors in your category.

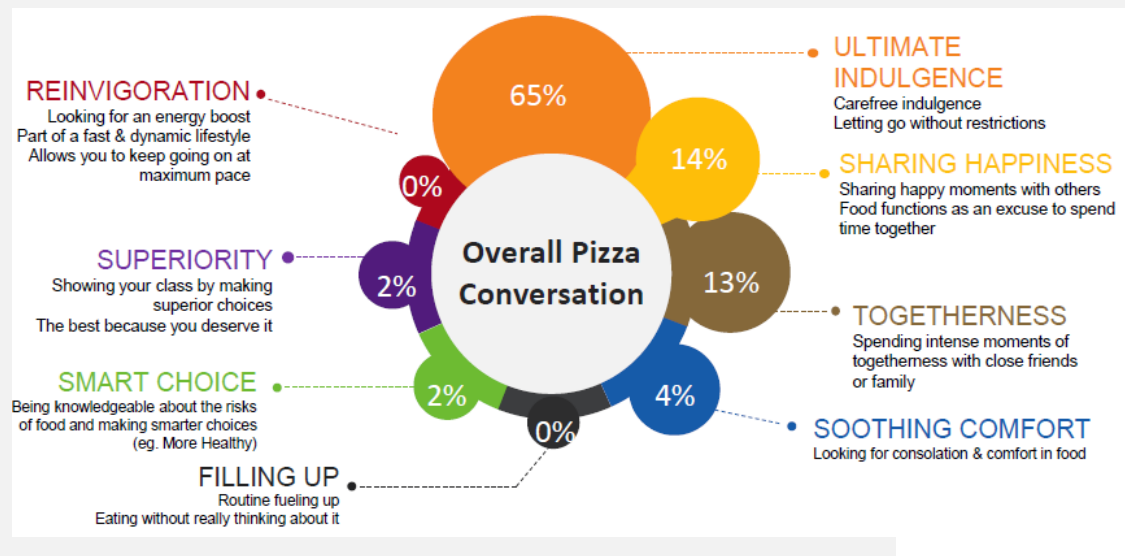


# MARKET EXPLORER

Illustrative Example

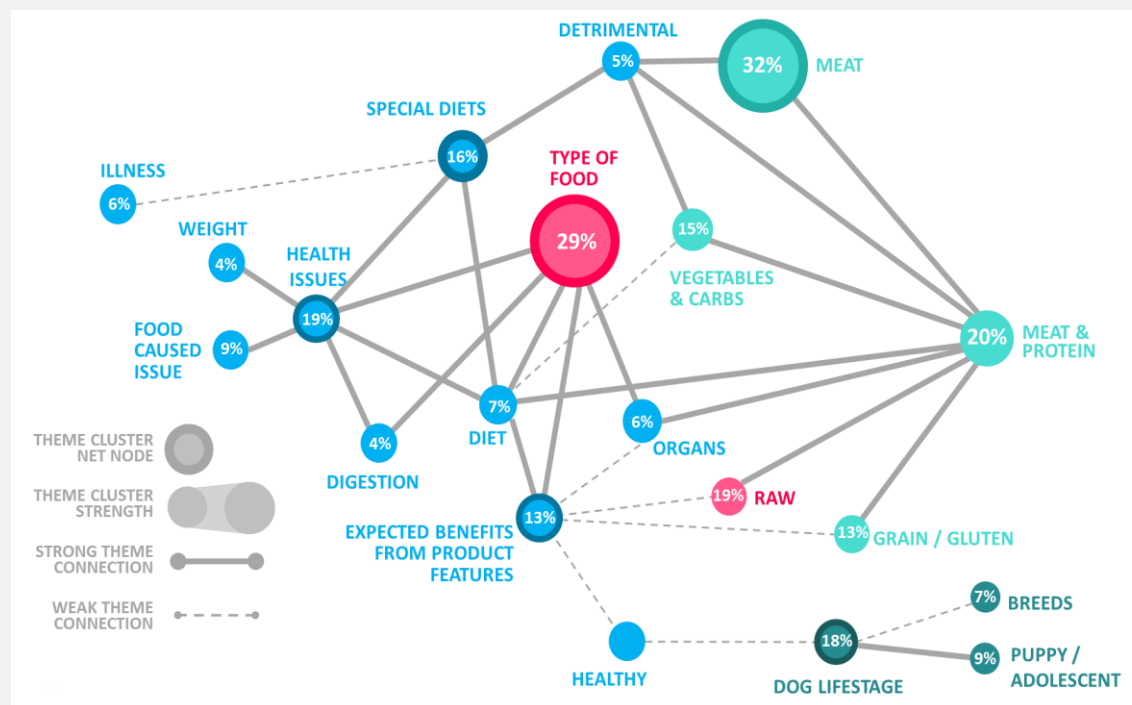
## Category Motivations

Going beyond positive and negative sentiment and retrieving underlying human emotions and the emotional intensity behind category consumption or selection as well as brand advocacy or aversion.



## Conversation Landscape

Decoding the dominant themes, moments, emerging needs and emotions that matter most in the category territory. Further drill-down into the topic context of the dominant associations to unearth barriers, unmet needs, emerging brands, and/or benefits.

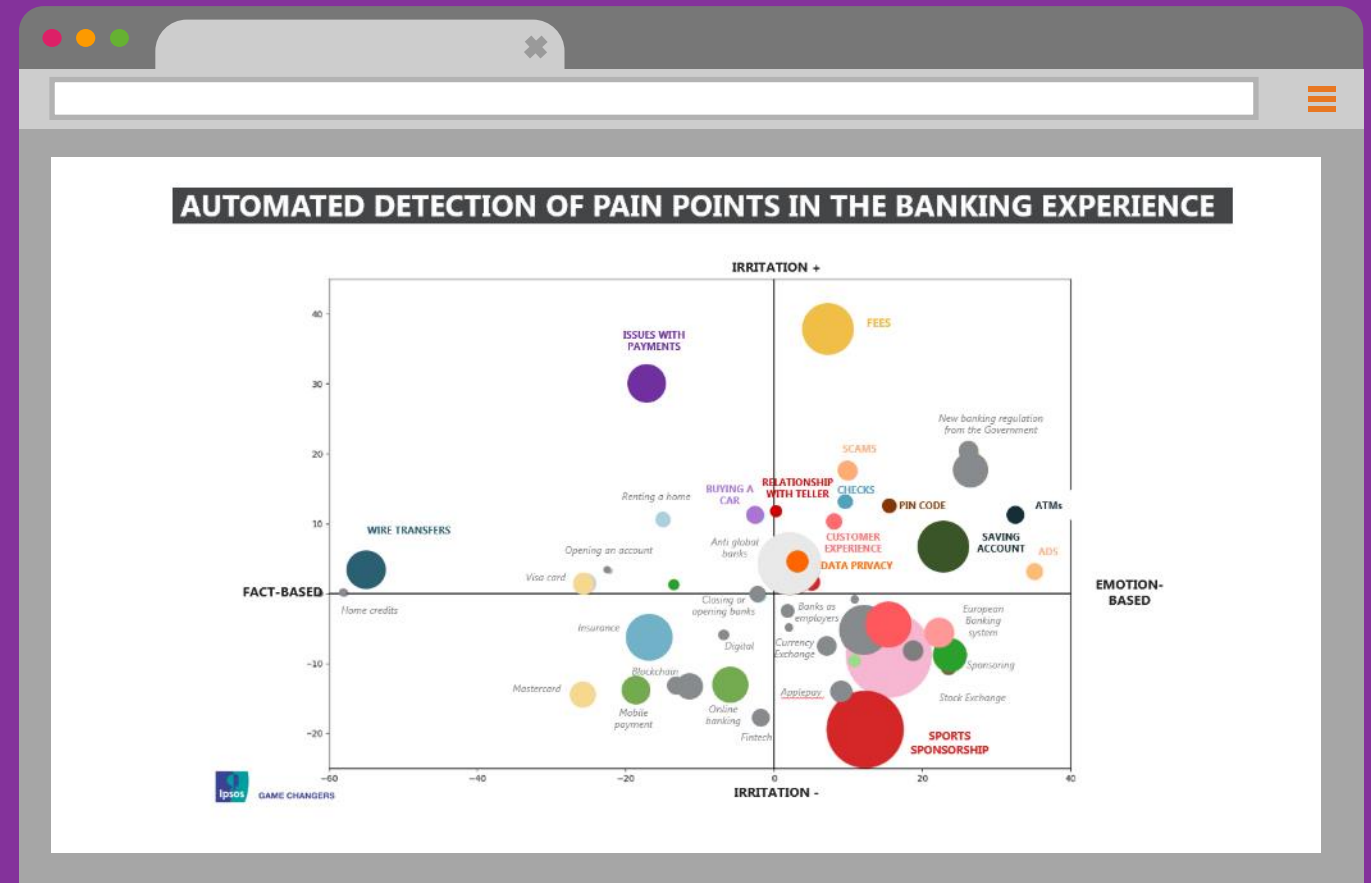


## Painpoints In The Banking Experience

Our global banking client wanted to reach the ambitious objective of “zero irritating experiences” for their clients, and needed to list, understand and measure all pain points spontaneously reported by customers.

We 1st trained a dedicated model on CRM feedback data to spot irritating factors in open ended questions

This model was then deployed on social conversations to tag, size, and explore irritating experiences of bank clients, provide a ranked list of pain points, explore their meaning and recommend on concrete actions to make the customer experience as seamless as possible.





# **IPSOS OBSERVER**

**Data Collection – Best Practices**

**2023**



# MAIN COMPONENTS TO SMOOTH DATA COLLECTION

## QUALITY

- Follow strict and standard international data quality and privacy measures.



## TECHNOLOGY

- Use latest technology to better facilitate fieldwork monitoring



## CAPACITY

- Most of the public affair's work requires fast data collection which requires large capacity



# Quality Assurance Best Practices



# QUALITY CONTROL – PRE AND DURING FIELD

Proper Enumerator Training will decrease mistakes

## Major Focus Points

- Check that they have a complete understanding of all questions.
- Can explain all questions in proper way.
- Able to write verbatim answer for all open questions.
- Ability to select the correct respondent.
- Can use the instructions when shown on the screen.
- Have needed soft skills to communicate properly with respondents
- Passed Certification Test



## QC Measures

Supervisor Accompaniment

Back Checks Via Calls

Spot Checks

Listen in - during a call

Listening to Recordings for Crucial Questions

# QUALITY CONTROL – DATA VALIDATION

## Enumerator Accuracy

- Look for Patterns in data and compare it by interviewer (straight lining )
- Monitor Enumerator % compared to total sample
- Monitor Enumerator Daily % compared to Team.

## Relevancy

- Answer is relevant to questions
- Answer is Clear
- Open Ended data quality and richness

## Integrity

- Duration vs AVG
- Timing (Early, Late)
- Location Vs Sample point.
- Correct Contact Details

+

## Supervision

- Team Structure
- Experienced and mature supervisors

## Technology

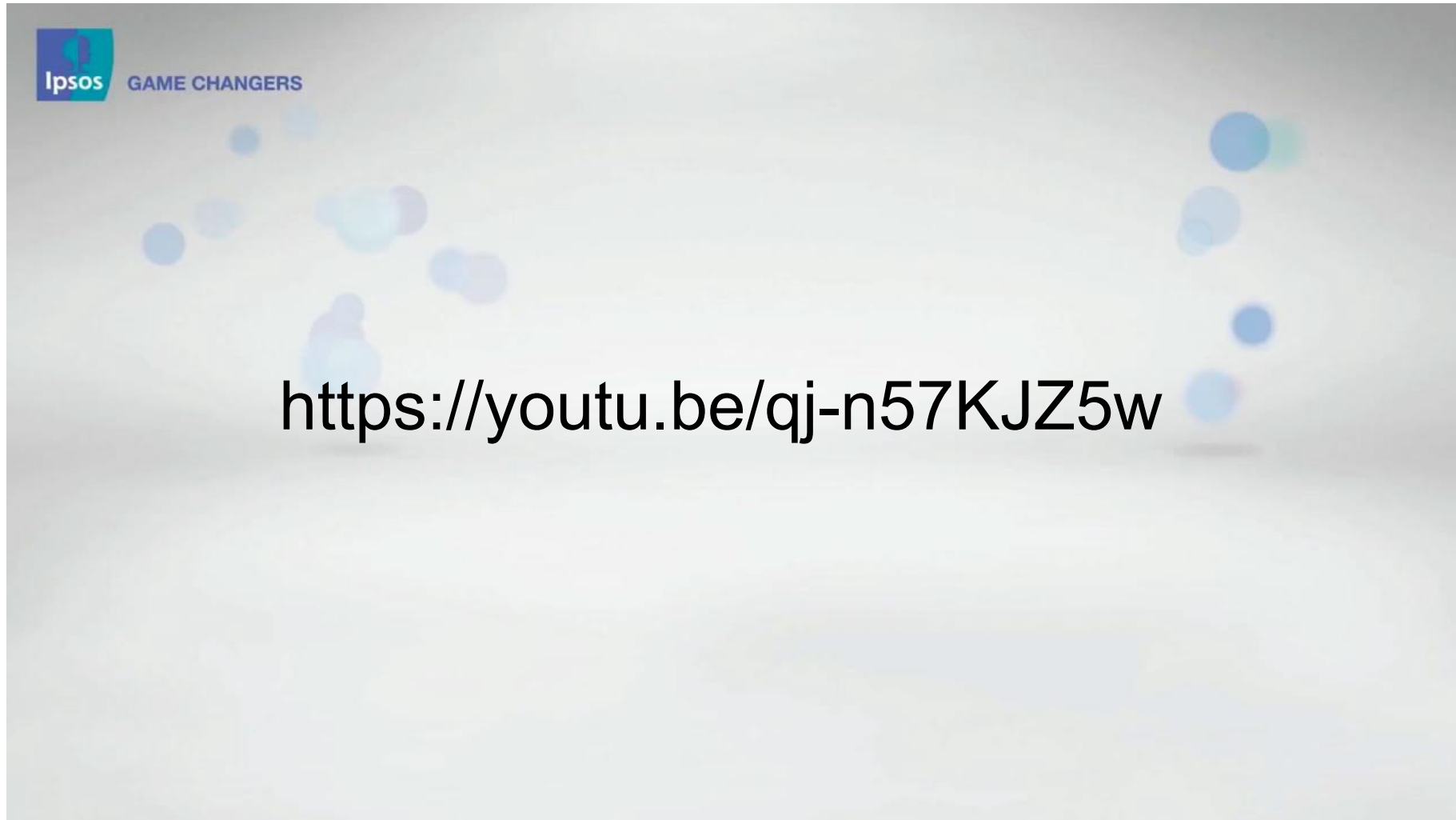
- GPS Tracking
- Passive Recording
- Quota Management

# Data Collection Technology

# TECHNOLOGY

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<https://youtu.be/qj-n57KJZ5w>



**Ipsos Observer**

The Survey Management, Data Collection and Delivery Specialists

**GAME CHANGERS**



# Data Collection Capacity

# DATA COLLECTION CAPABILITIES IN JORDAN

**WHOLE  
KINGDOM  
COVERAGE**



**200+**  
**ENUMERATORS**



**REGIONAL TEAMS**

**Central  
North  
South**

**FACE TO FACE  
CAPABILITIES**



**300  
CAPI  
DEVICES**



**PHONE CAPABILITIES**

**70+ CATI STATIONS**

**Previous Experience  
working Refugee  
Camps**



# **TEAM CAPACITY – EXAMPLES OF ACTUAL PROJECTS**

**75,000 Virtual Interviews in 50 Days During Ramadan**

**30,000 face to face Interviews in 2 months**

**Monthly Call Center capacity of over than 6,000 completed interviews**

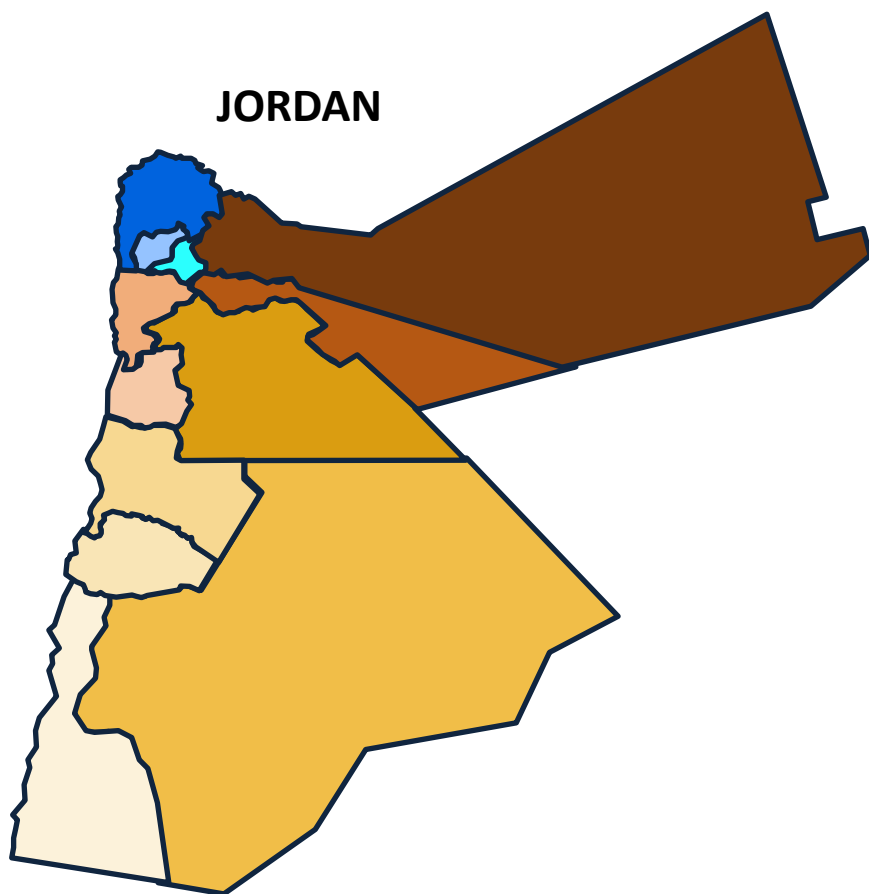
**National Teachers Survey , over 6,000 Interviews across 400 schools in Jordan**

**Retail Census of 11,000 Shops across Jordan in 55 Days**

# **A Visual Example to National Representative Data Collection Sampling and Random Selection**



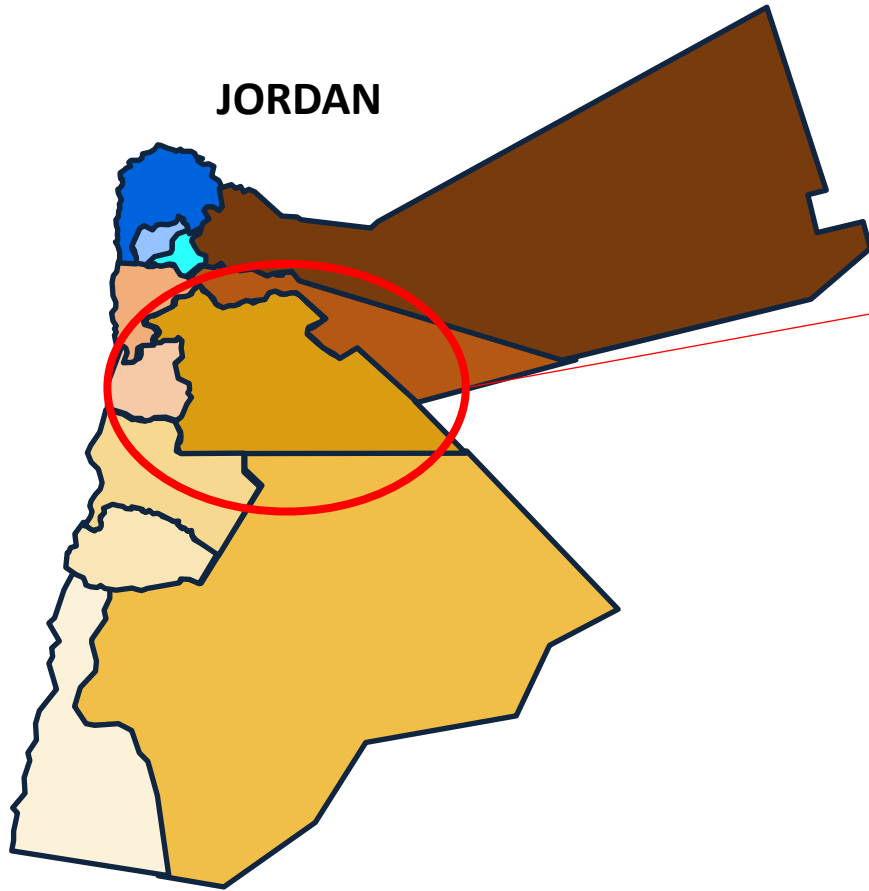
# IPSOS JORDAN - SAMPLING FOR NATIONAL REPRESENTATIVE STUDIES



S=1000		
Governorates	%	Count
East Amman	29%	286
West Amman	10%	100
Balqa	6%	60
Zarqa	14%	140
Madaba	2%	24
Irbid	20%	199
Almafraq	5%	48
Jarash	3%	25
Ajloun	2%	24
Alkarak	4%	41
Altafeleh	1%	14
Maan	2%	19
Aqaba	2%	20

- split Jordan to strata based on governorates where each governorate will take % according to the population in the 2015 Census.

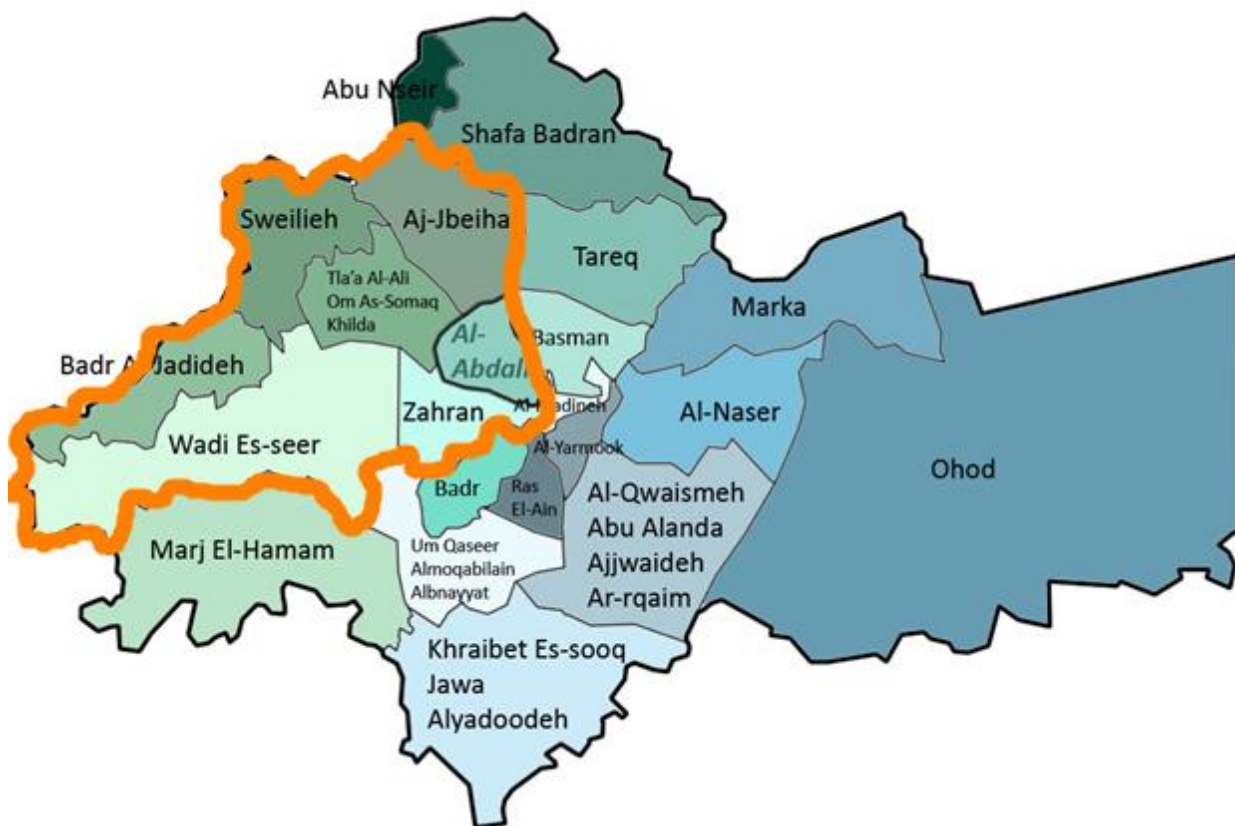
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# IPSOS JORDAN - SAMPLING FOR NATIONAL REPRESENTATIVE STUDIES

## AMMAN - West



District	%	S
Abdali	18%	18
Zahran	10%	10
Jibeha	13%	13
Swieleh	12%	12
Tala Ali	22%	22
Wadi Sier	24%	24
Bader Jadidah	2%	2

Within the governorate, we will re-split each governorate to strata's based on the districts where each district will take % according to the population in the 2015 Census.

# IPSOS JORDAN - SAMPLING FOR NATIONAL REPRESENTATIVE STUDIES

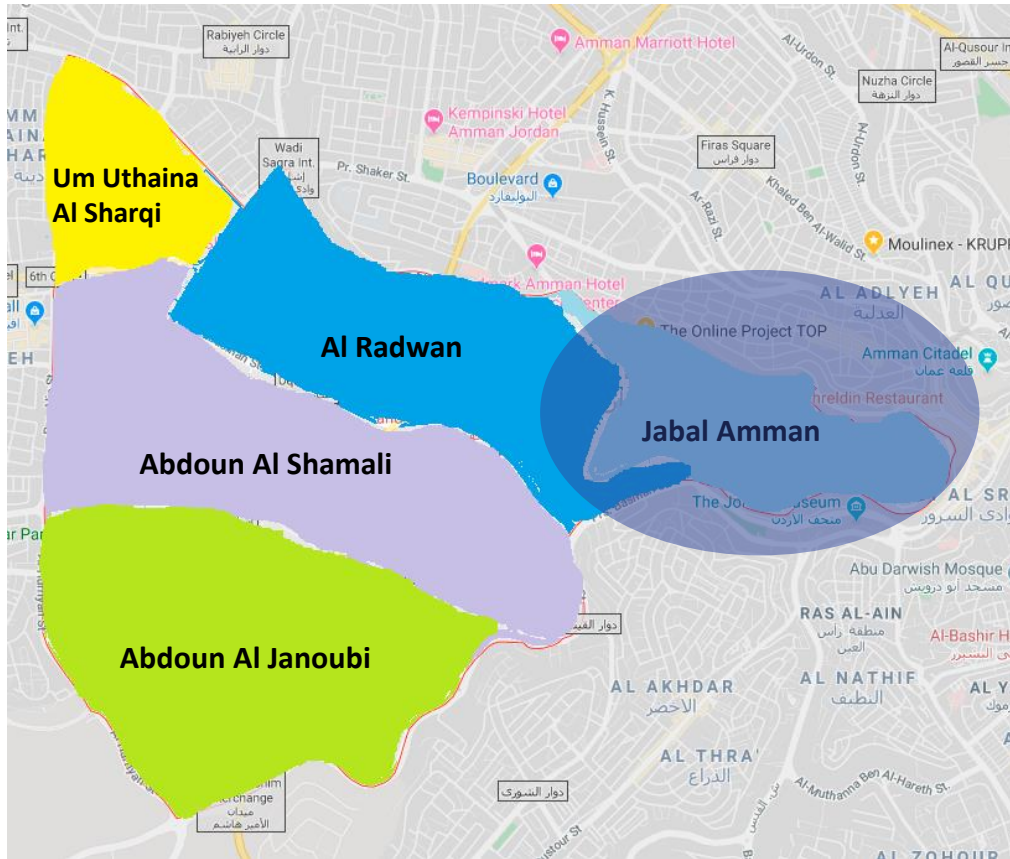
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# IPSOS JORDAN - SAMPLING FOR NATIONAL REPRESENTATIVE STUDIES

Zahran : Sample =10



Sub-District	%	S
Jabal Amman	36%	4
Um Uthaina Al Sharqi	14%	1
Al Radwan	17%	2
Abdoun Al Shamali	25%	3
Abdoun Al Janoubi	8%	1

Within the districts, we will re-split each district to the strata based on the sub- districts where each sub-district will take % according to the population in the 2015 Census. and we will take into consideration all the sub-districts in each area and in the sub-district **whereby the percentage is lower 3% we disqualify it since the required questionnaire numbers will be 1 or less.** And we will re-weight the percentages again. and we will take in to consideration the % of Urban and rural.

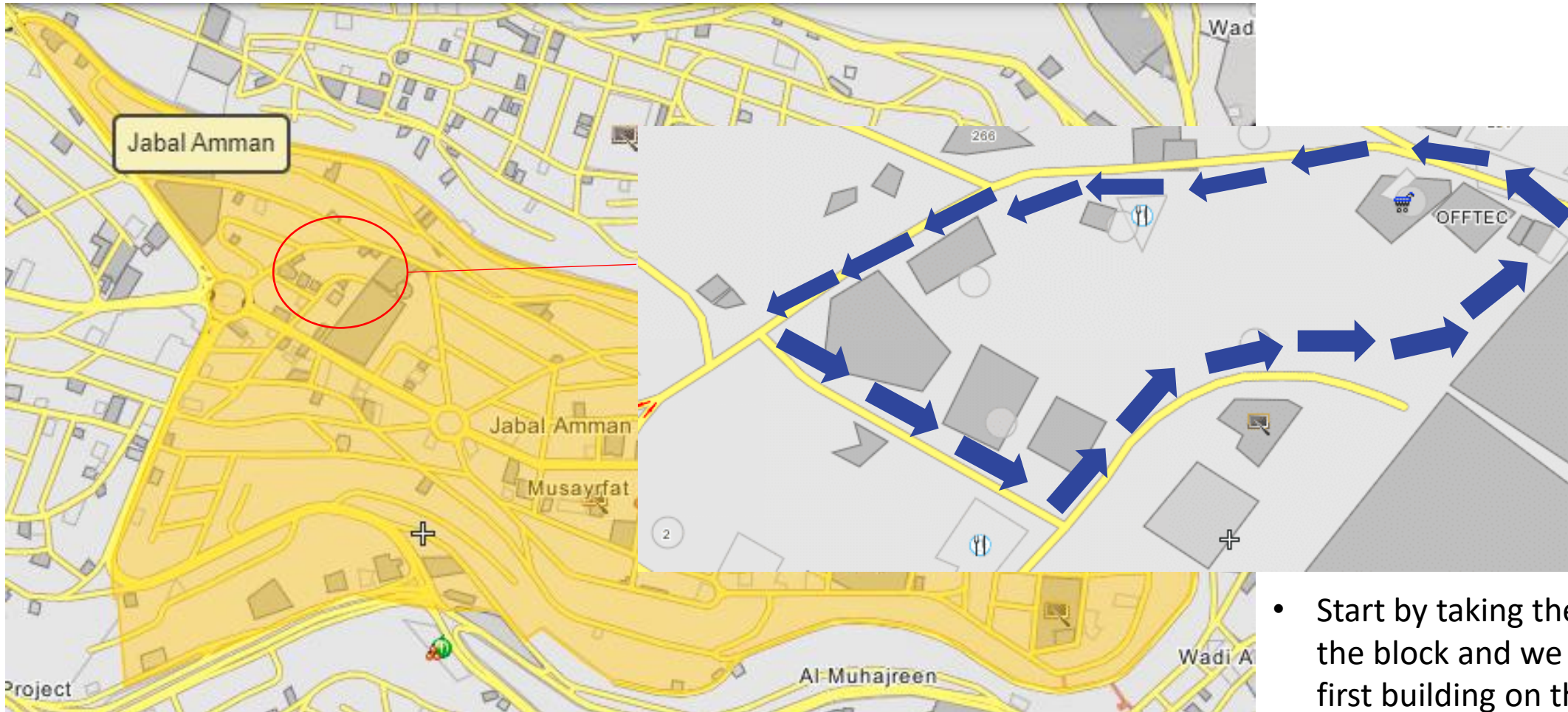


# IPSOS JORDAN - SAMPLING FOR NATIONAL REPRESENTATIVE STUDIES



- every sub-district there's at least one team working, and every team consists of 4 enumerators and every enumerator is distributed on every block and we start choosing the blocks by the biggest population capacity.
- Start by taking the right side of the block and we start from the first building on the block
- Finish point will be the same as the start point

# IPSOS JORDAN - SAMPLING FOR NATIONAL REPRESENTATIVE STUDIES



- Start by taking the right side of the block and we start from the first building on the block
- Finish point will be the same as the start point



# IPSOS JORDAN - SAMPLING FOR NATIONAL REPRESENTATIVE STUDIES



- **Start from the right-hand side of the street**
- **Start from Top Floor (Buildings)**
- **Skip 3 Apartments after successful interview**
  - **Skip 2 in Rural**
- **Proceed to Floor Below / Next house**



**BE  
SURE.  
GO  
FURTHER.**



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