

DIGITAL PLATFORM EVALUATION

PROJECT BACKGROUND

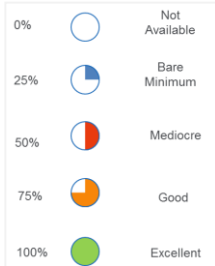
One of our clients, an automotive company with a rich portfolio of brands was aiming to boost sales and marketing effectiveness of its digital channel and some of its regional digital platforms.

GEMSEEK'S ROLE

- ◊ We developed a comprehensive methodology to assess the brands' performance in online communication channels (website, social media etc).
- ◊ Automotive brands were evaluated down to model level and specific parameters taken into account included richness of Facebook content, virtual showrooms, availability of online forms to request test drives, online financing calculators etc.
- ◊ We took into account input from customer satisfaction surveys as well as IDIs with customers and experts.

PROJECT IMPACT

- ◊ The digital platform of our customer was revamped to industry leading standards.
- ◊ Our customer maintained a leading position and widened the gap vs. competition in the digital channel.



Social Media	Richness of FB content: 70-20-10 Rule	Diversity of FB content (images, stories, videos, tips, etc.): 70% resource material and valuable content; 20% sharing others' content; 10% promotional content.
	FB profile interaction	Replying regularly to comments by users, posting in reply to requests, etc.
	Exclusive Facebook offers / content	Content / Offers available exclusively to FB users so as to attract more fans.
	FB page engagement metrics	"Talking about this" / "Fans" ratio should exceed 2% (the FB average).
	Profiles in other social media	Regularly updated profiles in p+, twitter, LinkedIn, you tube and others.

Overall	63%	45%	47%	36%	54%	63%	46%
General	75%	60%	65%	40%	75%	75%	60%
Models	70%	60%	35%	50%	70%	70%	54%
Shopping	67%	58%	50%	58%	63%	67%	57%
Financing	88%	0%	63%	0%	6%	88%	17%
Maintenance	88%	50%	56%	25%	63%	88%	48%
Extras	8%	17%	0%	17%	8%	8%	10%
Hype	21%	21%	21%	13%	42%	21%	24%
Social Media	79%	71%	71%	63%	79%	79%	71%

