

## How Social Data Supports Audience Architecture



**Bob Pearson**

*President and Chief Innovation Officer of W2O Group*



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*“We look at Sysomos not as just a listening platform but as a company that knows how to look at data, present it in new forms and allow us to innovate on top of it. We need to innovate as fast as we can together.”*

**- Bob Pearson -**

When you work with brands like Red Bull, VISA and Hershey’s, constant insight and innovation are keys to success. For W2O Group, a communications and marketing consulting firm with a heavy emphasis on digital and analytics, social media marketing is all about helping top brands cut through the noise.

W2O Group has solidified itself as one of North America’s most innovative and successful agencies. With a reputation for continually exploring new frontiers for their clients, they use new technology and deeply integrate data into their services to offer a truly unique agency experience. For many years Sysomos has worked closely with W2O Group to develop solutions that can help support their innovative services and projects for clients.

## How do you leverage social data for client success?

*We've done work for Red Bull over the years with a focus on finding ways to cut through the clutter. It's an amazing brand and when they do something they get 5 million or 10 million views but how do you know if they are meaningful? Are they occurring at a geolocation or by a specific type of audience? That's the type of thing you can do with the right technology and algorithms.*

## What do clients expect in social analytics?

*The biggest thing clients are expecting from us is audience architecture. We're entering an era where you can see who your audience is, where they are and what they do and then you can align with that audience. The model we grew up with was to create a campaign, push it out to market, measure it and decide if was successful. Now, before you do all that, you can see what an audience cares about, align with it carefully and optimize how you spend. The ability to have the right insights is absolutely critical to changing how we do media more effectively.*

## What is the future of social data?

*We know we do a good job at storytelling, building narratives and helping people reach the audiences they need to reach. But that's not enough. When we're at our best, we're showing them insights into the market they might not have seen before. Tapping into new audiences that hadn't been reachable and being able to show that what you're doing is actually working. Continually optimizing your spend, growing your audience and continually evolving what a brand is capable of doing – that to me is what matters most to all of us, whether you're on the client or agency side.*



Hear more from Bob by watching the complete video!



**Bob Pearson**  
President & Chief Innovation Officer  
W2O Group