HUMAN
UNDERSTANDING
LAB

LEANING INTO LUCA

FREQUENTLY ASKED QUESTIONS

UNLIMITED

WHAT IS LUCA?

LUCA provides teams with simple access to automated data gathering and analysis, helping deliver understanding of human decision-making quickly and efficiently. LUCA combines the what, where, when with the why via our unique blend of talent.

WHO DOES LUCA TARGET?

LUCA attempts to gather deep insights from a specific key community rather than searching the whole internet for content that mentions a keyword. By using LUCA this way we can go beyond brand, product, or topic searching and really decipher what the consumers we care about are talking about and who they are.

UNLIMITED

WHAT DOES LUCA DO THAT OTHER SOCIAL LISTENING PLATFORMS DON'T?

Many social listening tools analyse online conversations based on specific keywords, e.g. a brand, product or topic. Although this is useful to decipher what the public is saying about a certain theme, sometimes we want to mine specific communities for more in-depth insights.
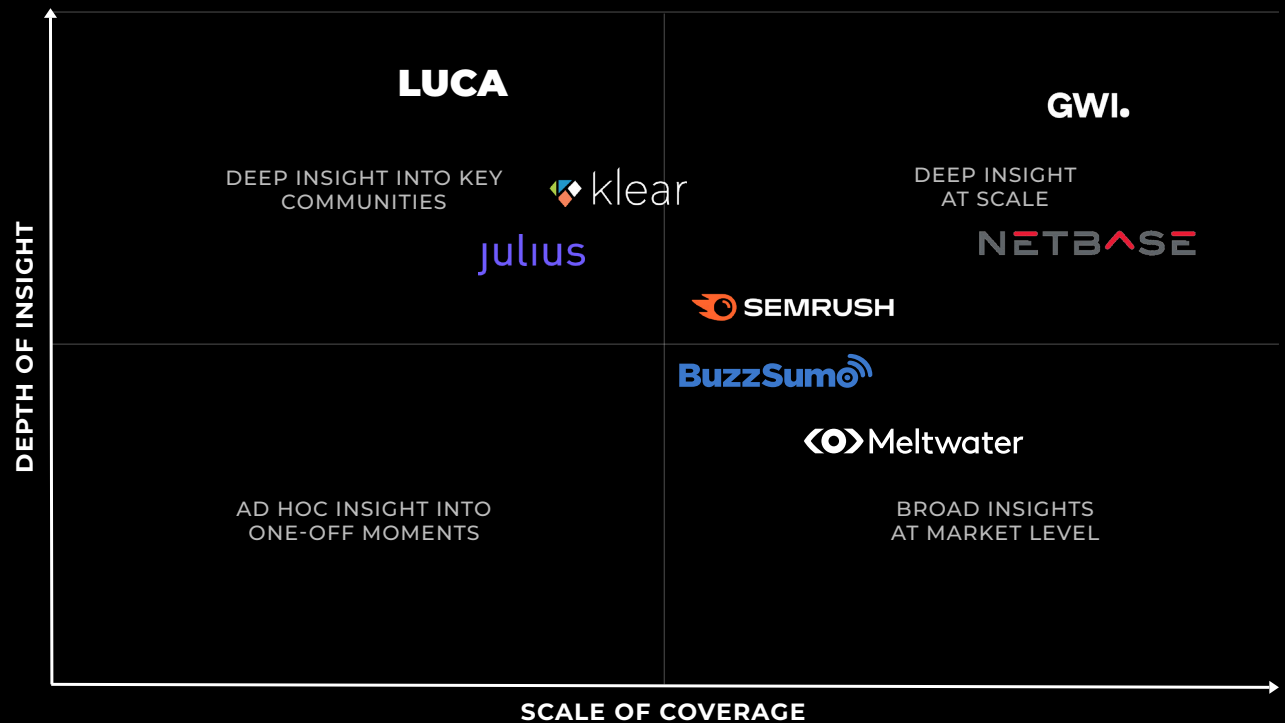
For example, identifying the right people in your target audience and understanding the topics, content, websites or media they're sharing is vital to ensure your content and comms strategies are effective. Knowing who are the most influential individuals and organisations, relevant clients and what they're engaging with can unlock real value.

WHERE DOES LUCA FIT IN WITH OTHER SOCIAL LISTENING PLATFORMS?

LUCA offers deep insight into key communities to get a much deeper understanding of a specific audience that we know is important to your client. This means we believe LUCA offers something different to the social listening platforms you're familiar with, and should be used in conjunction with your pre-existing tools to attain the level of insight you require.

LUCA

DEEP INSIGHT INTO KEY COMMUNITIES

klear

julius

GWI.

DEEP INSIGHT AT SCALE

NETBASE

SEMRUSH

BuzzSumo

Meltwater

DEPTH OF INSIGHT

AD HOC INSIGHT INTO ONE-OFF MOMENTS

BROAD INSIGHTS AT MARKET LEVEL

SCALE OF COVERAGE

WHERE DOES LUCA GET IT'S DATA FROM?

LUCA mostly handles data from LinkedIn and Twitter for our main content intelligence function but our unique digital insight platform harvests and standardises terabytes of data from any public source, including Twitter, LinkedIn, Audible, Trustpilot, YouTube & Vimeo, ready for analysis from highly targeted communities or networks of people that matter to your brand. This means LUCA is also able to search 80,000 trustworthy news sites and gather reliable and highly visible news stories. LUCA combines this with Natural Language Processing to understand the sentiment behind the content we discover.

WHAT IS CONTENT INTELLIGENCE?

LUCA, harvests and standardises terabytes of data from LinkedIn and Twitter. Focusing analysis on highly targeted communities of people that matter to your brand. Content Intelligence reveals the most important topics, posts, and websites to your target audience, the content they read, and what they react to and engage with and who influences them.

After gathering and analysing data results are displayed in a scrollable page with specific 'modules' covering the following areas:

Cohort Leaderboard

Ranks the people in your cohort by the quantity of followers

Top Content by Engagement

Ranks the most viral posts that have been shared by a member of your cohort

Top Domains

Ranks websites by the most articles shared from a domain by members of the cohort

Top Hashtags

Most frequently used hashtags across all posts from cohort members

Top Positive/ Neutral/ Negative Sentiment Topics

Ranks the most prevalent keywords, split up by sentiment

Top People/ Company Influencers

Ranks users not included in the original cohort by who have received the most reactions from the cohort

WHAT CAN I DO WITH THESE INSIGHTS?

Content intelligence can surface new topics that are important to your cohort, offering fresh insights outside of the predefined topics you expect them to be interested in. They may not be sharing as much on these specific topics as you think and communicating effectively with this cohort means understanding what actually captures their interest. In turn, knowing which sites your cohort is engaging with online can help inform your media and activation plan, showing you where your outreach will be most effective. Lastly, knowledge of who is influencing your cohort can provide effective opportunities for partnerships who can help build trust in your brand and awareness of their products.

WHAT ELSE CAN LUCA DO?

Outside of Content Intelligence, LUCA can do psychographic profiling, news search, video analysis, and track customer sentiment.

UNLIMITED

WHAT IS PSYCHOGRAPHIC PROFILING?

LUCA harvests all the tweets or posts from users in your selected cohort and, using IBM Watson, segments these into a number of personality types. These can be displayed in terms of the classic Big 5 OCEAN traits (openness, conscientiousness, extraversion, agreeableness, and neuroticism/emotional range) or through other traits potentially important to the workplace (e.g. cooperation, assertiveness, achievement-striving, openness to change, etc.) LUCA also generates a plain text persona profile.

When fuelling campaign messaging and creative, one of the best ways to understand your target audience and the messaging they will respond to is through understanding their psychographic profile. Understanding a persona's core characteristics can help you choose a reflective tone of voice for their audience and adapt messaging to emphasise important audience traits.

WHAT IS NEWS SEARCH AND HOW DOES IT DIFFER FROM SOMETHING LIKE A GOOGLE SEARCH?

We augment our results from content intelligence using LUCA's news/content discovery tool to go beyond what a selected cohort are discussing and instead looks at the wider media landscape.

News search has inclusive access to over 80,000 trustworthy news sites APIs, so you only gather reliable and highly visible news stories containing your topic of interest.

This function provides an additional layer of data to provide context around new or emerging issues/trends. This can be helpful for deeper analyses of specific topics, as a way to identify new influencers to add into the Trends Analysis community, or as a way to support further media, sponsorship or content planning.

UNLIMITED

HOW DOES LUCA USE VIDEO ANALYSIS?

Competitor analysis of brand video channels is time consuming and impractical, and can often lead to anecdotal critiques in place of data-driven insights. With one-off, brand channel or category-based analysis of videos on YouTube or Vimeo, you can stay on top of productions, commercials and talks that are meaningful to you.

Drop in a link to a channel or a video, and we'll do the rest - providing hierarchical content classification by engagement, the shot formats used, logo/product/CTA placement and highly detailed specs of the video production.

UNLIMITED

WHAT IS LUCA'S CUSTOMER SENTIMENT TRACKER?

LUCA gathers and analyses customer review site data, such as Trustpilot or TripAdvisor, to generate dashboard reports giving specific insights into consumers' product or service experiences.

It analyses review content and displays key themes driving positive and negative reviews, general sentiment and, importantly, 'intensity' of sentiment, e.g. is a criticism 'passionately held' or just a 'niggle'.

LUCA also captures individual reviews giving access
to raw text and specific sentiment/intensity for
further analysis. It also screengrabs images of
each review for download and inclusion in client
reporting

It's important to know what people are saying about
your product or service to understand what issues
are driving great or poor customer experiences and
whether they're important – requiring immediate
action – or emerging, mild issues for further
investigation and tracking.

Combining this with competitor analysis also allows
us to compare how well clients are performing on
specific products, services, sites or issues.

Running analyses regularly over time means we
can track ongoing product/service performance
against competitors and measure how well we are
improving customer experiences.

HOW DOES LUCA CREATE AI TEXT GENERATION?

Based on a combination of adversarial networks and transfer learning, LUCA creates a blueprinted approach for automating the creation of short and long form copy for multiple purposes.

UNLIMITED

CAN LUCA CREATE CONVERSATIONAL INSIGHTS?

LUCA can harvest all conversations between a user and a brand and track the course of these conversations from initial complaint (or conversation starter) to resolution.

HUMAN
UNDERSTANDING
LAB

WANT TO KNOW MORE?

GET IN TOUCH:

Simon Collister

Director, Human Understanding Lab

simon.collister@unlimitedgroup.com

www.unlimitedgroup.com

First Floor, Orion House, 5 Upper St Martins Lane, London, WC2H 9EA

+44 (0) 20 7747 6060

UNLIMITED