Campaign Summary for #CDOSummitNYC

April 12, 2015 → May 23, 2015

📊 Listening Activity

Here is a summary of the content we captured for your campaign. The top performing keywords are listed along with your daily listening activity volume.

brand mentions	brand + competition mentions	brand share of voice
3,359	**3,359**	**65.2%**
80.0 per day	80.0 per day	

Keyword	Count
#CDOSummitNYC	2698 (54.07%)
CDO Summit	681 (13.65%)
Be the Media	657 (13.17%)
Capgemini	562 (11.26%)
CDO Summit NYC	392 (7.86%)
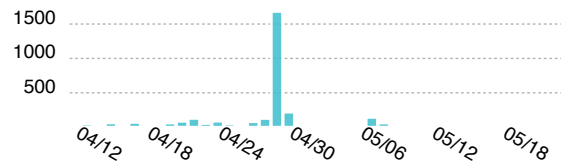
◔ Data Sources

Here is a breakdown of your campaign's data broken down by data source.
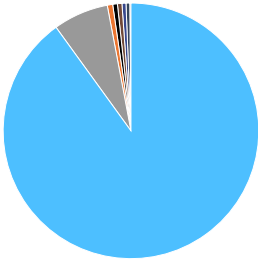
Source	Count
Twitter	3024 (90.03%)
News	235 (7.00%)
Blogs	23 (0.68%)
Google+	20 (0.60%)
Instagram	19 (0.57%)
Facebook	17 (0.51%)
Tumblr	16 (0.48%)
YouTube	5 (0.15%)

♥ Sentiments

We have also analyzed sentiments for every piece of content we have collected for your campaign. Check out how people felt overall about your brand and your competition below.

negative		positive	
total	percentage	total	percentage
257	7.65%	1,428	42.51%
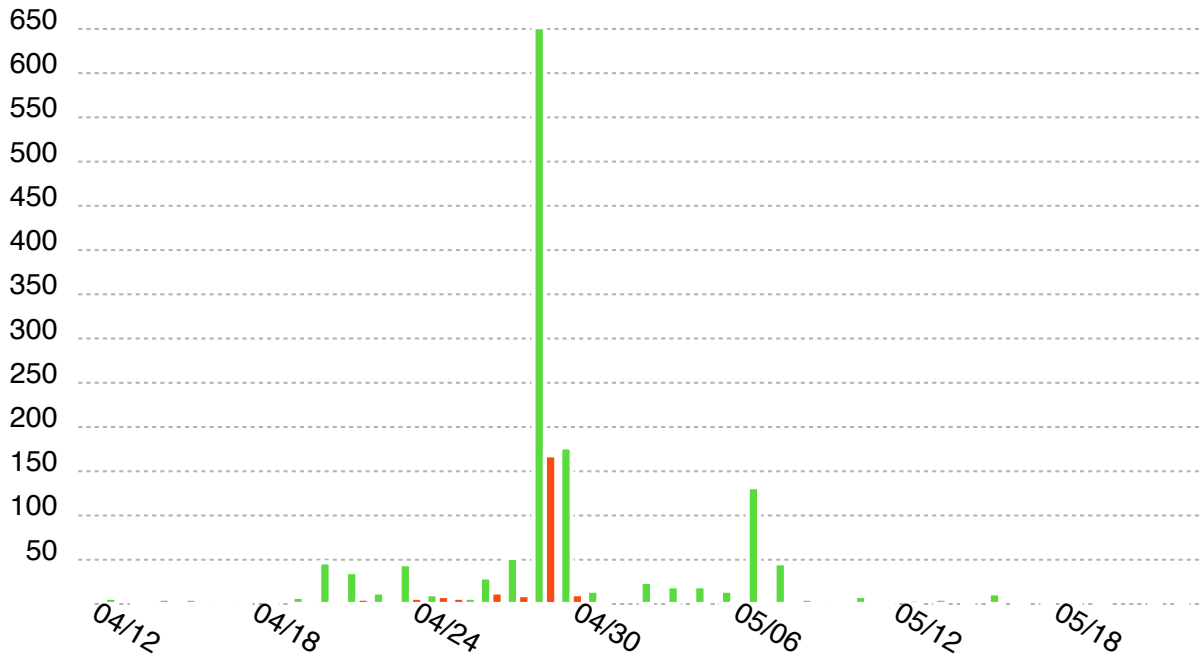
📊 Listening Activity Comparison

Here is how your brand performed in comparison to your competition. The top performing keywords are listed along with daily listening activity volumes for your brand and the competition.

Brand

brand mentions	share of voice
3,359	65.16%
79.98 per day	

Competition

competition mentions	share of voice
1,796	34.84%
42.76 per day	

🥧 Data Sources Comparison

Here is the breakdown of your data broken down by data source comparing your brand to the competition.
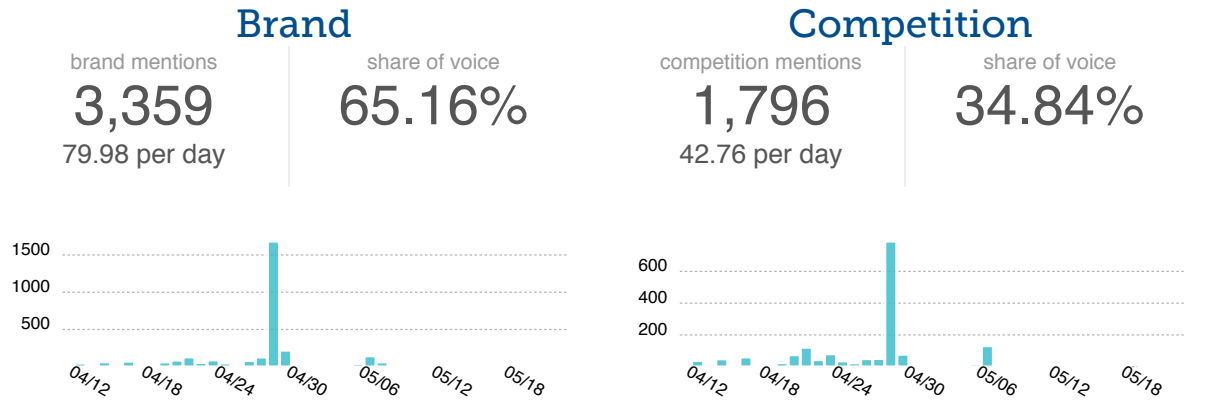
Brand

Twitter	3024 (90.03%)
News	235 (7.00%)
Blogs	23 (0.68%)
Google+	20 (0.60%)
Instagram	19 (0.57%)
Facebook	17 (0.51%)
Tumblr	16 (0.48%)
YouTube	5 (0.15%)

Competition
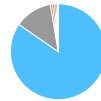
Twitter	1520 (84.63%)
News	228 (12.69%)
Blogs	14 (0.78%)
Facebook	11 (0.61%)
Google+	9 (0.50%)
Instagram	9 (0.50%)
Tumblr	3 (0.17%)
YouTube	2 (0.11%)

♥ Sentiments Comparison

Compare how people felt about your brand to the competition.

Brand

negative	percentage
257	7.65%

positive	percentage
1,428	42.5%

Competition

negative	percentage
112	6.24%

positive	percentage
735	40.9%
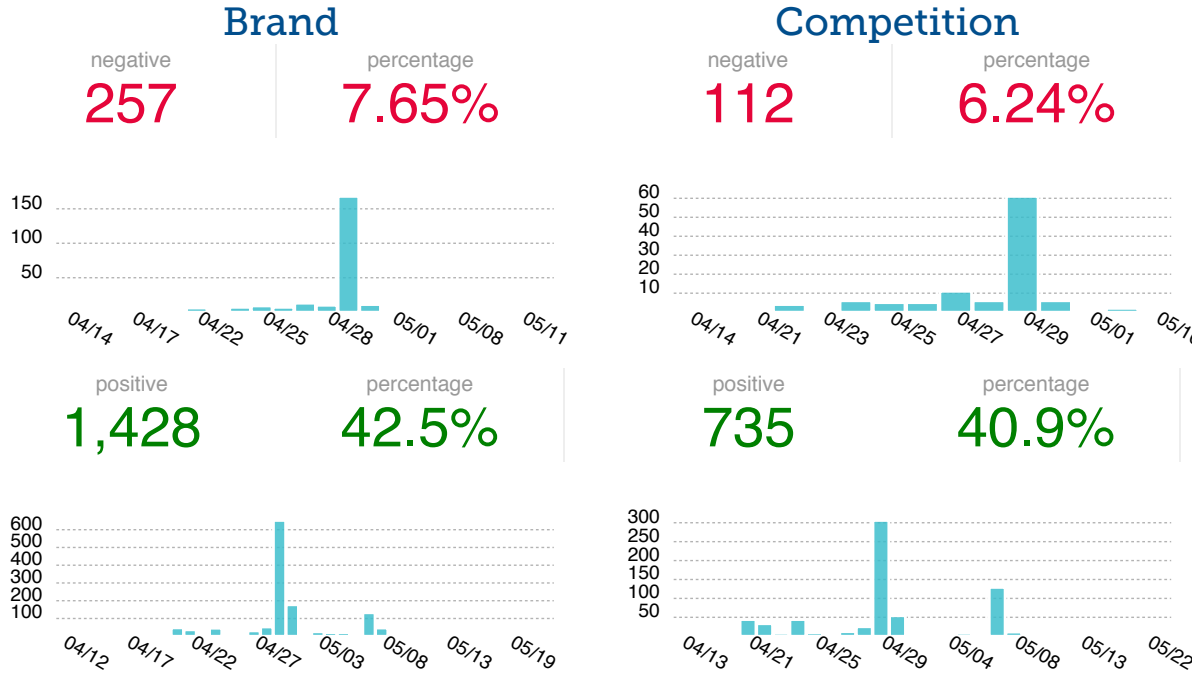
Breakdown By Sentiment

#CDOSummitNYC

Sentiments	
neutral	1,481 (54.89%)
positive	975 (36.14%)
negative	242 (8.97%)

Breakdown By Data Source

2,698 (27.83%)

Publishers	
Twitter	2,678 (99.26%)
Instagram	19 (0.70%)
Tumblr	1 (0.04%)

CDO Summit   681 (7.02%)

Sentiments		Publishers	
positive	464 (68.14%)	Twitter	366 (53.74%)
neutral	199 (29.22%)	News	235 (34.51%)
negative	18 (2.64%)	Blogs	23 (3.38%)
		Google+	20 (2.94%)
		Facebook	17 (2.50%)
		Tumblr	15 (2.20%)
		YouTube	5 (0.73%)

Be the Media   657 (6.78%)

Sentiments		Publishers	
neutral	453 (68.95%)	Twitter	657 (100.00%)
positive	165 (25.11%)		
negative	39 (5.94%)		

Capgemini   562 (5.80%)

Sentiments		Publishers	
positive	267 (47.51%)	Twitter	387 (68.86%)
neutral	254 (45.20%)	News	158 (28.11%)
negative	41 (7.30%)	Blogs	12 (2.14%)
		YouTube	2 (0.36%)
		Google+	1 (0.18%)
		Tumblr	1 (0.18%)
		Facebook	1 (0.18%)

CDO Summit NYC

392 (4.04%)

Sentiments	
positive	288 (73.47%)
neutral	96 (24.49%)
negative	8 (2.04%)

Publishers	
News	228 (58.16%)
Twitter	120 (30.61%)
Google+	14 (3.57%)
Facebook	13 (3.32%)
Blogs	11 (2.81%)
YouTube	3 (0.77%)
Tumblr	3 (0.77%)

Thomson Reuters

389 (4.01%)

Sentiments	
positive	204 (52.44%)
neutral	178 (45.76%)
negative	7 (1.80%)

Publishers	
Twitter	209 (53.73%)
News	158 (40.62%)
Google+	7 (1.80%)
Facebook	7 (1.80%)
Blogs	5 (1.29%)
Tumblr	2 (0.51%)
Instagram	1 (0.26%)

Jonathan Sackett

269 (2.77%)

Sentiments	
positive	139 (51.67%)
neutral	116 (43.12%)
negative	14 (5.20%)

Publishers	
Twitter	236 (87.73%)
News	28 (10.41%)
Facebook	2 (0.74%)
Blogs	2 (0.74%)
Instagram	1 (0.37%)

Didier Bonnet

256 (2.64%)

Sentiments		Publishers	
neutral	140 (54.69%)	Twitter	216 (84.38%)
positive	106 (41.41%)	News	29 (11.33%)
negative	10 (3.91%)	Blogs	8 (3.13%)
		Instagram	2 (0.78%)
		YouTube	1 (0.39%)

Jeremiah Owyang

213 (2.20%)

Sentiments		Publishers	
positive	107 (50.23%)	Twitter	164 (77.00%)
neutral	91 (42.72%)	News	33 (15.49%)
negative	15 (7.04%)	Blogs	10 (4.69%)
		Google+	4 (1.88%)
		Tumblr	2 (0.94%)

Mashburn Sackett

180 (1.86%)

Sentiments		Publishers	
positive	103 (57.22%)	Twitter	149 (82.78%)
neutral	73 (40.56%)	News	28 (15.56%)
negative	4 (2.22%)	Blogs	2 (1.11%)
		Instagram	1 (0.56%)

Harvard Business Review

176 (1.82%)

Sentiments		Publishers	
positive	161 (91.48%)	News	157 (89.20%)
neutral	15 (8.52%)	Twitter	16 (9.09%)
		Blogs	2 (1.14%)
		Instagram	1 (0.57%)

Tony Fross

171 (1.76%)

Sentiments		Publishers	
positive	109 (63.74%)	Twitter	140 (81.87%)
neutral	46 (26.90%)	News	28 (16.37%)
negative	16 (9.36%)	Blogs	2 (1.17%)
		Instagram	1 (0.58%)

Capgemini Consulting

161 (1.66%)

Sentiments		Publishers	
neutral	80 (49.69%)	Twitter	123 (76.40%)
positive	69 (42.86%)	News	32 (19.88%)
negative	12 (7.45%)	Blogs	4 (2.48%)
		YouTube	2 (1.24%)

Jaime Punishill

150 (1.55%)

Sentiments		Publishers	
positive	109 (72.67%)	Twitter	118 (78.67%)
neutral	30 (20.00%)	News	28 (18.67%)
negative	11 (7.33%)	Blogs	2 (1.33%)
		Instagram	2 (1.33%)

Ralph Rivera

144 (1.49%)

Sentiments		Publishers	
positive	110 (76.39%)	Twitter	113 (78.47%)
neutral	29 (20.14%)	News	28 (19.44%)
negative	5 (3.47%)	Blogs	2 (1.39%)
		Instagram	1 (0.69%)

Fernando Alvarez

129 (1.33%)

Sentiments		Publishers	
neutral	55 (42.64%)	Twitter	99 (76.74%)
positive	48 (37.21%)	News	28 (21.71%)
negative	26 (20.16%)	YouTube	1 (0.78%)
		Blogs	1 (0.78%)

Johanna Murphy

118 (1.22%)

Sentiments		Publishers	
positive	75 (63.56%)	Twitter	86 (72.88%)
neutral	35 (29.66%)	News	29 (24.58%)
negative	8 (6.78%)	Blogs	2 (1.69%)
		Instagram	1 (0.85%)

ForgeRock

115 (1.19%)

Sentiments		Publishers	
positive	85 (73.91%)	News	59 (51.30%)
neutral	29 (25.22%)	Twitter	53 (46.09%)
negative	1 (0.87%)	Blogs	2 (1.74%)
		Instagram	1 (0.87%)

Elsevier

110 (1.13%)

Sentiments		Publishers	
positive	73 (66.36%)	Twitter	69 (62.73%)
neutral	27 (24.55%)	News	32 (29.09%)
negative	10 (9.09%)	Facebook	4 (3.64%)
		Google+	2 (1.82%)
		Blogs	2 (1.82%)
		Instagram	1 (0.91%)

Sree Sreenivasan

102 (1.05%)

Sentiments		Publishers	
neutral	79 (77.45%)	Twitter	102 (100.00%)
positive	19 (18.63%)		
negative	4 (3.92%)		

Crowd Companies

89 (0.92%)

Sentiments		Publishers	
positive	42 (47.19%)	Twitter	54 (60.67%)
neutral	36 (40.45%)	News	30 (33.71%)
negative	11 (12.36%)	Blogs	4 (4.49%)
		Tumblr	1 (1.12%)

Jessica Federer

88 (0.91%)

Sentiments		Publishers	
neutral	56 (63.64%)	Twitter	87 (98.86%)
positive	22 (25.00%)	Instagram	1 (1.14%)
negative	10 (11.36%)		

TIAA-CREF

88 (0.91%)

Sentiments		Publishers	
positive	66 (75.00%)	Twitter	56 (63.64%)
neutral	14 (15.91%)	News	28 (31.82%)
negative	8 (9.09%)	Blogs	2 (2.27%)
		Instagram	2 (2.27%)

Ivanka Trump

87 (0.90%)

Sentiments		Publishers	
positive	72 (82.76%)	Twitter	50 (57.47%)
neutral	12 (13.79%)	News	33 (37.93%)
negative	3 (3.45%)	Blogs	3 (3.45%)
		Instagram	1 (1.15%)

Amen Mashariki

84 (0.87%)

Sentiments		Publishers	
neutral	44 (52.38%)	Twitter	55 (65.48%)
positive	39 (46.43%)	News	28 (33.33%)
negative	1 (1.19%)	Blogs	1 (1.19%)

BBC

84 (0.87%)

Sentiments		Publishers	
positive	67 (79.76%)	Twitter	52 (61.90%)
neutral	14 (16.67%)	News	29 (34.52%)
negative	3 (3.57%)	Blogs	2 (2.38%)
		Instagram	1 (1.19%)

Haile Owusu

83 (0.86%)

Sentiments		Publishers	
neutral	45 (54.22%)	Twitter	53 (63.86%)
positive	33 (39.76%)	News	28 (33.73%)
negative	5 (6.02%)	Blogs	1 (1.20%)
		Instagram	1 (1.20%)

UNICEF

80 (0.83%)

Sentiments		Publishers	
positive	66 (82.50%)	Twitter	47 (58.75%)
neutral	14 (17.50%)	News	31 (38.75%)
		Blogs	2 (2.50%)

Joe Johnston

72 (0.74%)

Sentiments		Publishers	
positive	41 (56.94%)	Twitter	72 (100.00%)
neutral	27 (37.50%)		
negative	4 (5.56%)		

Mashable

70 (0.72%)

Sentiments	
positive	39 (55.71%)
neutral	29 (41.43%)
negative	2 (2.86%)

Publishers	
Twitter	34 (48.57%)
News	32 (45.71%)
Blogs	3 (4.29%)
Instagram	1 (1.43%)

Bayer

69 (0.71%)

Sentiments	
positive	40 (57.97%)
neutral	27 (39.13%)
negative	2 (2.90%)

Publishers	
Twitter	35 (50.72%)
News	31 (44.93%)
Blogs	2 (2.90%)
Instagram	1 (1.45%)

IBM Watson

68 (0.70%)

Sentiments	
neutral	48 (70.59%)
positive	20 (29.41%)

Publishers	
Twitter	67 (98.53%)
Blogs	1 (1.47%)

John Caldwell

68 (0.70%)

Sentiments	
positive	35 (51.47%)
neutral	33 (48.53%)

Publishers	
Twitter	39 (57.35%)
News	28 (41.18%)
Blogs	1 (1.47%)

Christine Hung

65 (0.67%)

Sentiments	
positive	37 (56.92%)
neutral	26 (40.00%)
negative	2 (3.08%)

Publishers	
Twitter	35 (53.85%)
News	28 (43.08%)
Blogs	1 (1.54%)
Instagram	1 (1.54%)

Staples

63 (0.65%)

Sentiments	
positive	44 (69.84%)
neutral	19 (30.16%)

Publishers	
News	31 (49.21%)
Twitter	29 (46.03%)
Blogs	3 (4.76%)

Alexander van Boetzelaer

63 (0.65%)

Sentiments	
positive	39 (61.90%)
neutral	19 (30.16%)
negative	5 (7.94%)

Publishers	
News	31 (49.21%)
Twitter	24 (38.10%)
Facebook	4 (6.35%)
Google+	2 (3.17%)
Blogs	2 (3.17%)

Rajesh Anandan

56 (0.58%)

Sentiments	
positive	32 (57.14%)
neutral	24 (42.86%)

Publishers	
Twitter	56 (100.00%)

Universal Mind

55 (0.57%)

Sentiments	
positive	37 (67.27%)
neutral	14 (25.45%)
negative	4 (7.27%)

Publishers	
News	31 (56.36%)
Twitter	22 (40.00%)
Blogs	2 (3.64%)

Steve Abrams

55 (0.57%)

Sentiments	
neutral	33 (60.00%)
positive	22 (40.00%)

Publishers	
Twitter	53 (96.36%)
Facebook	1 (1.82%)
Instagram	1 (1.82%)

Michael Ellis

54 (0.56%)

Sentiments		Publishers	
positive	36 (66.67%)	News	28 (51.85%)
neutral	17 (31.48%)	Twitter	23 (42.59%)
negative	1 (1.85%)	Blogs	2 (3.70%)
		Instagram	1 (1.85%)

Jim Rosenberg

53 (0.55%)

Sentiments		Publishers	
positive	28 (52.83%)	Twitter	53 (100.00%)
neutral	25 (47.17%)		

Chadick Ellig

51 (0.53%)

Sentiments		Publishers	
positive	49 (96.08%)	News	31 (60.78%)
neutral	2 (3.92%)	Twitter	19 (37.25%)
		Blogs	1 (1.96%)

Keyvan Peymani

51 (0.53%)

Sentiments		Publishers	
positive	39 (76.47%)	News	31 (60.78%)
neutral	12 (23.53%)	Twitter	18 (35.29%)
		Blogs	2 (3.92%)

IBM

49 (0.51%)

Sentiments		Publishers	
positive	46 (93.88%)	News	32 (65.31%)
neutral	3 (6.12%)	Twitter	12 (24.49%)
		Blogs	4 (8.16%)
		Instagram	1 (2.04%)

Neustar

48 (0.50%)

Sentiments		Publishers	
positive	34 (70.83%)	News	28 (58.33%)
neutral	14 (29.17%)	Twitter	19 (39.58%)
		Blogs	1 (2.08%)

Jen McClure

43 (0.44%)

Sentiments		Publishers	
neutral	25 (58.14%)	Twitter	43 (100.00%)
positive	17 (39.53%)		
negative	1 (2.33%)		

Alex and Ani

43 (0.44%)

Sentiments		Publishers	
positive	36 (83.72%)	News	31 (72.09%)
neutral	7 (16.28%)	Twitter	10 (23.26%)
		Blogs	2 (4.65%)

Eric Hellweg

42 (0.43%)

Sentiments		Publishers	
neutral	33 (78.57%)	Twitter	41 (97.62%)
positive	7 (16.67%)	Instagram	1 (2.38%)
negative	2 (4.76%)		

ICM Partners

40 (0.41%)

Sentiments		Publishers	
positive	33 (82.50%)	News	28 (70.00%)
neutral	7 (17.50%)	Twitter	10 (25.00%)
		Blogs	2 (5.00%)

Faisal Masud

34 (0.35%)

Sentiments		Publishers	
neutral	22 (64.71%)	Twitter	33 (97.06%)
positive	12 (35.29%)	Blogs	1 (2.94%)

The Met

27 (0.28%)

Sentiments		Publishers	
neutral	18 (66.67%)	Twitter	27 (100.00%)
positive	9 (33.33%)		

Jo Ann Saitta

27 (0.28%)

Sentiments		Publishers	
neutral	17 (62.96%)	Twitter	27 (100.00%)
positive	9 (33.33%)		
negative	1 (3.70%)		

Jeffrey Hunter

17 (0.18%)

Sentiments		Publishers	
neutral	15 (88.24%)	Twitter	17 (100.00%)
positive	2 (11.76%)		

Ryan Bonifacin

16 (0.17%)

Sentiments		Publishers	
positive	8 (50.00%)	Twitter	16 (100.00%)
neutral	8 (50.00%)		

NYC Analytics   15 (0.15%)

Sentiments		Publishers	
neutral	13 (86.67%)	Twitter	15 (100.00%)
positive	1 (6.67%)		
negative	1 (6.67%)		

Sumita Singh   10 (0.10%)

Sentiments		Publishers	
positive	7 (70.00%)	Twitter	10 (100.00%)
neutral	3 (30.00%)		

Steven Schwartz   8 (0.08%)

Sentiments		Publishers	
positive	4 (50.00%)	Twitter	6 (75.00%)
neutral	4 (50.00%)	Facebook	1 (12.50%)
		Instagram	1 (12.50%)

The CDM Group   7 (0.07%)

Sentiments		Publishers	
positive	4 (57.14%)	Twitter	7 (100.00%)
neutral	3 (42.86%)		