



Social Media Die Bahn Data Report: Exploring social listening, trends, opportunities, and audience insights regarding the event within the social media universe and other online channels.

## DIE BAHN - BRAND HEALTH REPORT

Period: From January to March, 2024



# Brief

Parameters used for the development  
of this report

Executive Summary

Overview

Monitoring

Methodology



 Date Range: From January to March, 2024

## WHY MONITORING?

Monitoring social media is vital for brands, as it provides valuable insights based on audience feedback and perceptions. Understanding consumer sentiment, anticipating crises, getting to know the competition, and driving innovation are just a few of the benefits of this monitoring. These insights enable brands to adjust their strategies, meet consumer needs, and deliver exceptional experiences, ensuring sustainable growth and a competitive edge in the digital market.



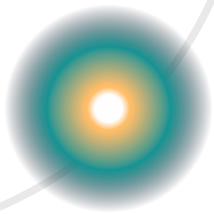
The insights gained from public comments and perceptions are extremely valuable, as they allow us to understand consumer sentiment, anticipate crises, know the competition, and drive innovation. These insights are crucial for adjusting strategies, meeting consumer needs, and providing exceptional experiences, thereby ensuring growth and competitive advantage in the ever-evolving digital world.

**Antonio Bennati,**  
Global Product Director, Loxias



Learn more about our signature program for recurrent reports


[Request a Demo](#)



 Date Range: From January to March, 2024

This report provides a comprehensive diagnosis of the brand you are investigating in the online environment. It allows you to understand the context in which the brand is positioned and which content has caught the attention of the audience.

Next, you will verify the parameters and information provided during the purchase of the report. If you need to review the briefing, we provide a summary in the report itself and also via email. This way, you can compare what was requested on the website with the final outcome. The summary is essential for reviewing your assumptions and inclinations along with the report, along with the desired outcomes of the brand in the social environment.



<b>Event</b>	Die Bahn
<b>Period</b>	From January to March, 2024
<b>Hashtags</b>	#DieBahn OR Die Bahn OR John Elkann
<b>Social Media Channels</b>	Facebook, Instagram, Twitter, YouTube, Reddit
<b>Non Social Media Channels</b>	Blogs, News, Forums
<b>Region</b>	Worldwide
<b>Language</b>	Agnostic





# LOXIAS & CO. SNAPSHOT

## WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise - everything is just a few clicks away through our e-commerce platform.

## MISSION

To deliver customized high quality social media intelligence in a fast and inexpensive way to our corporate customers worldwide.

## VISION

To be recognized globally by leading brands, startups and digital agencies as their principal Social Media Intelligence Provider by 2028.

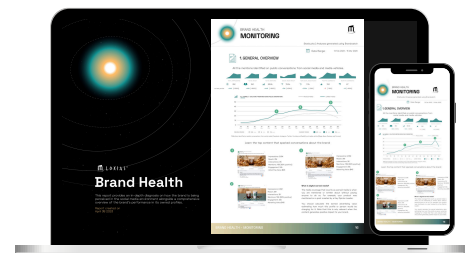
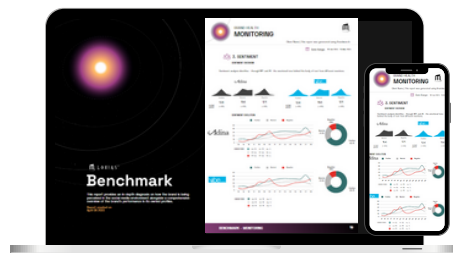
## OUR PRODUCTS

### Benchmark

Discover brand narratives, compare customer perceptions

### Brand Health

Comprehensive overview of the brand's performance across owned channels



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for crisis detection and crisis management

# EXECUTIVE SUMMARY

The Brand Health Report for Die Bahn, covering the period from January to March 2024, provides a comprehensive overview of the company's social media presence, public sentiment, and the operational challenges it faces. This executive summary synthesizes the key findings to give stakeholders a clear understanding of the current landscape and actionable insights.



## Analysis:

During the observed period, Die Bahn saw a significant increase in social media mentions, signaling an uptick in public engagement. However, this did not correlate with a broader audience reach, indicating intense discussions among a more concentrated group. Twitter dominated the social media conversation, while news outlets led the non-social media channels, further underlining the public's interest in Die Bahn's affairs.

The analysis identified recurrent labor disputes, particularly with the GDL union, as a major source of operational disruption, evidenced by the extensive conversation about strikes and their impact on services. In response, Die Bahn launched DB InfraGo for infrastructure modernization, indicating a proactive approach to long-term service improvements.

Despite the increase in negative sentiment due to operational inefficiencies, positive mentions were noted, especially regarding satisfactory customer experiences and infrastructure projects, showcasing areas where Die Bahn has performed well.

## Main Points:

The volume of mentions increased by 29% year-over-year, yet the reach decreased by 1.7%.

The discussion is heavily focused on labor disputes and their implications for service reliability.

DB Cargo, in particular, is facing financial and operational challenges, constituting a small but critical part of Die Bahn's portfolio.

Positive narratives from passengers present an opportunity for Die Bahn to leverage and improve its public image.

## Learnings:

**For effective stakeholder communication, it is essential to:**

Proactively manage and communicate during service disruptions.

Engage in constructive dialogues with employees and unions to mitigate labor disputes. Ensure consistent service quality across all journeys to standardize positive customer experiences.

Address public perception issues with transparent and accountable management practices. By addressing these critical areas, Die Bahn can strengthen its public relations and secure a more robust and resilient operational future. This, in turn, will contribute to an improved brand image and healthier stakeholder relationships.



# SUMMARY

## OVERVIEW

1. Volume & Mentions
2. Mentions across online media

## MONITORING

1. Sentiment Overview
2. World Cloud & Hashtags
3. Trending Topics
4. Subsidiaries Overview

## Data Privacy

All data provided in this report is sourced from a secure and reliable data source. The information presented in this report is confidential and strictly intended for authorized individuals only. It is not to be shared or disclosed to any unauthorized parties. We prioritize the privacy and security of the data and adhere to strict data protection protocols to ensure the confidentiality of the information contained in this report.

## METHODOLOGY

1. METHODOLOGY
2. GLOSSARY





# VOLUME & MENTIONS

TOTAL OF MENTIONS

**175K**

Comparison versus the same period last year: +29% (135K)

TOTAL REACH

**171M**

Comparison versus the same period last year: -1.7% (168M)

UNIQUE AUTHORS

**37.3K**

Comparison versus the same period last year: -9.4% (41.2K)

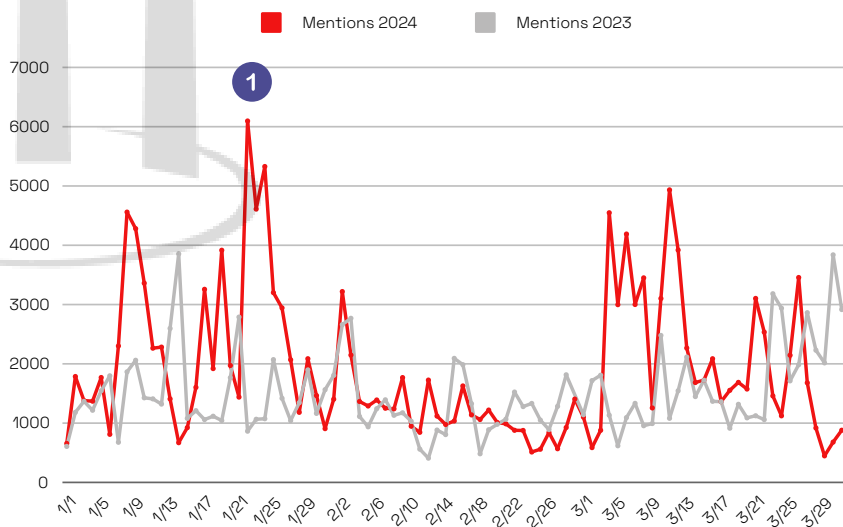
In the first quarter of 2024, Deutsche Bahn experienced a noticeable shift in its online presence. Mentions of the brand surged by 29%, indicating a heightened public interest, potentially driven by recurrent strikes and the announcement of the DB InfraGo initiative. Despite this increased chatter, the overall reach of these conversations saw a slight decrease of 1.7%, suggesting that while existing audiences are more engaged, the scope hasn't expanded significantly. Furthermore, there was a 9.4% decrease in unique authors, which may point to a more concentrated discussion among fewer individuals.

## Main points among conversations

The main discussions surrounding Deutsche Bahn, revolve around several key issues impacting the company and its stakeholders. A notable trend is the recurrence of strikes, which have been a significant source of disruption for passengers. These strikes stem from ongoing labor disputes, particularly between Deutsche Bahn and the GDL union, which have yet to find common ground over working conditions. This discord has escalated to the point where massive train delays and cancellations are a looming threat, contributing to a state of transport chaos. In response to these challenges, Deutsche Bahn announced DB InfraGo, an initiative aimed at the modernization and improvement of rail infrastructure. This move is likely an effort to mitigate some of the operational challenges and improve service reliability in the long run.

However, in the short term, public frustration is mounting, especially directed towards the GDL union. The planned strikes and the union's inability to reach an agreement with Deutsche Bahn have been focal points of criticism, reflecting the broader impact of these disputes on the public's daily commute and perception of the railway service.

## Evolution of mentions over time



\*We used logarithmic scale function to show large data or numbers compactly on a graph.

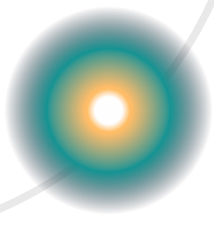
**1** This is the main post that pushes the peak on January, 22th of 2024

Author: @n3ll41



Views: 184k  
Retweets: 91  
Reach: 339k

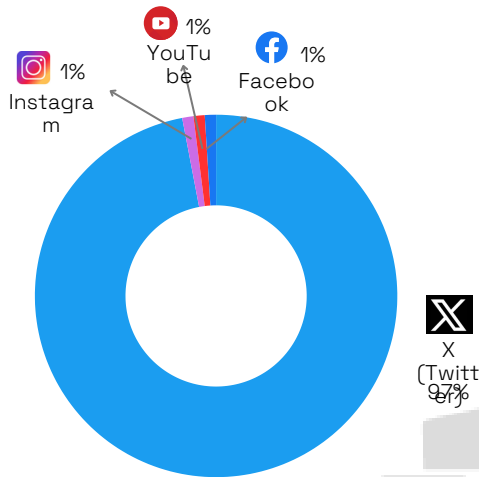
Source: Brandwatch. Period: From January to March, 2024. Topics related to Die Bahn.



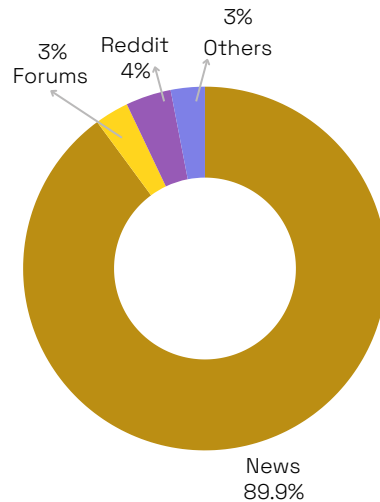
📅 Date Range: From January to March, 2024

## MENTIONS ACROSS ONLINE MEDIA

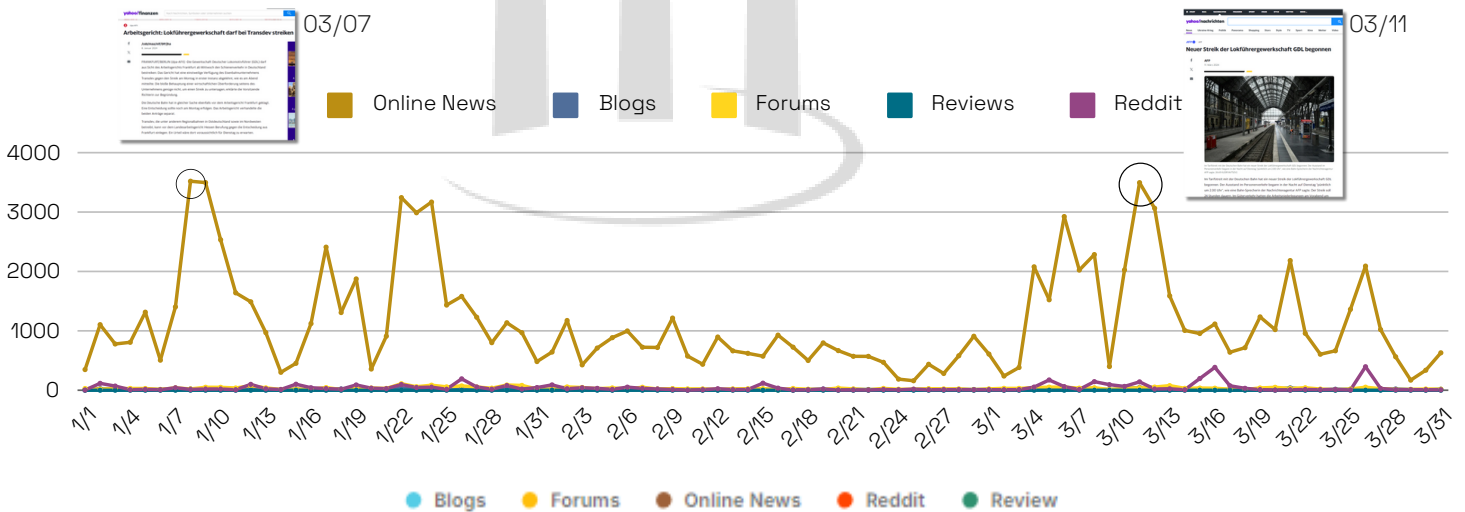
Volume of mentions across Social Media Channels



Volume of mentions across Non Social Media Channels



Evolution of mentions across Non Social Media Channels

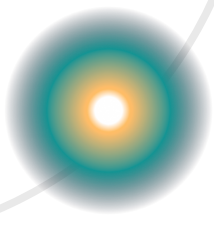


## Highlights

Public conversation across social media was dominated by Twitter with 97% of share. However, non-Social Media was dominated by News with 89% of shares followed by Forums and Reddit.

**Key Highlights of Online News: Peaks were observed on January 7th and March 11th, 2024**

In the recent conflict between Deutsche Bahn and the GDL union, tensions have escalated, resulting in a series of significant developments. Deutsche Bahn's attempts to prevent a new wave of strikes from the locomotive drivers have been unsuccessful, with legal actions failing to stop the union's actions. The Frankfurt Labor Court rejected Deutsche Bahn's application, affirming the strike's legality. Despite efforts to maintain a contingency plan, Deutsche Bahn must now prepare for the upcoming strikes, which have implications for millions of passengers needing to alter or postpone their travel plans. Legal maneuvers by Deutsche Bahn, including filing complaints against the GDL's strike and seeking injunctions, have proven futile.



## Top Retweets

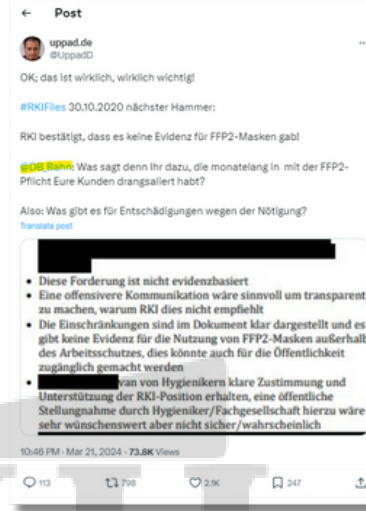


Date Range: From January to March, 2024

#1 Date: 01/19  
RTs: 800



#2 Date: 03/21  
RTs: 708



#3 Date: 01/24  
RTs: 619



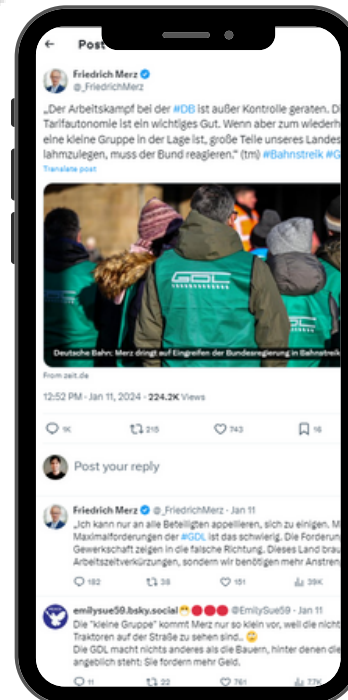
## Top Authors by Followers

Profiles mentioning Die Bahn ranked by Followers

USERNAME	FOLLOWERS ...
Reuters @Reuters	25 741 888
tagesschau @tagesschau	4 812 819
derspiegel @derspiegel	3 207 285
zeitonline @zeitonline	2 609 023
welt @welt	2 284 126
SZ @SZ	1 894 770
SPIEGEL_EIL @SPIEGEL_EIL	1 853 537
heuteshow @heuteshow	1 705 342
Der_Postillon @Der_Postillon	1 451 528
ZDF @ZDF	1 448 104

## Top Content by Reach

Content that reached a wider audience during that time



Date: 01/11  
Author:  
@\_FriedrichMerz

Reach: 1.5M  
Likes: 752  
Replies: 1.1k  
Channel: X  
Sentiment: Neutral





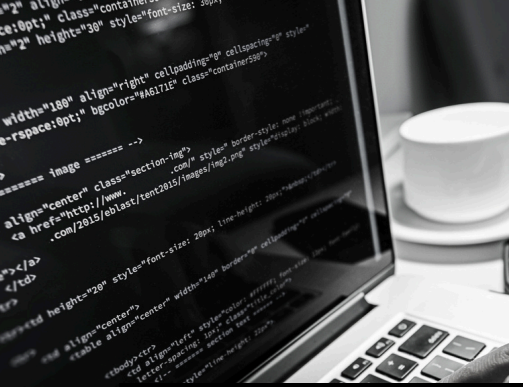
Executive Summary

Overview

# Monitoring

In-depth analysis of mentions across public conversations and earned channels.

Methodology



# SENTIMENT OVERVIEW



Date Range: From January to March, 2024

**How do we detect peaks?**  
Iris compares the volume of each point on the chart to the median volume for the series. Any point(s) that deviate significantly from the median are marked as a peak.

Source: Brandwatch. Period: From January to March, 2024. Topics related to Die Bahn.

**POSITIVE MENTIONS** Comparison versus the last 3 months: -16% (6.2k)

**5.2K**

**NEGATIVE MENTIONS** Comparison versus the last 3 months: -24% (22.3k)

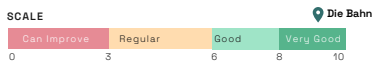
**16.9K**

**NEUTRAL MENTIONS** Comparison versus the last 3 months: -3% (157k)

**153K**

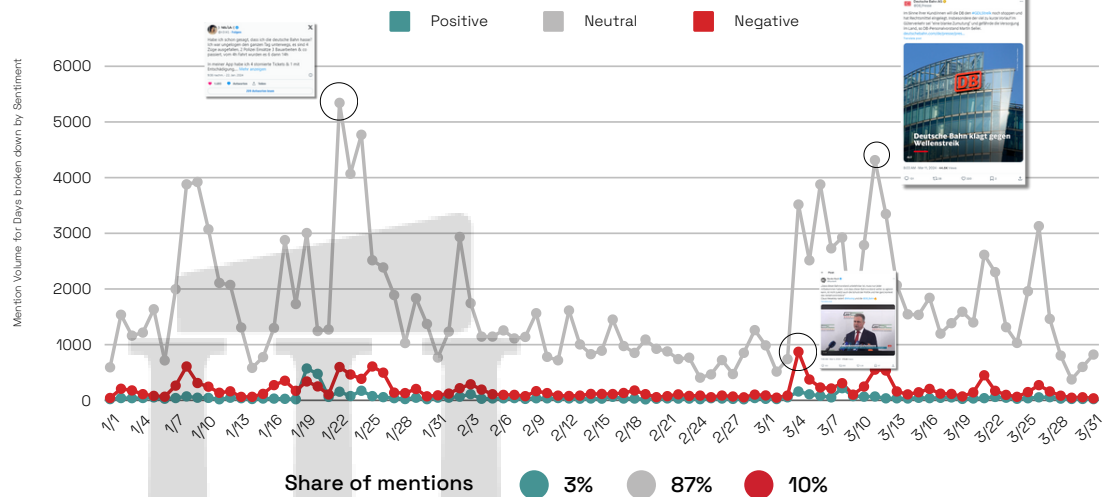
**BRAND HEALTH INDICATOR** Comparison versus the last 3 months: +2% (8.8)

**9**



## Evolution of mentions over the period

Peaks are driven by Iris (Brandwatch Artificial Intelligence)



### Summary across sentiment mentions

#### Railways at a Crossroads: Enhancing Public Relations amid Operational Challenges for Deutsche Bahn

The analysis of positive and negative mentions reveals a dichotomous public perception of Deutsche Bahn. On the negative side, excessive delays, cancellations, and operational struggles are key issues that have tarnished the company's reputation, primarily due to personnel disputes and inefficiencies. The conflict with the GDL union over working conditions has led to strikes, exacerbating reliability concerns. Furthermore, operational inefficiencies due to construction delays, personnel shortages, and internal conflicts have resulted in passenger frustration and financial setbacks.

On the positive side, there is a recognition of Deutsche Bahn's efforts in infrastructure projects and the train travel experience some passengers have appreciated. Notably, architect Sven Swora's involvement in station shopping center projects has been a point of interest amid the controversy. Some narratives from passengers highlight satisfactory service experiences, suggesting pockets of excellence within Deutsche Bahn's operations. For Deutsche Bahn to enhance its connection with the public, it is crucial to address the operational issues head-on.

#### Suggestions

- Improving Communication:** Proactively informing passengers about delays and cancellations, and providing real-time updates and assistance during disruptions.
- Strengthening Employee Relations:** Engaging in constructive dialogue with unions and employees to resolve disputes and improve work conditions, which could in turn enhance service quality.
- Focusing on Passenger Experience:** Ensuring that positive passenger experiences are not isolated incidents but the norm by standardizing service excellence across all journeys.
- Transparent Conflict Resolution:** Demonstrating a transparent and dedicated approach to resolving conflicts, thereby rebuilding trust with the public.

● Top relevant positive post



Reach: 248k  
Views: 84k | Retweets: 800 | Likes: 5.6k  
Date: January 19, 2024

● Top relevant negative post



Reach: 731k  
Views: 196k | Retweets: 123 | Likes: 309k  
Date: January 19, 2024

The brand health index methodology involves summing positive and neutral mentions to calculate a score from 0 to 10, reflecting overall brand perception. For example, with 305 total mentions and 208 positive/neutral mentions, a brand health index of 6.8 indicates a positive brand image within the context.



# DIE BAHN LISTENING



Die Bahn | Analyses generated by Brandwatch

## Top Words

Date Range: From January to March, 2024

### Top Key Words



### Highlight: GDL



Reach: 1.5 million  
Date: January 11, 2024

### Top Hashtags



### Highlight: #bahn



Reach: 502K  
Date: February 01, 2024

### Trending Topics

This chart shows the top words and the size of the keywords indicates the volume of mentions. The larger the keywords, the more frequent they are; and the smaller, the less frequent they are. Fading means the subject are no longer relevance, meanwhile trending means the public are discussing the topic.



Fading  Trending



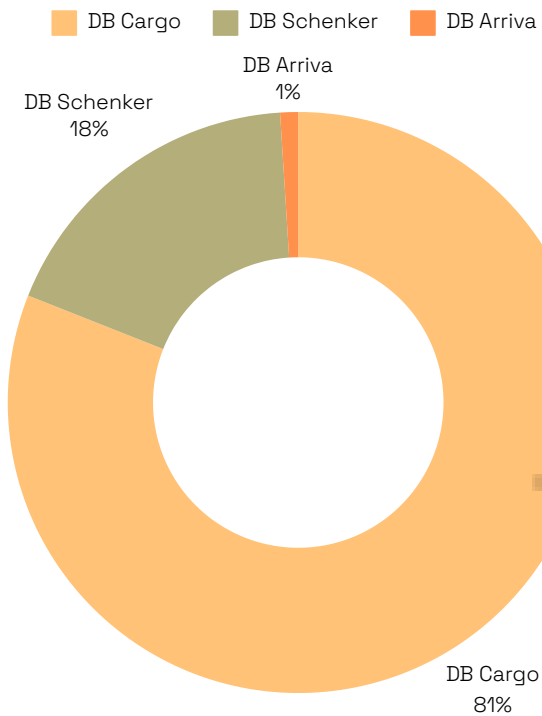
# SUBSIDIARIES

## Listening & Overview



Date Range: From January to March, 2024

### Share of Mentions based on DB Subsidiaries



### Strategic Focus and Operational Reform: Enhancing Deutsche Bahn's Public Connection Amid Subsidiary Challenges

Notably, DB Regional accounts for a substantial majority at 81%, highlighting its dominant position within the company's portfolio. DB Cargo, the subject of the previous analysis, represents only 1% of this distribution, signaling its relatively small scale or impact in comparison to the regional operations. Other segments like DB Long Distance, DB Arriva, DB Schenker, and the DB Netze divisions (Track, Stations, and Energy) either contribute marginally or not at all to this particular measure.

Integrating this with the earlier analysis, it's evident that DB Cargo's struggles, while significant within its segment, have a limited impact on the overarching performance of Deutsche Bahn given DB Regional's predominance. However, the issues facing DB Cargo cannot be ignored, as they still represent a critical strategic area that requires attention and improvement.

### Main topic about DB Cargo

DB Cargo soll umgebaut werden, doch die Gewerkschaft geht auf die Barrikaden. Jetzt soll Arbeitsagenturchefin Nahles vermitteln.



A crucial moment for Die Bahn's subsidiary DB Cargo, characterized by extensive public and internal discourse, predominantly carried on Twitter and Facebook. For stakeholders of Die Bahn, understanding these discussions can provide critical insights into the subsidiary's current state and the broader implications for the parent company.

### Good to know

**Restructuring Plans:** The recurrent theme of restructuring at DB Cargo suggests a significant organizational pivot in response to financial and operational pressures. The potential for mediation by a government official indicates the gravity of the situation.

**Labor Relations:** The company is engaged in a contentious dialogue with the GDL union, reflecting a deeply rooted conflict over work conditions and compensation. The repeated mention of strikes points to a protracted dispute with considerable impact on operations.

**Public Perception of Management:** The frequent references to DB Cargo's management, particularly concerning loss figures and restructuring plans, suggest a public concern about leadership effectiveness and accountability.

**Financial Concerns:** Discussions of job cuts and declining revenue signal serious financial instability within DB Cargo, drawing attention to the need for a sustainable financial strategy.

**Impact of Operational Issues:** The focus on the potential strike action and its consequences indicates that operational issues are a major concern for stakeholders and could be damaging to Deutsche Bahn's reputation and reliability.



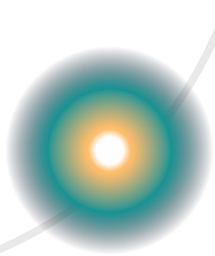
Executive Summary

Overview

Listening

# Methodology

Description of the Data Collection  
Procedure and Report Preparation



## 1. METHODOLOGY

Our proprietary methodology combines sophisticated consumer insights tools with qualified human expertise. With strong BI know-how, our analysts are trained to select the most appropriate monitoring tools according to the objectives of your report and translate it into a friendly source of decision-making insights.

For the report development, we use AI, Natural Language Processing and visual contextualization to turn a vast amount of internal and external data into user-friendly visuals, content and glossary. The analyses combine quantitative and qualitative measures, so we can support decision-making with numbers, without leaving aside a broader understanding of how and why.

### Data Collection and Query

Loxias collects data with the support of the best-in-class Consumer Insights and Digital Marketing tools, including Brandwatch, Fanpage Karma, Talkwalker, Socialinsider, Buzzsumo, and Emplifi.

Creating a query is one of the very first steps to collect data. Assertive query development is key to finding relevant mentions in the digital environment. In this part of the process, we take into consideration all parameters provided during the order, including URLs, geolocation, and timeframe.

Our data scientists identify specific conversations and mentions based on a linguistic study, respecting regionalisms and the specific characteristics of each social network. We also build data collection structures that cover the entire context of a given brand or theme in the digital universe.

### The data collection and analysis are divided into two parts:

1. Monitoring: For this session, we focus on NLP (Natural Language Processing) and AI to analyze public conversations and mentions related to the chosen brands. We identify the main topics reverberating across the main platforms during the period of analysis and understand their main authors and motivations.

2. Performance: The second part of the report showcases key numbers across the owned platforms. Through advanced social media analytics, we investigate key metrics, from followers and views to engagement and reactions across different channels. This allows you to compare popularity and reach between different channels.

### Monitoring Section

The General Overview showcases the total number of mentions used for the analysis. It also incorporates sentiment analysis produced with a state-of-the-art method of Artificial Intelligence with models of machine learning capable of classifying posts as "positive," "negative," or "neutral." Our sentiment analysis has an average accuracy of around 60- 75%, but this can vary depending on the type of data being analyzed. We provide the total number of sentiment classifications and the variation according to the days of the week so that the client can examine any peaks in detail.

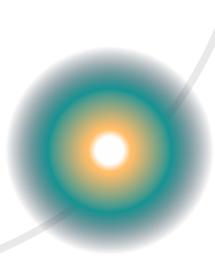
Loxias sentiment analysis combines the technology of Natural Language Processing (NLP) and Machine Learning with human expertise to investigate the social perception of the brand(s), profile(s), and channels that we are analyzing.

The technique involves using a few mentions of the brand and transferring that learning to the machine, boosting the accuracy of the classification response.

Regarding the overall Evolution and Social Media Platforms, we have structured charts to provide an outline of mentions, peaks, and falls on all platforms. It displays the total number of mentions according to the days and better relevance on the platforms. This component indicates whether Facebook, Instagram, Twitter, Youtube, or Tik Tok had more presence when discussing social mentions.

The Monitoring section also includes the Content Analysis, where we point out the linguistic approach by delivering words, keywords, and phrases that were most relevant to the data exploration. This component comprises the most frequent combination of words used by users.





Furthermore, we also display the Trending Topics - detailing the top mentions according to fading and trending - indicating whether the topic is growing in popularity or losing of attention from the audience.

Cluster is where we present the main topics and subtopics of the brand. The topics shown are selected based on their uniqueness, and it is essential to establish the relationship between the most frequent topics in the research.

Moving to Word Cloud and Hashtags, the charts display the keywords according to the volume of unique mentions. We count the frequency of emojis, hashtags, organizations, people, keywords, and phrases about the brand/profile appear and select the most recurring. The most used expressions appear with the biggest fonts on the cloud. In contrast, the less frequent expressions -- but large enough to appear on the chart -- have smaller font sizes.

Another linguistic component is the Topics Wheel, where we display the most frequently used words and expressions and correlated sub-themes.

Top Sites is set with the most significant presence on the internet, where we put a table with the name of the website, the total number of mentions for each channel, the total number of visitors, and the Impact, a Brandwatch indicator of the Potential Impact of an author, site or mention.

After, we move forward to the Details of Twitter and Instagram, where we set tables to transmit each platform's "influencers" profiles and top engaged posts.

Content's last component is Demographics, a Data feature of the Brandwatch tool that uses a complex set of rules and machine learning techniques to assign Twitter authors who are talking about the brand's different demographic categories. It is divided into Account type (whether they are an organization or an individual), Gender, Interests, Profession, Location. It categorizes people based on the information they provide about themselves in their Twitter bios.

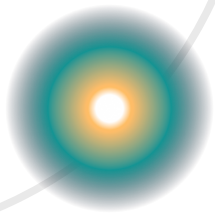
### **Performance Section**

The objective of the Performance section is to provide an overview of the brand's metrics on each channel. First, we present a table chart that shows the total number of fans, posts, interactions, and engagement, so you can evaluate the relevance of each channel during the analysis period.

Moving on to the Followers category, we provide important details, such as the growth, variation, and percentage of followers for each channel. This helps to demonstrate how much the brand's profile has gained or lost followers, as well as the rate of followers per channel during the analysis period.

In the next category, we display graphs that show the variation of interactions on each profile of Facebook, Instagram, Twitter, YouTube, and TikTok over the analysis period. This component is essential to measure the public endorsement of the brand content.

Finally, we have the Brand's Details on Platforms, where we combine the primary metrics of the brand obtained during the analysis period and indicate the posts with the most interactions.



## 2. GLOSSARY OF PERFORMANCE

**Fans: Facebook** - The number of users who like the page on the last day of the selected period is called fans.

**Instagram, Twitter, TikTok** - The number of users who follow the profile on the last day of the selected period is called followers. **Youtube** - The number of users who subscribe to the channel on the last day of the selected period is called subscribers.

**Number of posts according to each channel: Facebook and Instagram** - Number of posts published in the selected period. **Twitter** - Number of tweets (including retweets) published in the selected period. **YouTube, TikTok** - Number of videos published in the selected period.

**Interactions: Facebook** - Number of reactions (like, love, haha, thankful, wow, sad, angry), comments, and shares on posts published in the selected period. **Instagram** - Number of organic likes and organic comments on posts published in the selected period. **Twitter** - Number of Retweets, Quotes, Replies, and Likes on Tweets published in the selected period. **YouTube** - Number of likes, dislikes, and comments on videos published in the selected period. **TikTok**: Number of shares, likes, and comments on videos published in the selected period.

**Engagement (%)**: Facebook, Instagram, Twitter, and TikTok - Engagement is the average number of daily interactions on a profile's posts per follower. Engagement shows how successfully a profile encourages users to interact. By dividing by the number of followers, the Engagement becomes independent of the size of the profile. Then, it is possible to make the profiles comparable.

**Follower Growth for Each Channel**: The number of gained or lost followers the profile achieved during the period of analysis.

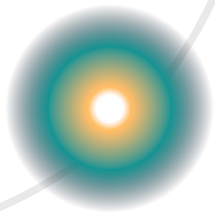
**Evolutions of Follower Growth**: Evolution between the number of fans on the first and the last day of the selected period.

**Percentage of Followers for Each Channel**: The percentage of the total number of fans in the selected period.

**Top Posts**: The top posts, according to the number of reactions, comments, and shares for each channel.

**Detailed Tik Tok: Total Plays** - Sum of plays on videos published in the selected period. **Plays per day** - Number of plays per day on videos published in the selected period. **Interactions per play** - Number of reactions (shares, likes, comments) per play on videos published in the selected period. **Tiktok play**: Number of times your video was played for at least 2 seconds. Replays will not be counted.

**Detailed Youtube: Views Growth** - Difference in the number of channel views between the first and last day of the selected period. **Views per video** - Average number of times your videos published in the selected period were viewed. **Interactions** - Likes, dislikes, and comments on videos published in the selected period.



**Detailed Twitter: Engagement** - Engagement is the average number of interactions on a profile's posts per follower per day. Engagement shows how successfully a profile encourages users to interact. By dividing by the number of followers, the Engagement becomes independent of the size of the profile. This makes profiles comparable. **Post-Interaction** - The average number of interactions on a profile's posts per follower and per post. **Interactions** - Number of Retweets, Quotes, Replies, and Likes on Tweets published in the selected period. **Retweets** - Number of Retweets (shares) of Tweets published in the selected period.

**Detailed Instagram: Engagement** - The average number of interactions on a profile's posts per follower per day. Engagement shows how successfully a profile encourages users to interact. By dividing by the number of followers, the Engagement becomes independent of the size of the profile. This makes profiles comparable. **Post Interaction** - The average number of interactions on a profile's posts per follower and per post. **Total Interactions** - Number of organic likes and organic comments on posts published in the selected period.

**Detailed Facebook: Total Interactions** - Number of reactions (like, love, haha, thankful, wow, sad, angry), comments and shares on posts published in the selected period. **Shares** - Number of shares of posts published in the selected period. **Comments** - Number of comments on posts including comments on these comments published in the selected period. **Reactions** - Number of reactions (like, love, haha, thankful, wow, sad, angry) on posts published in the selected period.

### 3. GLOSSARY OF MONITORING

**Big Numbers:** This component provides a broad and quick view of the analyzed channel/research by informing about the total number of mentions, retweets, reach, and impressions of the brand/profile during the analyzed period.

**Mentions:** Mentions refer to the citations of the brand/profile on public conversations. Whenever someone quotes the brand by tagging the profile itself (@mentions) or untagged, it is considered a mention. For example, "@loxias" is a tagged mention, whereas "Loxias" is an untagged mention. Tagged mentions are often used to get the brand's attention, whereas untagged mentions don't draw attention to the brand.

**Retweets:** Retweets occur when someone shares content on Twitter.

**Impressions:** Impressions count the number of times a post from a page has been displayed, even if some users have seen the content before.

**Reach:** Reach is defined as 'unique Impressions,' which means it looks at the number of people who have seen the content at least once. If the content appears in someone's timeline more than once, it would only consider one view.

**Big Numbers per Channel:** This metric identifies mentions on public conversations from Facebook, Instagram, Twitter, Youtube, and Reddit.

**Publications:** This metric identifies mentions on public conversations from blogs, news, reviews, and forums.

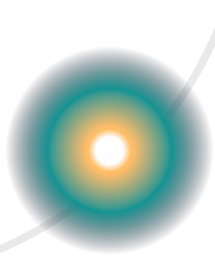
**Brand Mentions:** This component shows the evolution of mentions across public conversations.

**Mentions per Channel:** This metric shows the evolution of mentions across public conversations detailed by channels and grouped by date.

**Mentions per Platform:** This component provides the total mentions detailed by channels.

**Sentiment Overview:** This component represents the percentage of emotions split into positive, neutral, and negative about the user's posts, comments, and shares.

**Sentiment Evolution:** This metric shows how the sentiment changed over the month/week/year. It is significant to see the peaks and how they can affect the brand/subject of your research.



**Top Posts:** This component shows the top-reached posts according to the sentiment.

**Cluster of Topics:** This metric shows how the top topics are connected while indicating the dominant sentiment around these conversations. The circumference size is proportional to how frequently these keywords are mentioned.

**Topics Wheel:** This component allows users to explore the relations and conversations among the universe of data and the topics and subtopics related to the research. The main themes (the inner ring) relate to sub-themes (the outer ring).

**Word Cloud:** This chart shows the top words, and the size of the keywords indicates the volume of mentions.

**Top Hashtags and Phrases:** This metric shows the top shared hashtags, and the size of them indicates the volume of mentions.

**Trending Topics:** This component compiles data organized by time that can indicate recent topics.

**Top Websites:** This component allows users to see the number of visitors, mentions, and reach by the top websites mentioning the brand/profile.

**Top Locations:** This metric displays locations based on the volume and geo-location of analyzed mentions. Dark colors represent regions with more mentions, whereas light colors represent regions with fewer mentions.

**Gender:** Shows the split of males and females through AI estimates based on the names and photos of the authors from different channels.

**Top Twitter Authors:** Displays the top authors related to the brand, split by verified or not verified.

**Twitter Top Shared Posts:** Shows the top content on Twitter with the highest number of retweets.

**Twitter Demographics Data:** This component summarizes demographic information from the authors of Twitter. It enables you to understand the demographic analysis of Twitter users talking about any brand or topic. You can identify Twitter authors' major interests and professions. This data exploitation is only available to profiles that declare their interests and professions.

**Instagram Details:** Shows the main hashtags mentioning the brand and top shared posts.

**Reddit Detailed: Subreddit:** Comprises different communities that discuss any subject and can be either a broad forum or focused on a specific theme. **Reddit Author Karma:** Represents a user's score expressed in numerals and representing the ratio of upvotes and downvotes.

**Reddit Score:** The net votes on a Reddit post or comment, calculated as the number of upvotes minus the number of downvotes. Updated hourly for a period of 7 days from the time it was initially posted.



We hope you found value in this pocket version of the report.

If you're interested in diving deeper into a comprehensive analysis, encompassing insights from public conversations and performance across owned channels, we encourage you to consider our full version. To explore this opportunity further, please feel free to reach out to us at [hello@loxias.ai](mailto:hello@loxias.ai).

We look forward to assisting you in unlocking even greater business potential with our extensive range of reports.

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