

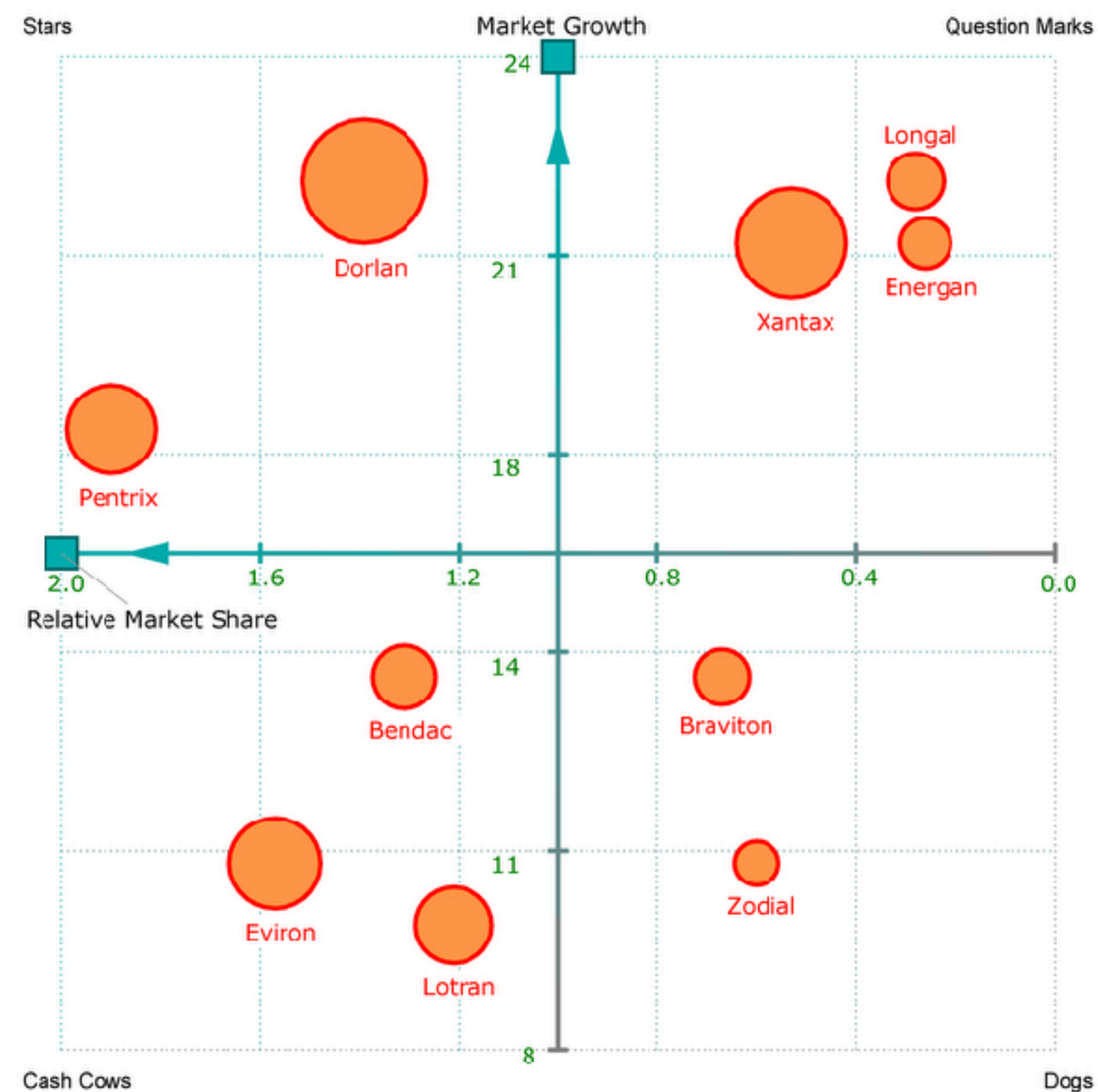
Competitor Analysis using DATA

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Why do we need to keep an eye on our client's competitors?



- Cause we need to go from advertising to business partners.

- Performance + Conversions all day, every day.
- Timing is critical.
- Alerts when opportunities/threats come in.
- Influence the decision making process.
- Unlock creative/strategic opportunities.
- Data is out there available to us, it's time to grab it and organize it.



Main challenges when doing competitor's analysis

1. We stick to social media/listening



2. Cost/Access to tools.

MOAT Search by brand: Random Brand Tools

Nissan Pathfinder Advertiser Report - Automotive 197 ads

Related: Jeep, Honda, Chevrolet, Dodge, Chrysler, Pacific, Acura

Grid of ads including:

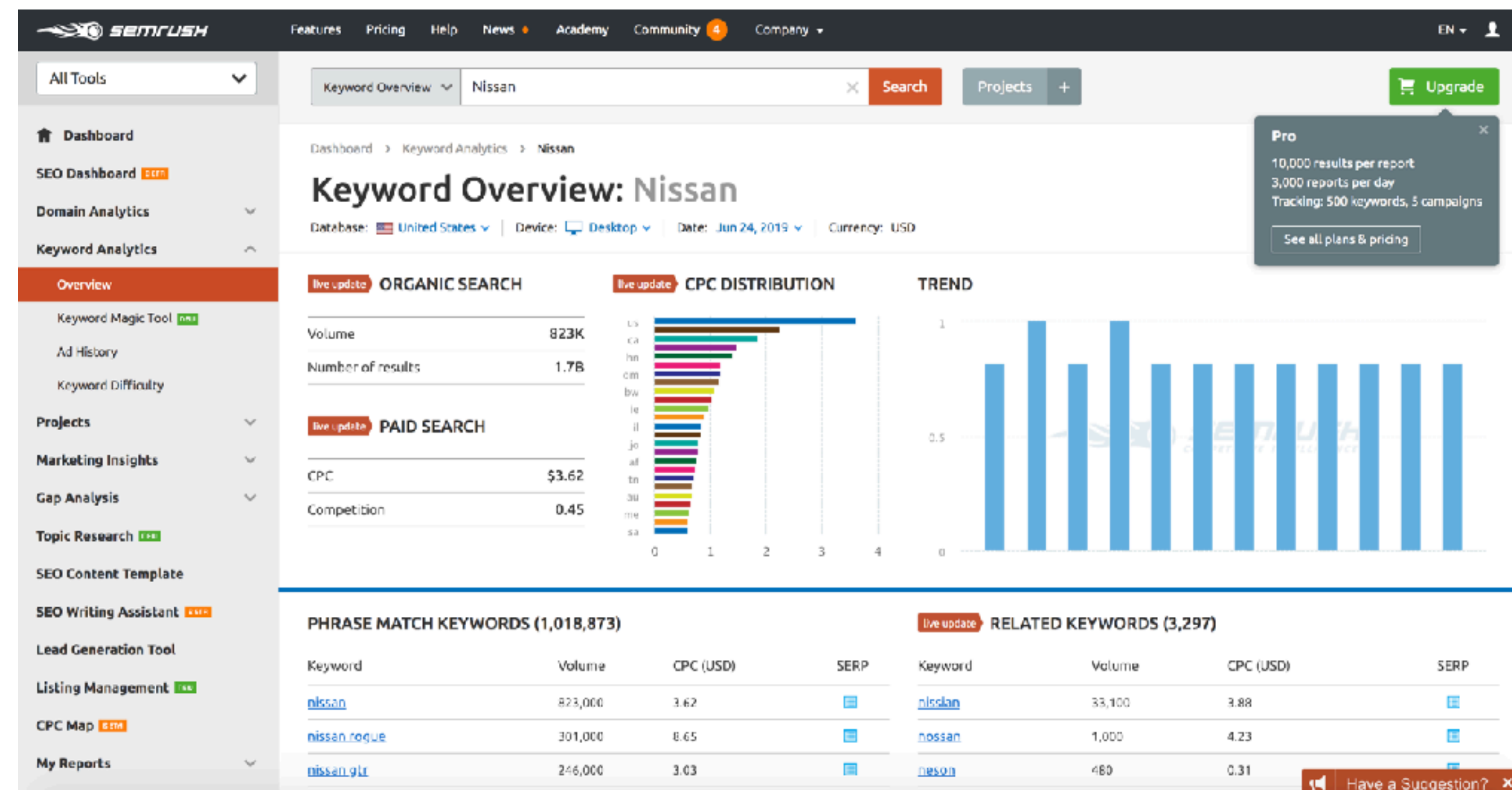
- Labor Day Deals 2016 Nissan Pathfinder
- 0% financing
- 2018 Nissan Pathfinder Bring on Winter
- Nissan My Choice
- Black Friday Rush Event
- 229 down payment
- Master the Drive Year End Event
- 0% financing for 48 months
- 1,000 bonus cash
- Choose to Outdo the Outdoors
- 50,000 down payment
- Clearout Pricing \$6,000
- Pathfinder \$6,000
- 2.89% financing
- 249 down payment
- 0% financing for 72 months
- 4,000 down payment
- 0% financing for 72 months
- 24,977 price

Standard \$59.00 PER USER/MONTH	Premium \$99.00 PER USER/MONTH	Corporate \$149.00 PER USER/MONTH	Enterprise \$249.00 PER USER/MONTH
<p>Everything you need to get started.</p> <ul style="list-style-type: none"> • Complete Social Media Management • All In One Social Inbox • Monitor Profiles, Keywords & Locations • Publish, Schedule, Draft & Queue Posts • Social Content Calendar • Group, Profile & Post-Level Reporting • iOS & Android Companion Apps • Includes 5 Social Profiles 	<p>Powerful tools for social business.</p> <ul style="list-style-type: none"> • Tasking & Social CRM Toolset • 90-Day Twitter Conversation History • ViralPost® Send Time Optimization • Image Editing Tools Powered by Adobe • Google Analytics Integration & Report • Multiple Groups to Organize Profiles & Users • Includes 10 Social Profiles 	<p>Premium tools for professional needs.</p> <p>+ Includes all Premium Features and...</p> <ul style="list-style-type: none"> • Tag, Categorize & Report on Inbox Messages • Trends & Engagement Reports • Team & Productivity Reporting • Approval Workflow & Audience Targeting • Campaign Tagging & Reporting • Competitive Benchmark Reporting • Includes 15 Social Profiles 	<p>Advanced tools for social business at scale.</p> <p>+ Includes all Corporate Features and...</p> <ul style="list-style-type: none"> • Advanced Customer Care Tools & Reports • Advanced Keyword Listening • Build Custom Chatbots with Automation Tools • Custom URL Tracking • Scheduled Report Delivery & Reporting API • Includes 20 Social Profiles



3. Is SEO/SEM still relevant?

How do we analyze it?



4. The consulting companies



What do people want? Save me time and ensure my safety.

Percentage of people interested in each connected vehicle feature

	Category	China	Germany	India	Japan	Rep. of Korea	US
Updates regarding traffic congestion and suggested alternate routes	Time	83%	73%	84%	76%	79%	75%
Suggestions regarding safer routes	Safety	81%	68%	84%	75%	78%	72%
Updates to improve road safety and prevent potential collisions	Safety	81%	67%	84%	71%	80%	71%
Customized/optimized vehicle insurance plan	Cost	73%	43%	78%	53%	63%	55%
Maintenance updates and vehicle health reporting	Cost	78%	64%	84%	66%	74%	71%
Maintenance cost forecasts based on your driving habits	Cost	75%	49%	79%	57%	65%	58%
Customized suggestions regarding ways to minimize service expenses	Cost	76%	53%	79%	61%	75%	58%
Over-the-air vehicle software updates	Performance	71%	60%	75%	58%	68%	53%
Access to nearby parking (i.e., availability, booking, and payment)	Services	82%	63%	83%	68%	74%	61%
Special offers regarding non-automotive products and services related to your journey or destination	Services	68%	34%	71%	52%	61%	41%
Receiving a discount for access to a Wi-Fi connection in your vehicle	Services	69%	43%	73%	51%	65%	55%

Source: 2019 Deloitte Global Automotive Consumer Study



Main challenges when doing competitor's analysis

5. Not real time but quarterly/yearly reports



THE ONBOARD CAMERA IS A HUGE CONSUMER-LED TREND


Among the top in-vehicle-related searches, onboard cameras are trending across all three markets. In fact, search volume for onboard cameras is 3X as large as search volume for autonomous driving.

Consumer search interest around onboard cameras reveals near-term opportunities for OEMs to consider, from product innovation to marketing communications.

think with Google

Source: Google Internal data, US, Sep 2015 to Aug 2017



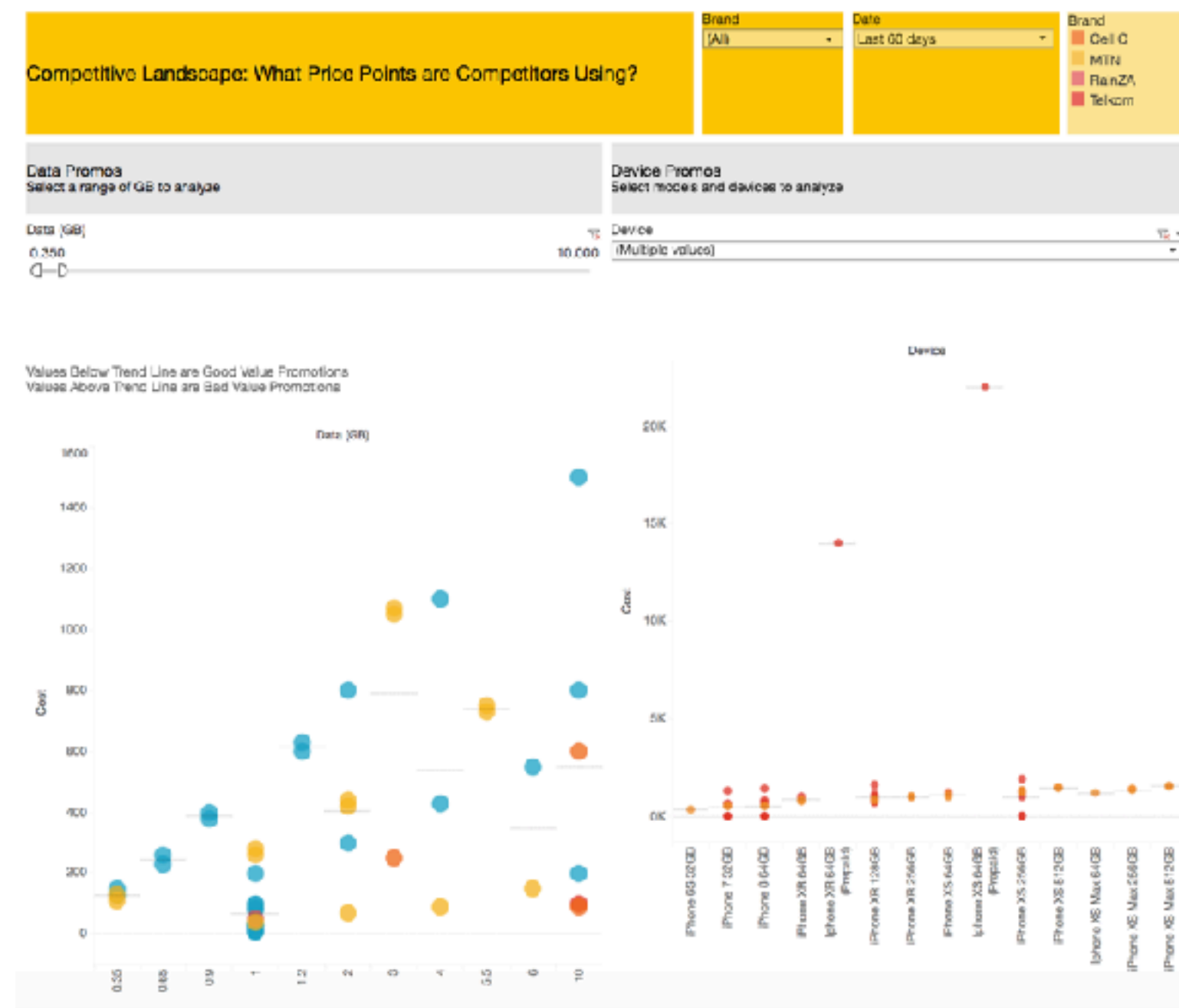


**What if we told you there's a new way?
And our clients are loving it!**



How to keep an eye on your clients' competitors with DATA

Labels + Dashboards + Alerts

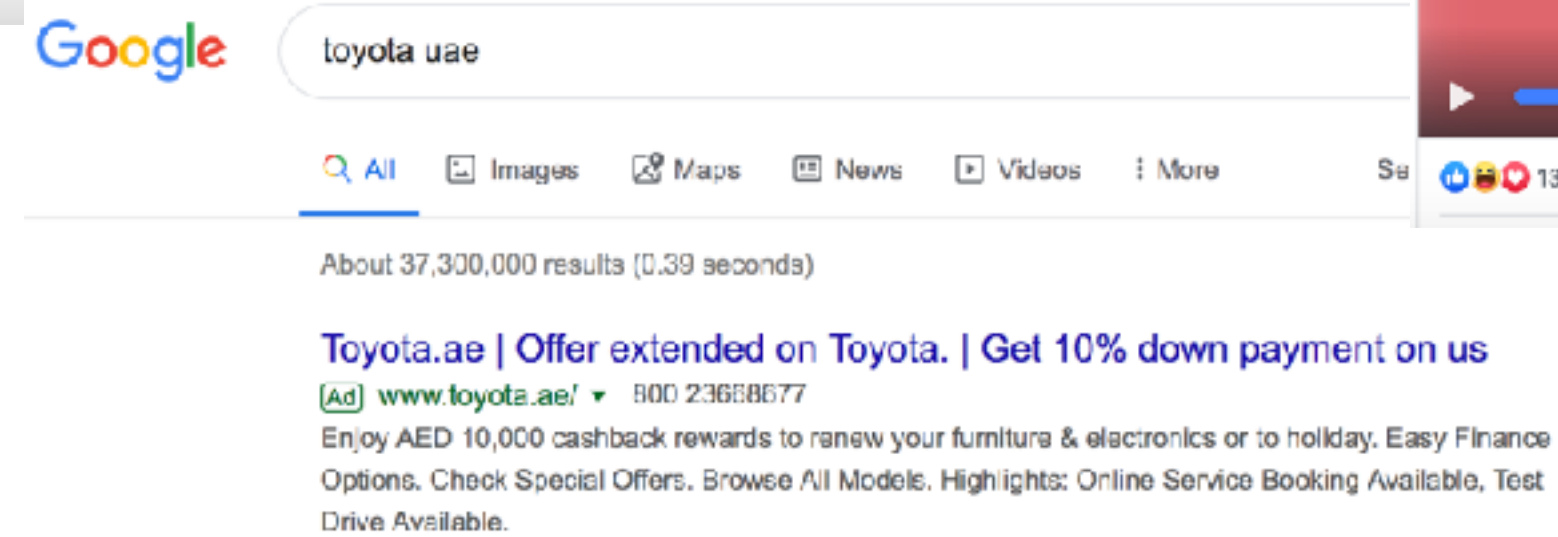
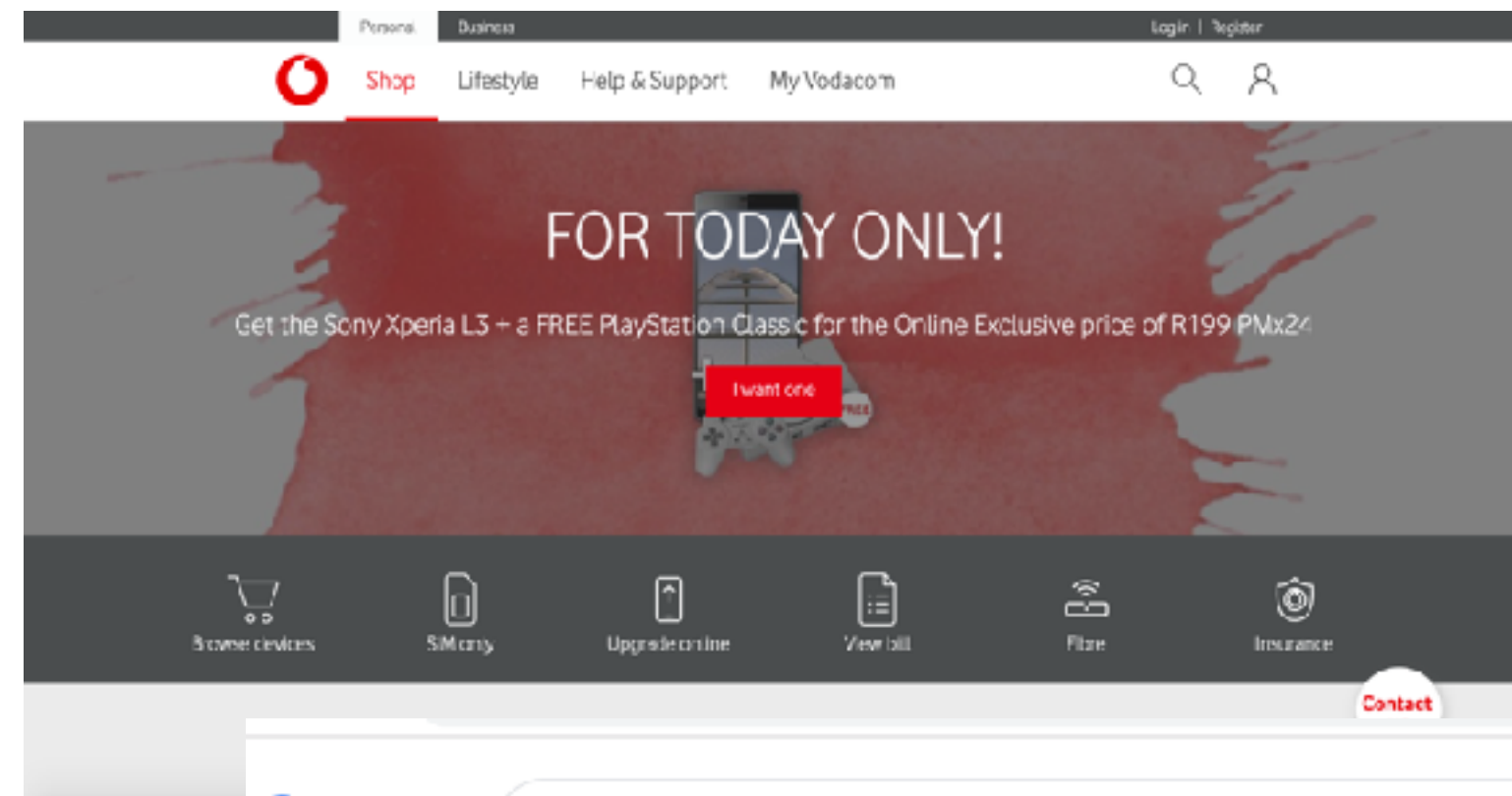


We developed a methodology in which by using taxonomy, dashboards and anomaly detection we are identifying business opportunities/threats in real time. Alerting our clients and unlocking new biz/creative opportunities.



Process

1. Define your sources



1. Websites.
2. Landing pages.
3. Social media.
4. CRM/email marketing.
5. SMS.
6. Adwords/search.



2. Create a classification (taxonomy) model

Brand, duration, source, type of promotion/communication, price, incentives, etc.

Date	Brand	Platform	Promotion Name	Promotion Type	Device	Airtime (Min)	Data (MB)	SMS	Cost	Duration (Month)	Duration (Hours)	Launch Date	End Date	Additional Info
	RainZA	Website	Once Off Payment	Huawei P20	4G Dual Sim Smartphone				4,600.00					
	Telkom	Facebook	FreeMe data bundle	GetAGig	Data		10000		100.00			05-Feb		
	Vodacom	Website	Red Hot Dealz	Device	Huawei Y5 Lite	120	0	0	199.00		24			5GB free dat
	Vodacom	Website	Red Hot Dealz	Device	Hisense Intinly H12 Lite	120	0	0	349.00		24			Get 2x H-SEI
	Vodacom	Website	Red Hot Dealz	Device	iPhone 8 32GB	120	0	0	199.00		24			Get 5GB free
	Vodacom	Website	Red Hot Dealz	Device	Huawei P20 Lite	165	0	0	279.00		24			Get Free Blu
	Vodacom	Website	Red Hot Dealz	Device	Huawei Y5 Lite	120	0	0	129.00		24			Get 5GB free
	Vodacom	Website	Red Hot Dealz	Device	Hisense F22	165	0	0	165.00		24			Get 2 Hisens
	Vodacom	Website	Red Hot Dealz	Device	Huawei R21 8h Mobile WiFi	0	500	0	179.00		36			Get the Huaw
	Vodacom	Website	Red Hot Dealz	Device	Samsung Galaxy J2 Core	120	0	0	199.00		24			Get 2 Samsu
	Vodacom	Website	Red Hot Dealz	Device	Samsung Galaxy J4+	50	350	50	229.00		24			Once off 10C
	Vodacom	Website	Red Hot Dealz	Device	Samsung Galaxy J2 Core	80	0	0	99.00		24			5GB free dat
	Vodacom	Website	Month of Love offers	Device	Huawei P20 Lite	165	0	0	449.00		24			5GB free dat
	Vodacom	Website	Month of Love offers	Device	Hisense Intinly H12 Lite	120	0	0	349.00		24			Get 2x H-SEI
	Vodacom	Website	Month of Love offers	Device	Samsung Galaxy J2 Core	120	0	0	199.00		24			Get 2 Samsu
	Vodacom	Website	Month of Love offers	Device	LG V40ThinQ	50	350	50	599.00		24			Get LG V40+
	Vodacom	Website	Month of Love offers	Device	LG Q7ThinQ	165	0	0	559.00		24			Get the LG Q
	Vodacom	Website	Month of Love offers	Data	SIM Card Only on Data Plan	0	30000	0	499.00		24			Extra 30GB c
	Vodacom	Website	Big Data deals	Data	SIM Card Only on Data Plan	0	20000	0	199.00		24			Extra 20GB c
	Vodacom	Website	Big Data deals	Data	Huawei R21 8h Mobile WiFi	0	20000	0	229.00		24			Extra 20GB c
	Vodacom	Website	Big Data deals	Data	Huawei B31 5e-22	0	20000	0	249.00		24			Extra 20GB c
	Vodacom	Website	Big Data deals	Data	SIM Card Only on Data Plan	0	50000	0	499.00		24			Extra 50GB c
	Vodacom	Website	Big Data deals	Data	Huawei B31 5e-22	0	50000	0	549.00		24			Extra 50GB c
	Vodacom	Website	Big Data deals	Data	B31 B	0	50000	0	599.00		24			Extra 50GB c
	Vodacom	Website	Big Data deals	Data	Huawei R21 8h Mobile WiFi	0	20000	0	599.00		36			Get 2x H-P 15
	Vodacom	Website	Big Data deals	Data	Huawei B31 5e-22	0	20000	0	829.00		36			Get 2x H-P 15
	Vodacom	Website	Big Data deals	Data	Huawei B31 5e-22	0	10000	0	349.00		24			Get Extra 10
	Vodacom	Website	Pick of the Week	Device	Huawei Y5 Lite	120	0	0	129.00		24			Get 5GB free
	Vodacom	Website	Pick of the Week	Device	Hisense F22	165	0	0	165.00		24			Get 2 Hisens
	Vodacom	Website	Pick of the Week	Data	Huawei R21 8h Mobile WiFi	0	500	0	179.00		36			Get the Moco
	Vodacom	Website	Pick of the Week	Device	Hisense Intinly H12 Lite	120	0	0	349.00		24			Get 2x H-SEI
	Vodacom	Website	Pick of the Week	Device	Samsung Galaxy J4+	50	350	50	229.00		24			Once off 10C

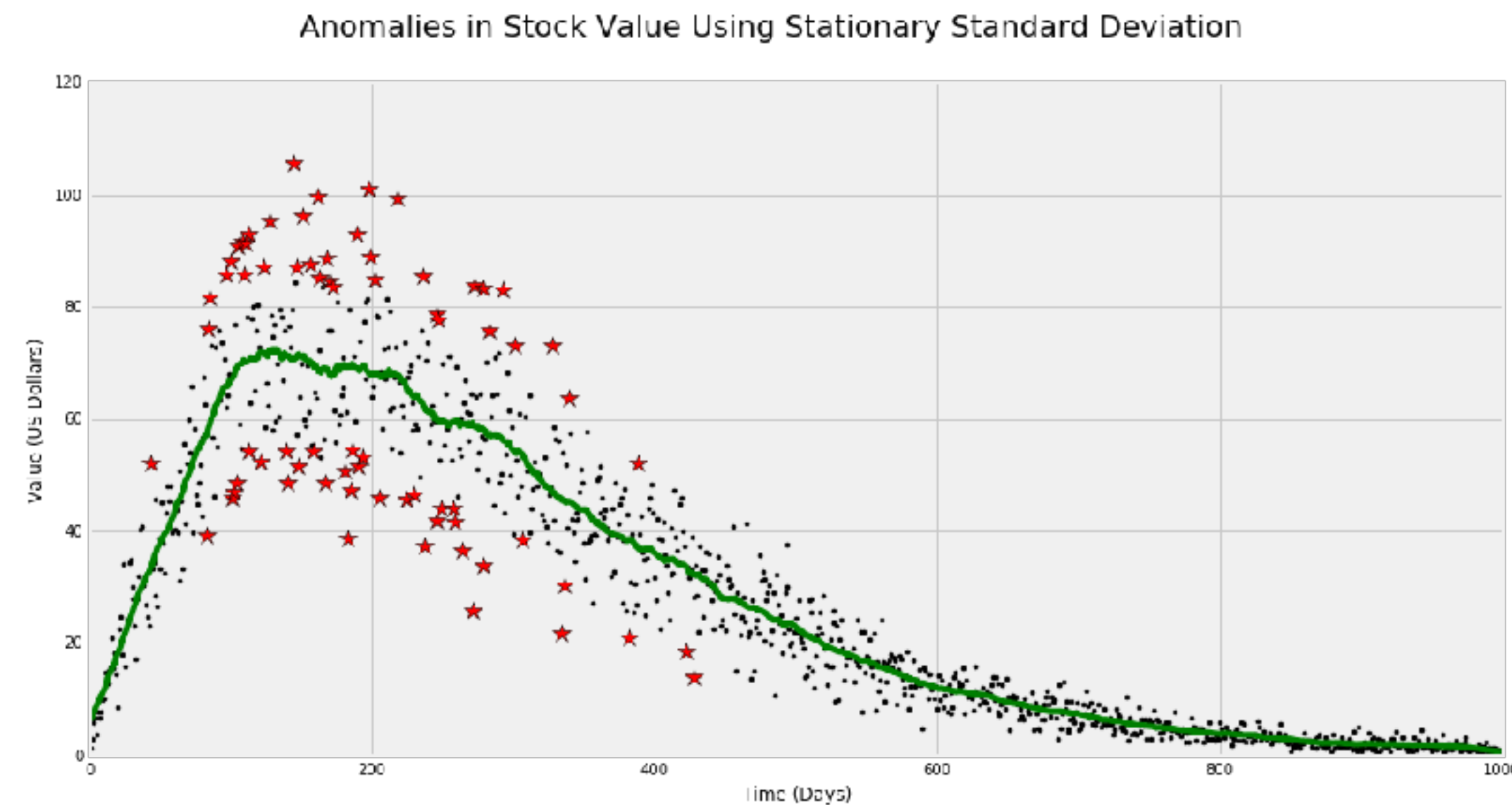
1. What are the labels?
2. Who populates it?
3. How often?

*Taxonomy sheet for download



3. What is the anomaly?

Anomaly detection: In data mining, **anomaly detection** (also **outlier detection**) is the **identification** of rare items, events or observations which raise suspicions by differing significantly from the majority of the data*



1. What are the regular promotions?
2. What are aggressive promotions?

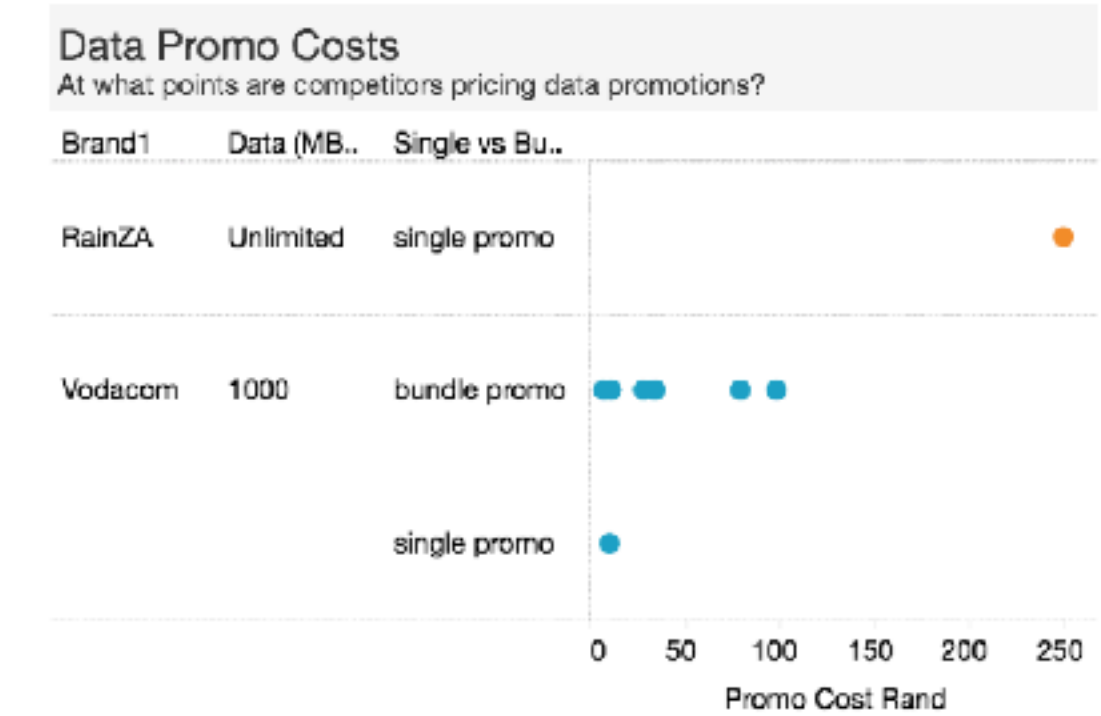
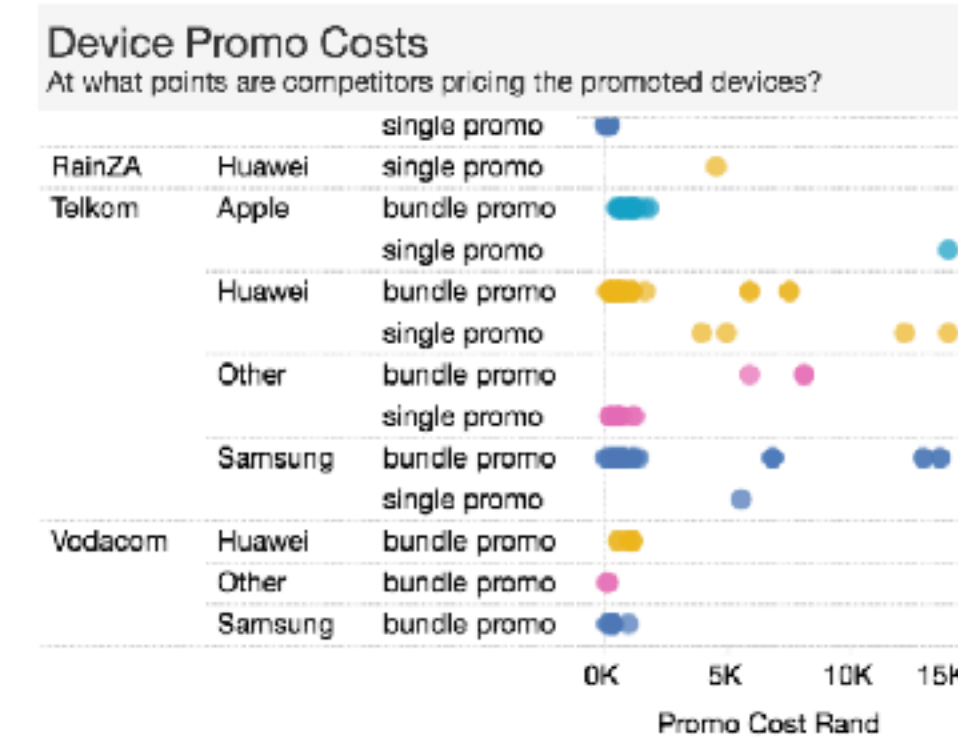
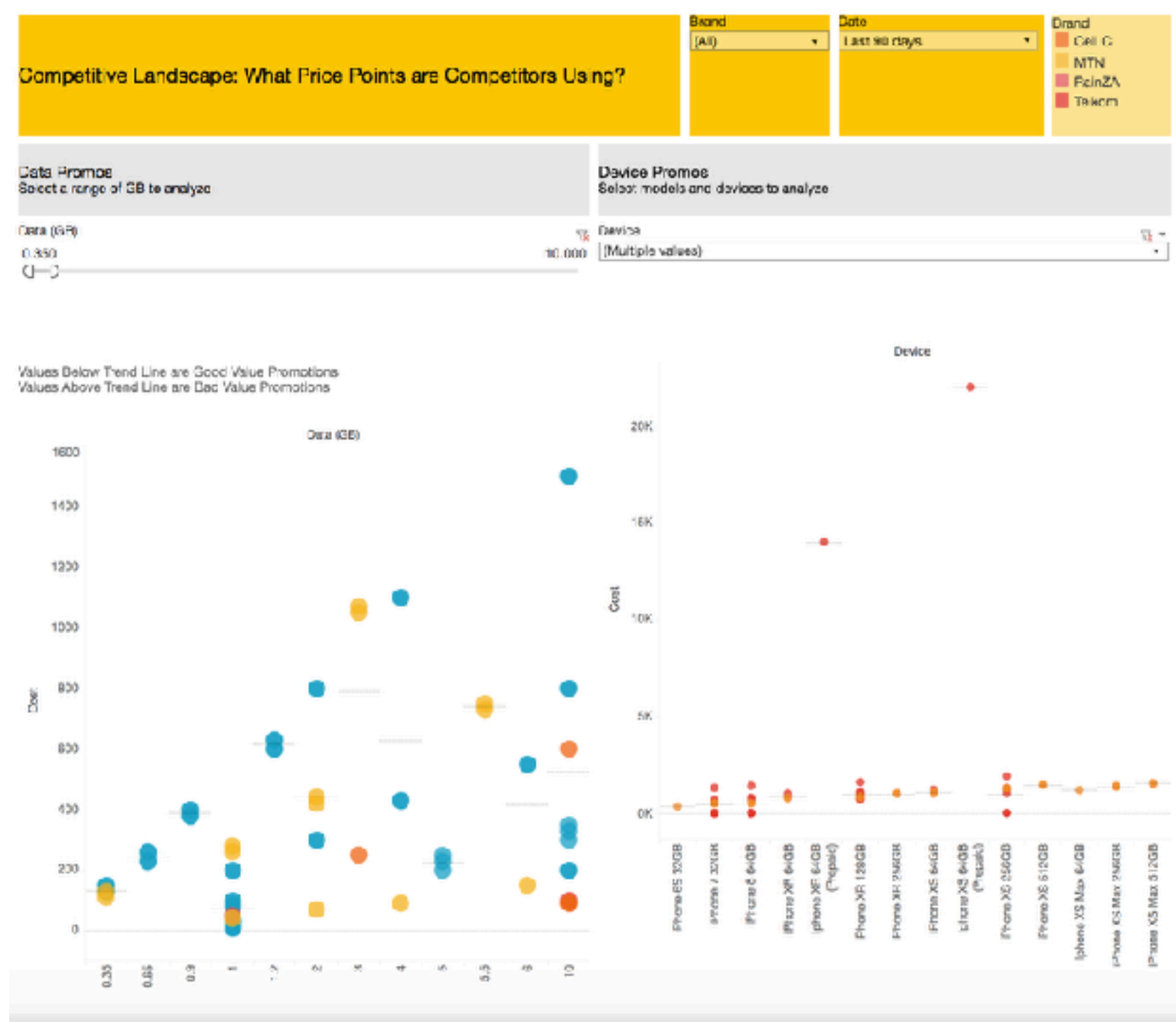
Tip: Most aggressive promotions usually have a very short time limit.

*Source: Wikipedia



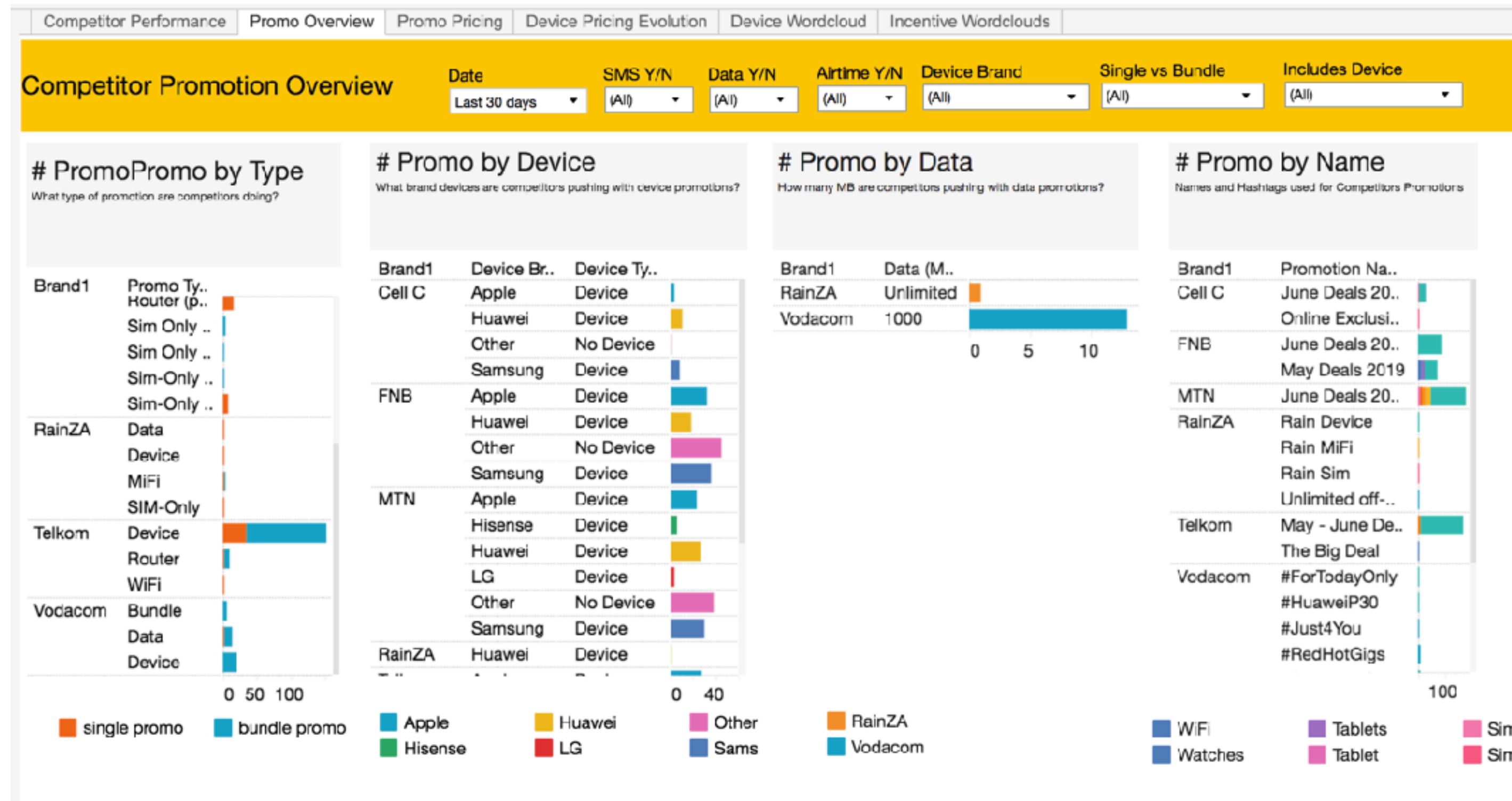
Example

For this Telco client we keep a close eye on what their competitors offer on a daily basis and whenever we see promotions that are under X value offering over Y data/airtime we alert our client.



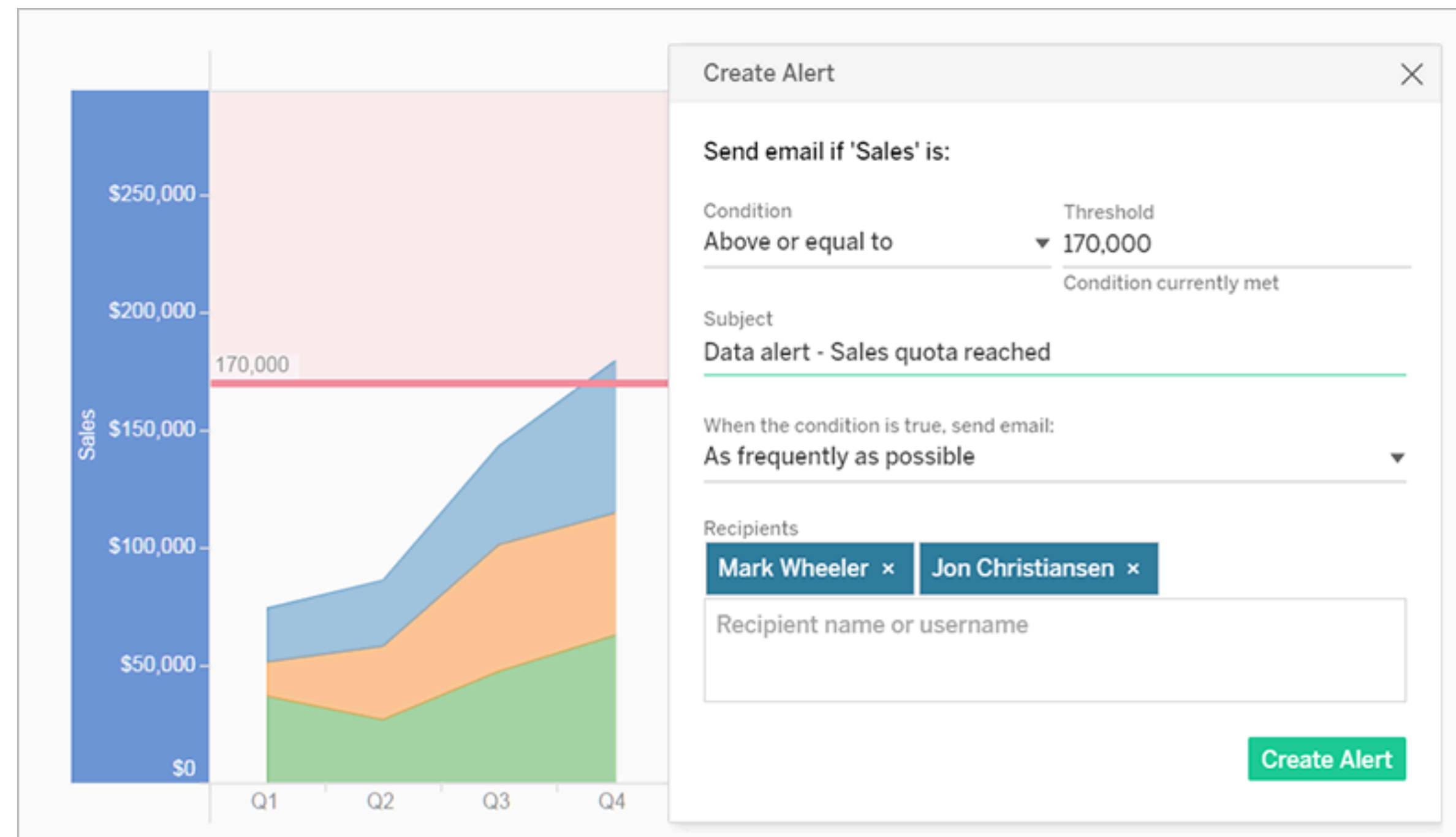
4. Data visualization

Use any of the visualization tools to map out your competitor's landscape.



5. Set alert mechanisms

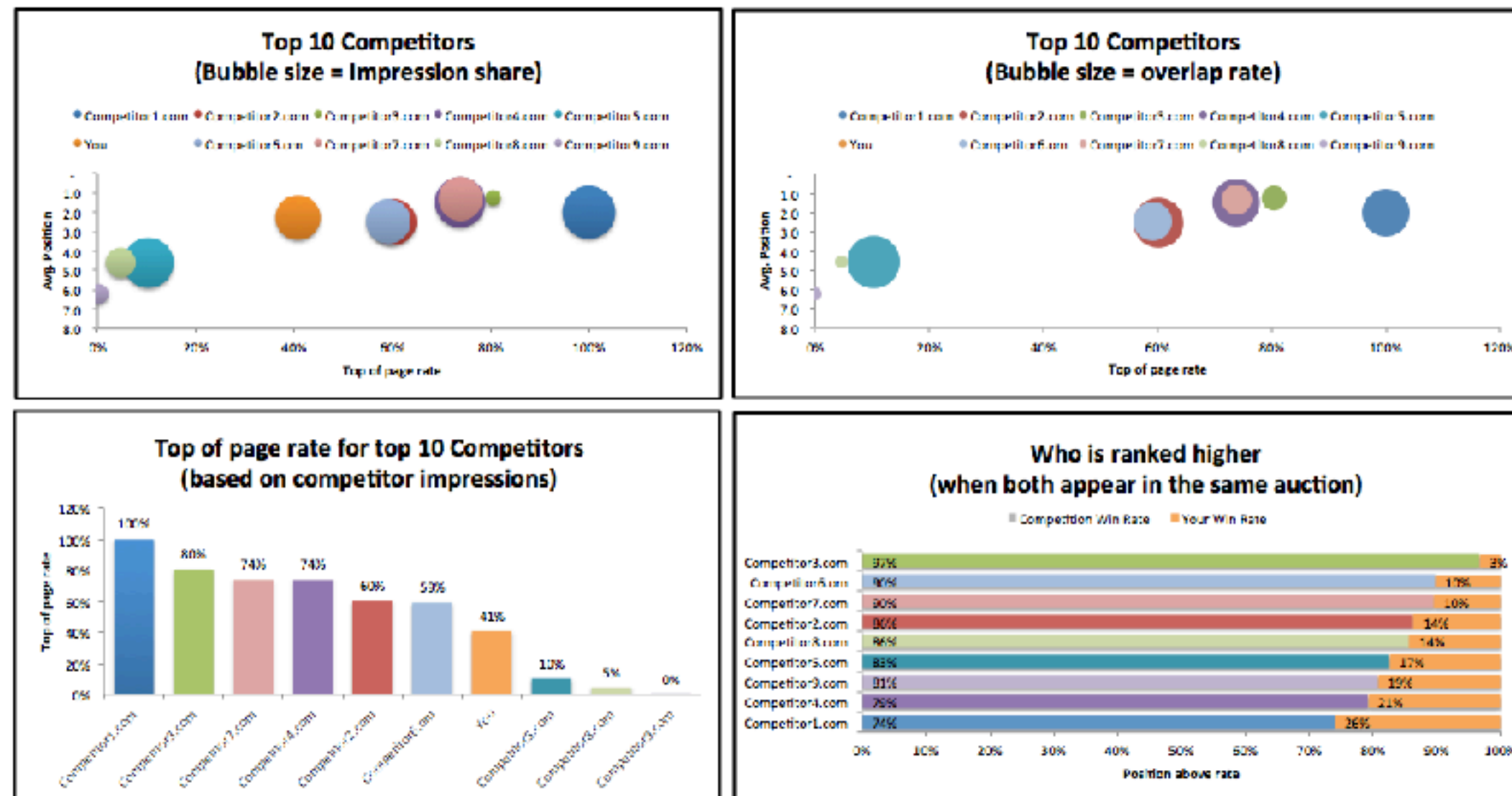
Once an anomaly happens, the dashboard should trigger an alert (First for the agency then the client).



6. Generate weekly reports with recommendations (Business focused)

Translate the learnings into actionable insights for the creative, planning and account teams. Then take it to your client.

Paid Search Competitive Analysis Report



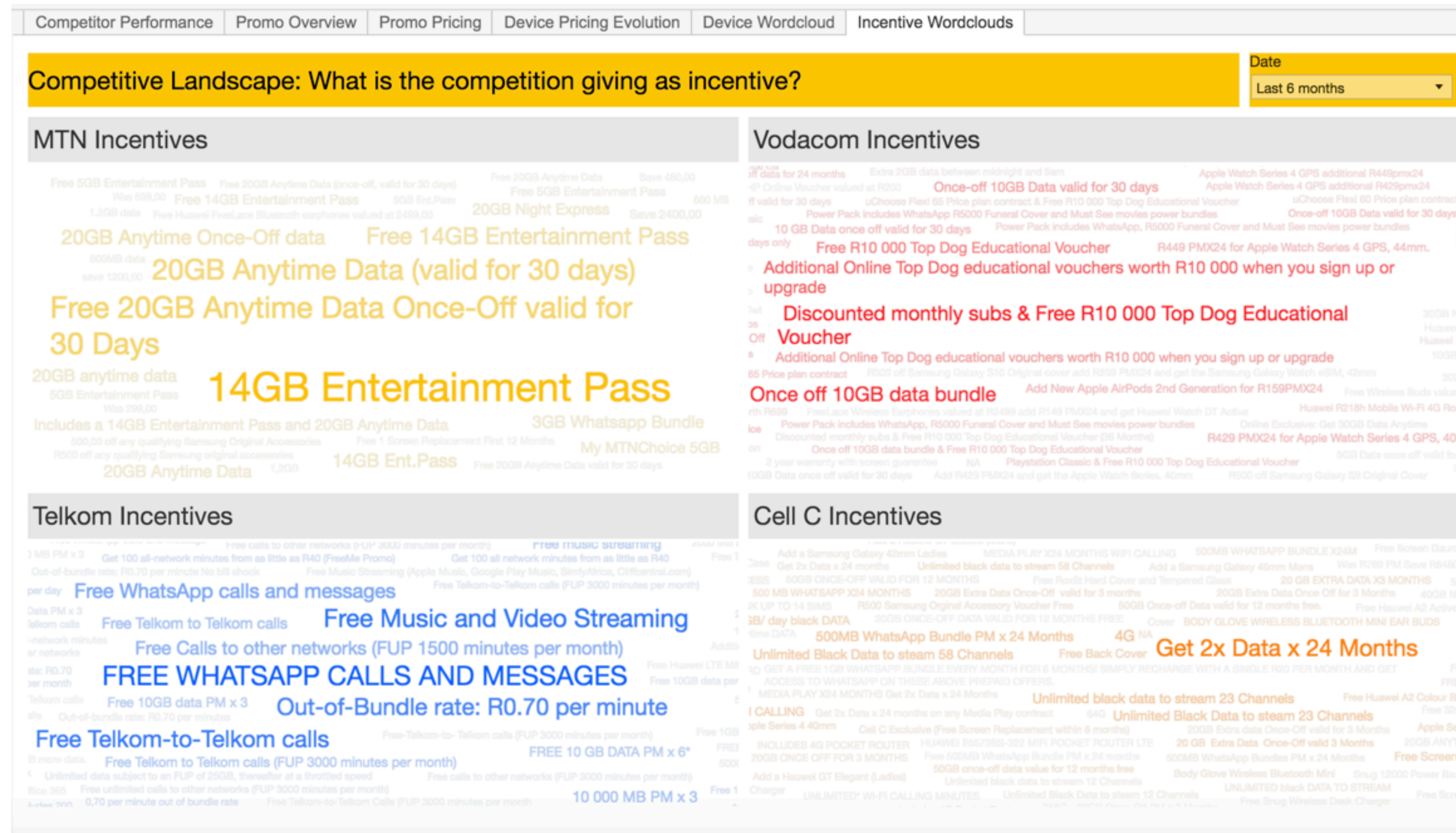
1. Who did what?
2. Key promotions.
3. Key messaging.
4. Key channels.
5. Recommended actions.





Other cool things we're doing with these methodologies

1. Promotional keyword analysis (For our copywriters)



2. Cost of products progression

Promo Device Price Evolution

Understand price changes of devices over time

Use Filters Below to Filter a Specific Device and Price Range

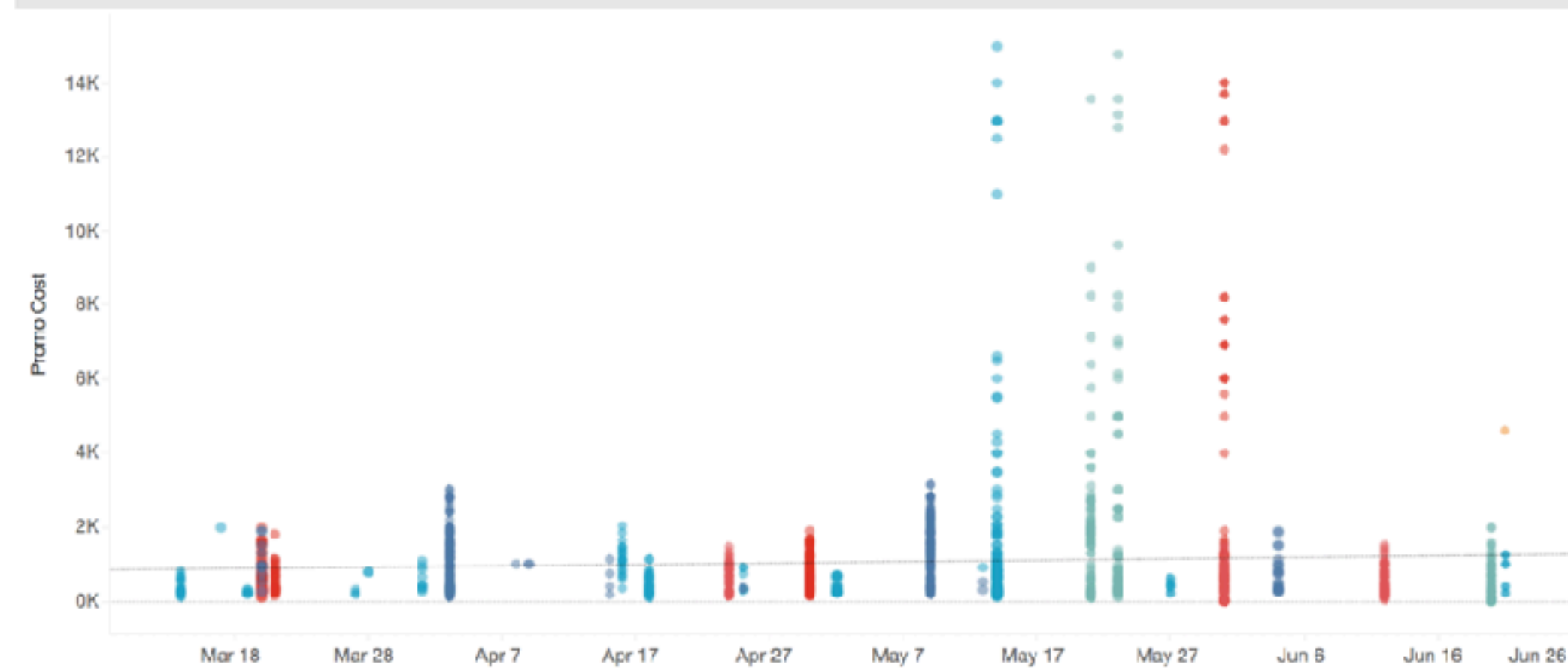
Devices:

Promo Cost:

Brand:

- Cell C
- FNB
- MTN
- RainZA
- Telkom
- Vodacom

Price Evolution



Competitive Landscape: Which devices is the competition promoting?

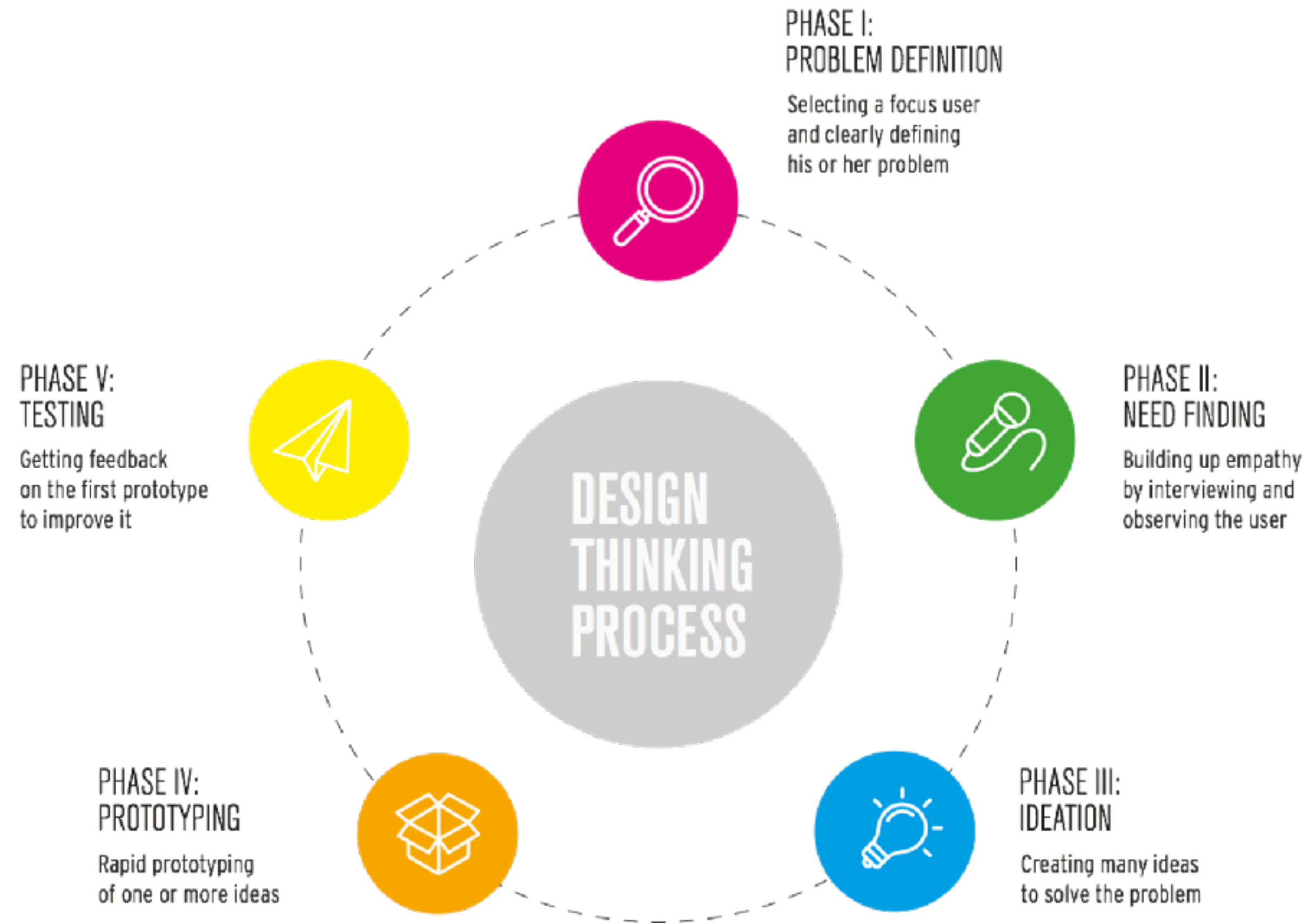
Date: Last 2 months

MTN Devices	Vodacom Devices
<ul style="list-style-type: none"> iPhone XR 64GB Samsung Galaxy S10 Huawei P30 Pro Sony Xperia 10 iPhone XS 256GB Samsung Galaxy S10e Huawei P30 Sony Xperia 10 Plus iPhone XS Max 64GB Samsung Galaxy S10e 5G Huawei P30 Pro 5G Sony Xperia 10 Plus 5G 	<ul style="list-style-type: none"> iPhone XR 64GB Samsung Galaxy S10 Huawei P30 Pro Sony Xperia 10 iPhone XS 256GB Samsung Galaxy S10e Huawei P30 Sony Xperia 10 Plus iPhone XS Max 64GB Samsung Galaxy S10e 5G Huawei P30 Pro 5G Sony Xperia 10 Plus 5G
Telkom Devices	Cell-C Devices
<ul style="list-style-type: none"> iPhone XR 64GB Samsung Galaxy S10 Huawei P30 Pro Sony Xperia 10 iPhone XS 256GB Samsung Galaxy S10e Huawei P30 Sony Xperia 10 Plus iPhone XS Max 64GB Samsung Galaxy S10e 5G Huawei P30 Pro 5G Sony Xperia 10 Plus 5G 	<ul style="list-style-type: none"> iPhone XR 64GB Samsung Galaxy S10 Huawei P30 Pro Sony Xperia 10 iPhone XS 256GB Samsung Galaxy S10e Huawei P30 Sony Xperia 10 Plus iPhone XS Max 64GB Samsung Galaxy S10e 5G Huawei P30 Pro 5G Sony Xperia 10 Plus 5G



3. Real time product/offer design methodologies

Have you heard of design thinking?





Thank you