

Customer Network Analysis for Market Research

It will come as no surprise to anyone in the industry that market research isn't what it used to be. In the days preceding Web 2.0, market research could entail months of expensive and time-consuming surveys, focus groups, mystery shopping, interviews, A/B testing, and data analysis.

Today, the questions are – for the most part -- still the same. Who are my customers? What do they look like, think like, talk like, act like? Where are they from? What do they care about? And what can be done to connect to them?

The thing that's changed, at least in part, is where the answers come from. Though traditional market research methods still play a vital role, it would be foolish not to take advantage of the massive amounts of customer demographic, opinion and preference data that is just floating out there on the world wide web, waiting to be collected, analyzed, and put to use.

The big question is not whether or not to use this data, but how access and analyze it in an efficient and scalable way. If you're trying to find out your customers' interest and web hang outs or to understand the ways that influence can positively impact a brand you represent, Customer Network Analysis may answer this question of "how."

CNA can help you to:

- Locate the opinion leaders and influencers so you can learn from them
- Discover where your customers are moving and talking online
- Make sense out of the masses of real-time data floating around on the social web

A customer-centric approach to market research

CNA is a cutting-edge methodology to help you profile and rate customers based on their entire web footprint. Unlike social media monitoring platforms, which search social media sites looking for brand names or keywords, the sociomantic search starts with the customer name and searches all over the public web – because people use the web for more than social media, and even existing customers might not be talking about your brand on the web. But just because they're not talking doesn't mean there's not a lot to learn from the other things they're saying on the web – and whom they're saying them to.

Here's how it works: you supply a list of customers names (supplemented, if you like, by email addresses or other disambiguating information), then sociomantic labs screens hundreds of millions of text-based public web sources to find the answers to the following questions:

- Which websites are my customers visiting and using?
- On which social websites is my audience most active?
- How active are they on these sites?
- What is the total referral potential of "Customer A" on the web?
- How influential is "Customer A" in her overall online network?
- How influential is "Customer A" within my existing customer base?
- Who are the influential figures for my overall customer base?
- Who are the influential figures for a particular topic of interest?

The answers to these questions can lead to a deeper understanding of how information flows within and without a customer network. They can help you understand how product adoption trends work within a given interest community. They can also shed light on how particular customer segments are using the web – where do they spend their time online, and what are they doing there? If you're looking for real-time answers to your research questions about customer social networks, websites preferences, and customer influence, sociomantic's Customer Network Analysis is the place to start.