



Data Reporting Philosophy and Options

Empowering Users to Apply Company-Centric Social Business Intelligence Data

A Batavia Research White Paper

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Summary

Batavia Research (BR) is singularly focused on delivering credible company-centric social business intelligence data and insights. This is done by combining high volume automation technologies, statistical quality processes and a data-as-a-service (DaaS) platform. The data includes all of the social media, blogs, and community channels used by a company, all of the metrics associated with these channels, and related posts and engagements. This is further enriched via the calculations of over 40 plus metrics including the Content Marketing Index™. The company profiles and metrics are updated weekly.

This rich collection of data and actionable metrics can serve numerous applications such as benchmarking, comparative analysis, and data driven marketing to mention a few. Anticipating the wide range of opportunities possible, BR has established a framework that provides numerous data delivery options to support the varied needs of users to manipulate, process, analysis, and present the data that BR provides.

This document addresses the data structure of BR and multiple access options available.

Batavia Research Data Structure

BR is ultimately a “big-data” solution. It processes millions of “objects” per day that are used to develop various characteristics, metrics and indices. The Content Marketing Index (separate White Paper available) is the most notable of these indices.

As a result of the sheer volume of data, the organization of data in BR is critical. There are three primary data components that comprise a company profile. These are:

- raw data mined from publicly accessible internet sites and platforms



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- repurposed data to support an aggregated and cohesive profile of a company’s social media and content marketing activities
- calculated data as reflected in numerous metrics and performance indices

To support end user requirements, BR delivers the repurposed and calculated data components in various formats.

Access Options

Once the desired data is processed and available, users have multiple access options. The two primary options are:

- file exports
- API

The file export option repackages the BR data into various file formats. These formats are further addressed in the next section. The formats can be applied to a single company or reflect a collection of many companies.

Given BR’s “data provider” model, application program interfaces (APIs) are available to establish a seamless “data pipe” integration model. Using the BR API framework, users can integrate an application directly with BR data. For example, BR has prototyped a Salesforce integration to demonstrate a possible use-case for the API. In this prototype, as new companies are added into the Salesforce environment, the API is used to trigger a retrieval request for the company’s data. The resultant data is mapped back in Salesforce as a Digital Foot Print object and is linked to the company. Weekly updates of the company profile in BR are automatically “pushed” to the Salesforce environment.

File Formats

There are currently 4 different export file formats available. They are:

- XML
- CSV
- JSON
- XLXS



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The formats can be used for both single and multiple company profiles.

The XLSX format is provided to allow a user to manipulate the data directly in a spreadsheet environment. Within the spreadsheet there are several worksheet tabs (at bottom of spreadsheet). These worksheets contain data in a structured format. In principle, these worksheets act as “tables” in a database.

There are two basic XLSX formats available. In both cases the first worksheet serves as the reporting page. One of the formats has a blank reporting page. This allows users to apply their own formulas to the data attached in the subsequent worksheets.

Another format is available with cells preloaded with Visual Basic (VB) script. Once a user opens the spreadsheet in Excel, they will be presented with an option to “RUN” the script. The report along with various graphic elements are calculated and displayed on this page. Depending on the number of companies being processed, the processing time can take from several seconds to many minutes.

In either case, the user has the option to edit the cell values and/or add other formulas.

Recognizing that users will have their own “standard” or recurring reporting requirements, BR facilitates the ability to support an unlimited number of custom reporting options. These export formats can be added into a user’s account and saved for ongoing use.

Application

There are an exciting and broad range of ways to bring life to BR data. The applications possibilities include:

- data enrichment
- sales business intelligence
- digital footprint audits
- benchmarking
- comparative analysis
- targeted marketing

Building out a profile of a company beyond simply contacts, financials, industry, etc. with BR data, is a natural way to create a broader perspective of a company’s activities and performance. Tied to several of the other applications noted here, users could ask such



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questions as “give me a list of companies in the 92867 zip code, focused on financial servers, with sales greater than \$20M and that are underutilizing SlideShare and LinkedIn.”

Understanding the nuances of a business is often times reflected in what they talk about in the social stream, blogs, posted content and communities. Leveraging these “knowledge is power” insights and visibility is inherently a valuable asset to the sales process.

Social media and content marketing has evolved over the past several years. In many cases it was an individual effort to explore possibilities, exercise SEO, and feeling pressured to establish a digital presence in the absence of planning, policy and processes. Today via the insights developed by BR, many brands are stunned to learn they do not have a full picture of what sites and platforms have been established over the years ... and that can negatively impact their brand. The digital footprint audit immediately exposes the full picture.

“You can’t manage what you can’t measure.” “Or you can’t fix, what you don’t know is broken.” Trite sayings, but point well made. Benchmarking the activities of an organizations social media and content marketing activities becomes a non-subjective, data driven, evidence-based, social business yard stick. Given the automated updates of BR, brands can quickly get a sense of “what moves the needle” and what needs improvement on a regular basis with minimal effort.

It’s great to know how you are doing in your digital marketing efforts. But having visibility into and the knowledge of how others are doing including competitors can be invaluable. The BR Content Marketing Index facilitates this effort. It can be likened to other familiar indices such as the FICO score, Dow Jones Index, Nielsen ratings or the Case-Shiller Index (for the housing market). These indices normalize a vast array of data. They help give us insight into the state of certain activities, direction, and emerging trends within major markets. They help us develop “apples to apples” comparisons. The Content Marketing Index is the first of its kind in the digital marketing space and is designed to help organizations perform comparative analysis.

A marketing and sales “101” is to understand your audience. BR provides a comprehensive picture of what companies are sharing in the social stream, at blogs, rich media site and so on. Their activities on the web are manifestations of their various initiatives, interests and needs. Where do you go if you want to find companies that are active on Pinterest and Instagram yet have gone dormant on YouTube? The questions are limitless. The power of the knowledge is significant.

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About Batavia Research

At Batavia Research, we believe that organizations can better leverage social business intelligence to fuel innovation and make better decisions. We pursue this vision by a focused effort on automating the collection and delivery of data that profiles a company's entire content marketing and social media marketing footprint. This includes the generation and maintenance of the Content Marketing Index.

Significant value-add capabilities that have been developed include matching channels to their owner, extracting data from channels, normalizing and transforming from static snapshots to time-based variables, accessibility via a data-stream API, and providing a data-as-a-service (DaaS) platform to support dynamic scalability..

Batavia Research was founded in 2012 by an experienced team of people with backgrounds in big data, enterprise content management, content marketing and social media marketing. Today, we're a team of 11 talented folks headquartered in southern California.

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