

**Knowing your customers:
what does the Big Data tell us?**



Strategy • Business • Technology • Performance



Nicolas BAUDY - HEC

25 years of experience in Marketing, Digital and Innovation.

Socialy – Dir. Business Consulting (marketing & communication agency)

Vigimilia - co-founder and active investor (big data decision tool)

Investor and mentor in many start-ups.

Previously:

Innovigo - co-founder (digital business consulting firm)

Weekendesk - eCommerce Marketing Director

Voyages SNCF - France Mission Officer

TousEnFrance.com - co-fondateur & CEO

Pierre & Vacances - CTO & Innovation

Havas Voyages - CTO & Innovation

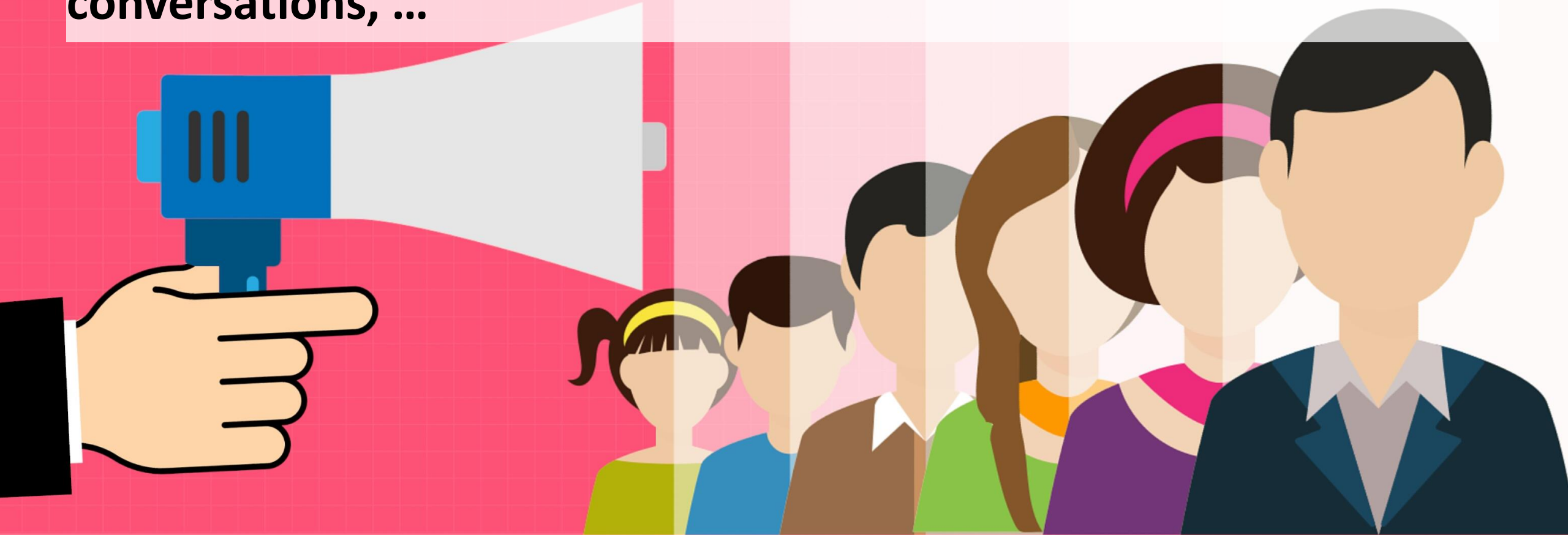
Deloitte & Touche - consultant



Social Networks, Blogs, Specialized websites, Forums, Review websites: the best locations to share, promote and be seen

**The best sources of information
when you want to know your customers better**

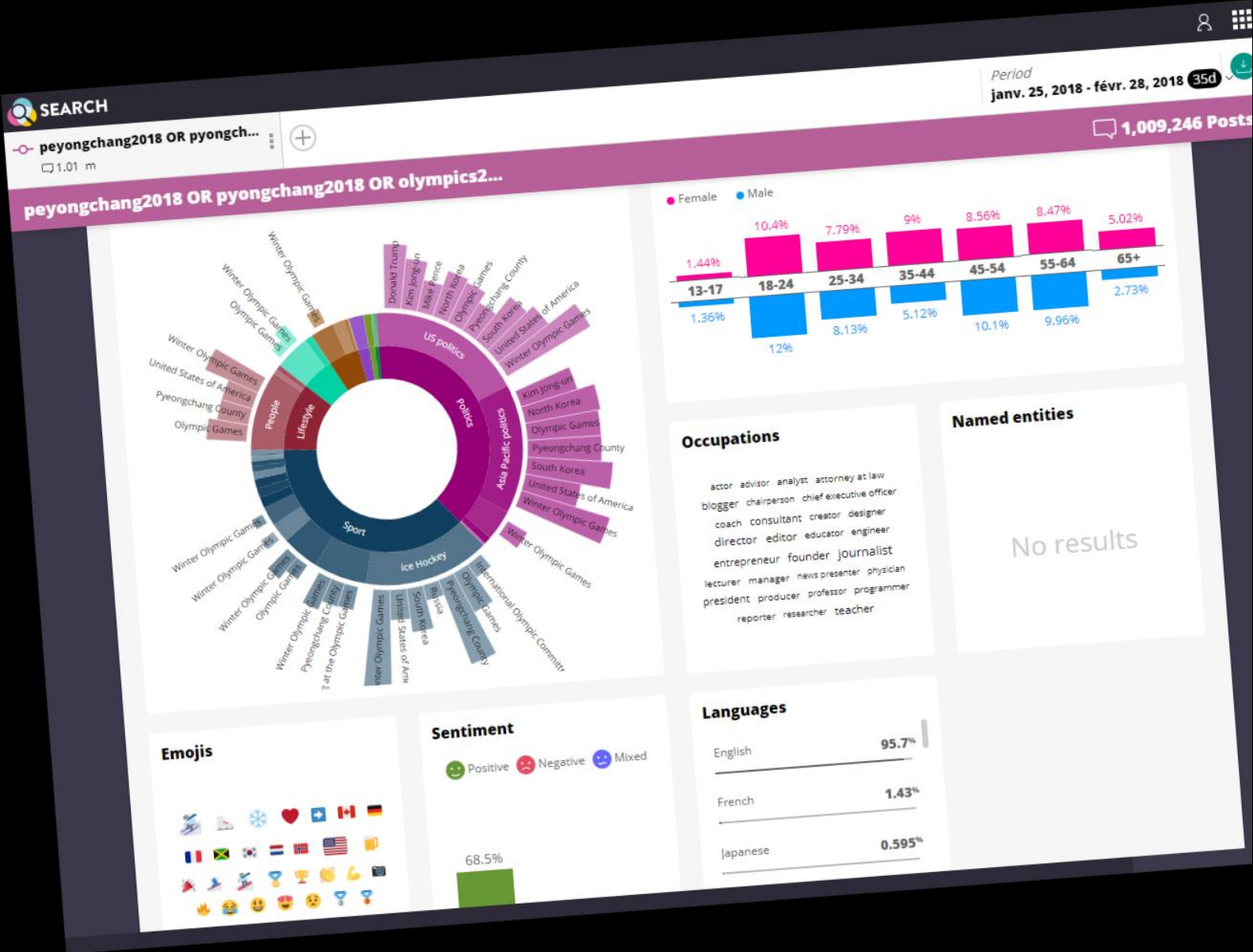
Listen to their posts, articles, testimonials, reviews, pictures, conversations, ...



Identify their drivers, key topics, satisfaction & dis-satisfaction, ...



How can monitoring help decision making ?



Intelligence Listening
Real-time
Spontaneous publications
400M captured sources
+190 countries covered
61 languages processed
Capturing online media
Automated analysis of the
tone of publications
Recognition of objects



"chilean wine routes" OR "ruta...

14.4 k

Example of queries

Period of observation



Period

Dec 2, 2018 - Dec 1, 2019 365d

"chilean wine routes" OR "rutas del vino chileno" OR "chilean wine rout...

14,371 Posts

Executive summary

The results of this query are mostly found on Website and mainly about Travel.
The authors are mostly around 18-24 years old, female and located in United States of America.



Platform



(18-24)

Author

United States ...

Country/Territory

Travel

Topic

Posts

Statistics

Images

Videos

Click on the charts to filter the data

Platforms



Website

47.5%



Instagram

13.4%



Blog

12.1%



Facebook

11.8%

Hashtags

#catadevino

#chile

#chilegram

#chilewines

#colchagua

#descubretuvalle

#enologia

#enoturismo

#instachile

#instagood

#photooftheday

#repost

#santiago

#tour

#tourism

#travel

#travelgram

#trip

#turismo

#valparaiso

#vendimia

#viagem

#viajes

#vina

#vinho

#vino

#vinochileno

#wine

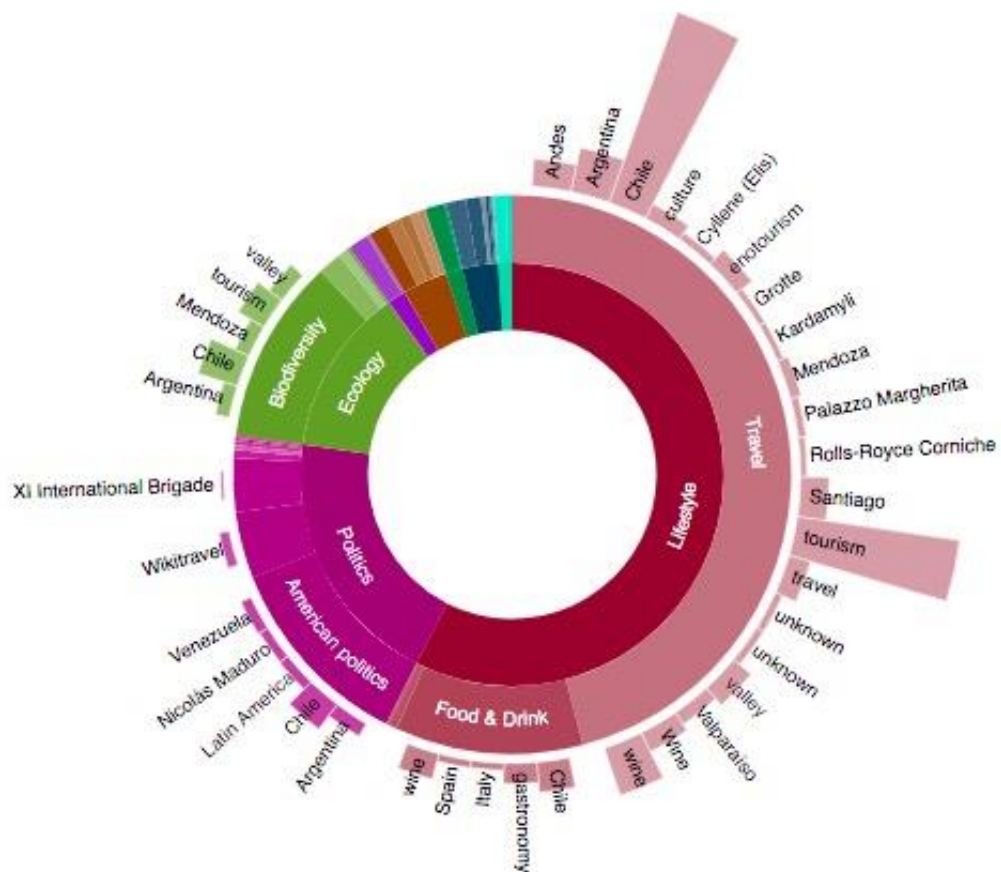
#winelover

#winelovers

Location



Topics



Demographics



Writers' information

Occupations

adviser attorney at law blogger
business executive chef chief executive officer
creator director driver editor educator
engineer entrepreneur founder
general manager guide journalist manager
officer politician presenter producer
responsible for sommelier superior general tailor
taxi driver undersecretary winemaker

writer

Related entities

● Person ● Organization
● Location ● Misc

Argentina Australia Brazil Buenos Aires
Canada Chile Colombia Europe
France Germany India Italy Japan
Latin America London Mendoza Mexico
People's Republic of C... Peru Portugal
Santiago South America Spain
United Kingdom United States of America
Uruguay enotourism tourism valley wine

🔗 "chilean wine routes" OR "ruta..."

💬 14.4 k

⊕ Compare



Period

Dec 2, 2018 - Dec 1, 2019 365d



"chilean wine routes" OR "rutas del vino chileno" OR "chil..."

💬 14,371 Posts

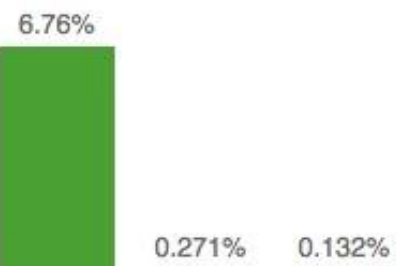
Contents' information

Emojis



Sentiment

😊 Positive 😐 Mixed 😞 Negative



Languages

Spanish	55.8%
English	32%
Portuguese	5.33%
Italian	2.89%
French	...



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Platform

Author (18-24)

United States of A...
Country/Territory

Travel
Topic

Posts Statistics Images Videos

Sort by: Source authority

Social

Retweeted by marcelo vidal

SERNATUR
@Sernatur

RT @Sernatur: 🍷 Hacer un recorrido en bicicleta por viñedos, disfrutar un...
an hour ago

Twitter

Spanish

Retweeted by Aly Guana

SERNATUR
@Sernatur

RT @Sernatur: 🍷 Hacer un recorrido en bicicleta por viñedos, disfrutar un...
2 hours ago

Twitter

Spanish

Retweeted by TurismoYPaseos

SERNATUR
@Sernatur

RT @Sernatur: 🍷 Hacer un recorrido en bicicleta por viñedos, disfrutar un...
4 hours ago

Twitter

Spanish

Retweeted by Javier M.

SERNATUR
@Sernatur

RT @Sernatur: 🍷 Hacer un recorrido en bicicleta por viñedos, disfrutar un...
4 hours ago

Twitter

Spanish

SERNATUR
@Sernatur

🍷 Hacer un recorrido en bicicleta por viñedos, disfrutar una copa de vino a...



4 hours ago

Twitter

Spanish

Sernatur

🍷 Hacer un recorrido en bicicleta por viñedos, disfrutar una copa de vino a...

5 hours ago

Facebook

Spanish

Media

cuyonoticias.com

Rosell Boher Lodge inauguró 8 nuevas Casas de Viñas en Agrelo, Mend...

Con la presencia de autoridades provinciales y municipales, tras más de un...



8 hours ago

Media

Spanish

galiciae.com

Comentario en COMPIRANDO EL PESCADO por alonsito

COMPIRANDO EL PESCADO AYER, un poco pasada la una de la tarde, en...

15 hours ago

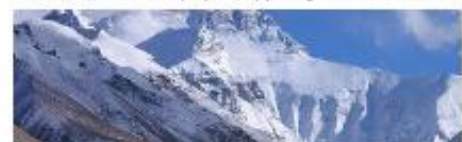
Media

Spanish

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Related stories: KATHMANDU, Nepal - Simply finding the Seven Summits — L...



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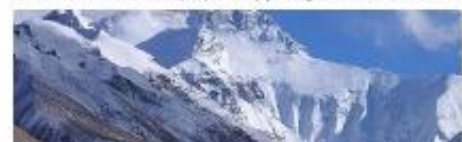
Media

English

kxly.com

The world's highest mountains and some alternatives - KXLY Spokane

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18 hours ago

Media

English

Blogs, Web, Forums...

enjoytravelling.info

10 Underrated Destinations To Visit In 2020

Cable car in San Cristobal hill, overlooking a [-] [-] panoramic view of Santiag...



2 hours ago

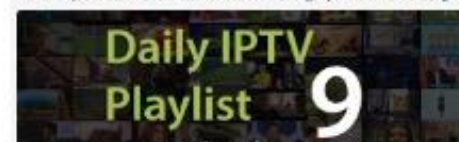
Website

English

iptvultra.com

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5 hours ago

Website

English

aftonranch.net

Derided as unworthy of the venerable name

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8 hours ago

Website

English

georgestenbreiner.com

MI primera página

DIA 567 DE PROTESTA PLEITO A LO INTERNO EN EL FRENTE O ESTRA...



9 hours ago

Website

American politics Spanish



Posts Statistics Images **Videos**

Videos' information

Sort by: Source authority



What for?

Transform observation into action: make sense of the data and act

Detect market opportunities

Brand monitoring

Alerting & Weak signals detection

Adapt products and contents to the markets and customers

Monitor and influence the demand





Linkedin :

nicolasbaudy

