THE STRAIGHTFORWARD GUIDE TO
Visual Intelligence

It's social listening,
but with your eyes
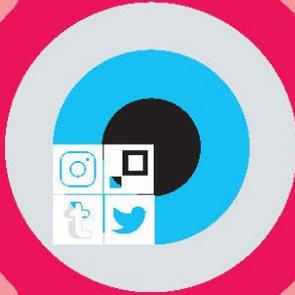
What You'll Learn:
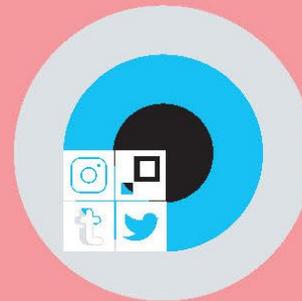
ILLUSTRATION BY PÂTÉ

MARKETING EYE CANDY

What is Visual Intelligence?

With images taking over the internet, social listening has become *visual* listening. The facts are clear: Over three billion social media messages—posted daily across Instagram, Facebook, Twitter, Snapchat and elsewhere—contain images, according to Mary Meeker's latest Internet Trends report. But 80 percent of them lack captions or text that identify what the image is about. Marketers that rely purely on text-based social analytics can't hear what people are saying about their brands.

GumGum's Visual Intelligence is changing that. The real-time social visual listening tool—powered by the company's patented image recognition technology—gives marketers a better way to understand how images related to their brands are shared on social media. This is accomplished through a technology that can identify key aspects of a photo such as a logo or product, even when there's no accompanying caption or hashtag.

This technology is about a lot more than just identifying an image. It's also about helping brands understand how they are represented across the visual web. Existing social listening tools focus on semantic analysis, a process that enables them to analyze the context

of words. Only Visual Intelligence is able to bridge that gap by combining image recognition and analytics with the text-based listening platform that marketers are accustomed to today.

The ability to control your brand's visual identity as it relates to user-generated content opens the door to new opportunities, such as connecting with vocal consumers, engaging top influencers, managing social reputations and tracking campaign impact.

Ultimately, Visual Intelligence helps brands see valuable insights about their customers—in both text and image—for more targeted, efficient and holistic campaigns in the future.

ILLUSTRATIONS BY VAN ORTON

The Rich Kids of the Visual Web
Time is money for consumers—and watch brands

THE NUMBERS
When it comes to sharing photos on social media, the super-rich tend to make not-so-humble statements to their followers. GumGum's Visual Intelligence found that owners of luxury sports cars—Porsche and Ferrari, for example—love to snap pics of their car with a flashy "watch of the day" also in the frame. In fact, Porsche owners love watch selfies, a lot—15 percent of pictures with the Porsche logo also have watches in them, according to GumGum data.

INTERESTING VISUAL TIDBIT
Porsche owners frequently post images that contain both the Porsche logo and that of a luxury watch brand—Rolex was the most common pairing. A third of the watches in Porsche images feature the luxury watch brand, followed by Patek Philippe, according to GumGum data. Using the Visual Intelligence tool to discover insights and influencers—in this case another brand can help marketers find new ways to advertise based on what's associated with their product visually. This could prove to be a unique opportunity for either luxury car or watch brands to seek out influencers outside their direct product category—or even discover unique sponsorship opportunities.

THE TAKEAWAY
Visual Intelligence helps marketers identify opportunities to extend beyond their industry.

ILLUSTRATIONS BY VAN ORTON

A Marketer's Best Friend
Beer drinkers love to toast their favorite brew with dogs

THE NUMBERS
According to the visual web, it's tough to determine who is truly "man's best friend." Is it beer or dogs? That's because eight percent of images with beer logos also contain a lovable pooch, according to GumGum data. While Budweiser may be the "King of Beers," Pabst Blue Ribbon is clearly the beverage of choice at the dog park.

INTERESTING VISUAL TIDBIT
GumGum's Visual Intelligence helps you analyze the sentiment of images. In the case of PBR, the positive emotion seen by the inclusion of dogs in many of the brand's images is a valuable insight. PBR could take this information to a new level with a social media campaign geared towards beer drinkers and their pets, for example. And considering dogs are also—err—in the picture, there's an opportunity for dog-focused merchandise as well. PBR collars and leashes? Non-alcoholic "dog beer" anyone?

THE TAKEAWAY
Brands that find their logo or product is adored by a passionate community can use Visual Intelligence to connect with and license photos from users in an upcoming user-generated content campaign.

Visual Sponsorship Superpowers

Image recognition gives marketers new ways to measure events and partnerships

Sponsorship spending is estimated to reach over $60 billion globally in 2016, according to IEG. But finding and measuring those opportunities in social media is easier said than done. Are sponsors seeing every photo or video of endorsers that contain their product or logo? Can marketers value the exposure of their sponsorships in social media, knowing they have visual blind spots? They've become accustomed to receiving clear Key Performance Indicators (KPIs) and demand quantifiable insights from their sponsorships.

With image recognition, both brands and rights holders can address this blind spot head on by capturing true visual reach and engagement and its contribution to sponsorship ROI. "We're able to analyze and gain insight from the images relevant to brands such as Miller Lite for the very first time, versus simply the comments or tags attached to them," says DigitasLBi's manager of social strategy Josh Druding.

This is possible because the Visual Intelligence tool is able to identify and capture all multimedia content related to a brand that is posted to social media.


UGC Made Easy

Capture content in the moment with Visual Intelligence
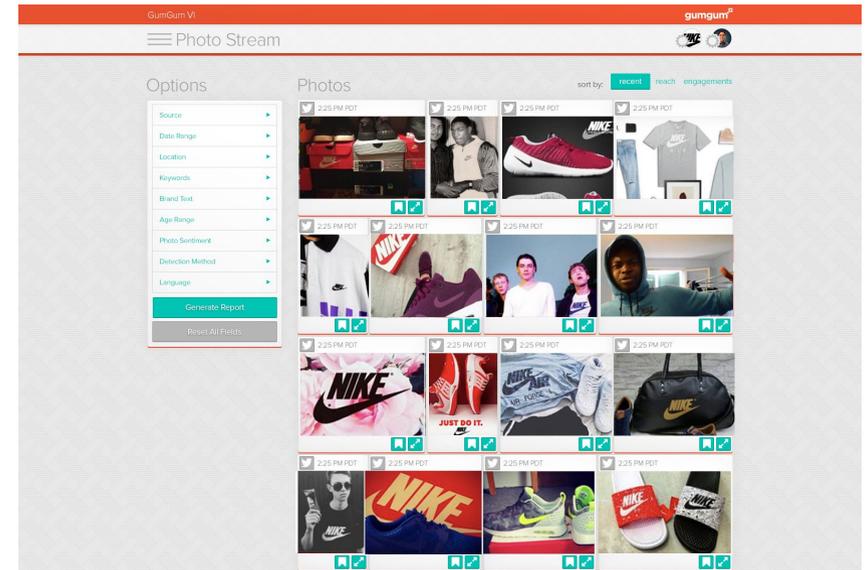
Creating more engaging content is one of the biggest challenges for marketers, according to the Content Marketing Institute. Fact is, a lot of the most compelling visual content on the web is produced without brand influence—think memes, user-generated content, etc. Still, a sizable number of these images could represent a product more effectively than the brand ever could.

GumGum's Visual Intelligence tool makes it possible to acquire and publish authentic user-generated content. This opens doors to marketing initiatives—such as contests or other UGC campaigns—that involve fans of the brand posting photos using its products in their daily lives.

Brands can then self-select and curate the images that best align with their values and messaging. And this can be done by searching geographically to create customized experiences and content for specific regions.

Yo, who do you follow on Insta?

MILLENNIAL FUN FACT: INSTAGRAM

Nearly two thirds of millennials follow a brand or celebrity on Instagram, and nine percent have made a purchase directly from the platform.

Sup, did you see my Snapchat story?

MILLENNIAL FUN FACT: SNAPCHAT

28 percent of millennials watch sponsored in-feed advertisements to see if it's something that might interest them, and nearly 20 percent make a purchase.

Image(ine) Your Brand In the Conversation

Tapping into the visual conversation aids customer service and product strategy

The conversation on social is largely driven by images and video. Social media community managers need to be able to react quickly to anything that involves their brand image—it's a critical part of the job.

GumGum's Visual Intelligence makes it possible to analyze visual sentiment, manage a brand's image reputation and then engage consumers instantly. For example, happy fans could be rewarded with a simple thank you or a small gift for showing a brand in a positive light. Alternatively, a brand could address a customer complaint with a solution as well as identify influencers. Visual Intelligence lets social media managers gauge the reach and relevancy of those who post pics of their brand.

Visually understanding how the online community uses a product can help shape product strategy. This gives marketers a competitive edge in being able to pinpoint what's working well—or not so well—for a brand and its competitors and adjust course.
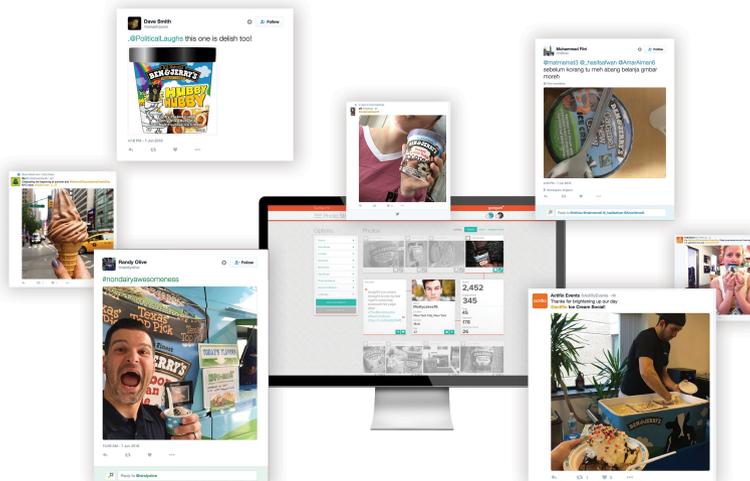
Cool, Pinterest gave me the idea!

MILLENNIAL FUN FACT: PINTEREST

Nearly a quarter of millennials use Pinterest when they want to follow a brand or trend.

SOURCE: GUMGUM SOCIAL MEDIA STUDY AMONG MILLENNIALS, JUNE 2016.

So, How Do I Give This Visual Intelligence Thing a Try?

By now we hope you've picked up a sense of the benefits that the Visual Intelligence tool can offer your brand. Scouring social media for visuals related to your brand has several key applications. Take a look:

Audience analytics

It provides data that gives you a greater understanding of audience demographics and affinity towards brands regarding images important to your brand—presented in a beautiful dashboard that's easy to monitor on the fly.

Earned media measurement

It's able to capture all multimedia content posted about a brand to social media. This provides marketers with a comprehensive look at the ROI of sponsorships—number of engagements, total reach and overall sentiment. Monitoring this data gives you greater insight into the impact of your marketing initiatives such as event sponsorships or influencer marketing.

Targeted media buying

Media buying can become a lot more targeted. Image analysis can provide deep insights about your audience's interests, making your buying decisions more informed and adjustable in real time.

Community management

It can identify key influencers, which allows you to track, engage with and build your brand's community on the visual web. For example, the software lets you communicate with key promoters of your brand directly from the platform.

Content activation

Discovering and acquiring user-generated content can be a hassle. The tool makes it simple to discover, license and publish images that your consumers share on social media.

For more on the Visual Intelligence basics, visit GumGum.com/VI.

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