



CASE STUDY

Keen Social Analytics Case Study

BACKGROUND

KEEN Footwear is an outdoor shoe manufacturing company based in Portland, Oregon with a well-respected brand and a strong and loyal following amongst its customers. As KEEN's presence in social media began to expand early in 2011, the company needed a better way to measure, analyze, understand and improve their presence in social media. Stakeholders were struggling to sort through the noise, understand the metrics that truly mattered on each social network, and analyze these metrics in a way that provided meaningful insight.

CHALLENGE + SOLUTION

6D Analytics was approached by KEEN Footwear in the beginning of 2011 to help build a social analytics framework to help them understand their social media campaigns, align their social media objectives with larger business goals and answer some of the questions above. 6D Analytics worked with KEEN to identify and create buckets into which the individual metrics could fall. These include:

Authorship: A measure of the contribution to the conversation a company makes in social media.

Growth: A measure of how many people have actively chosen to receive a company's social media marketing messaging.

Reach: A measure of the expansiveness of your social media marketing messages. How many users see the content.

[Cont'd on reverse]



PROJECT

Keen, an outdoor shoe manufacturer, needed a better way to measure, analyze, understand and improve their presence in social media.

SERVICES

SOCIAL ANALYTICS
FRAMEWORK,
IDENTIFICATION OF
EVALUATION METHODS



Engagement: A measure of how many users actively engage with a company's content.

Influence: A measure of a company's ability to make content go viral, their influence on other users in social media.

Sentiment: The feeling towards a company or brand in social media. What others are saying about them.

Effect: A measure of how social media leads to off-network goals such as website conversions or in-store sales.

As these buckets were recognized and created, this allowed 6D Analytics and KEEN to identify individual KPIs within each bucket, set concrete goals for these KPIs, and align all social analytics recommendations with these goals in a calculated way. A KPI framework was used to determine which metrics would become KPIs. The following questions were used to evaluate key metrics:

- **What does this metric really mean?**
- **Does this metric feed into my larger goals?**
- **Why did this metric move in a positive or negative direction?**
- **How should I react as a marketer?**

By isolating KPIs and key metrics, the social analysis process became focused, and ad hoc tests and misguided strategies could be eliminated. Benchmarks and goals were established with those KPIs and metrics. All of KEEN's entire social media efforts could now be traced back to a specific KPIs and a distinct goals.



RESULTS

By actively placing social media metrics into these various buckets, setting concrete goals with KEEN and aligning analysis and recommendations towards these goals, 6D Analytics was able to align tactical recommendations concerning content, posting style, advertising spend and more with core business objectives in mind. This alignment helped KEEN achieve fantastic results over the following 10 months. These results include:

Facebook:

Page Likes
Increase:

92%

Post Reach
Increase:

342%

Post Engagement
Increase:

137%

Average
Interactions
Per Post Increase:

117%

Active Users
Increase:

213%

Twitter:

Followers
Increase:

110%

Retweets
Increase:

49%

Mentions
Increase:

16%

Average
Interactions
Per Tweet
Increase:

62%

A Consistent

90%

Positive
Sentiment
Ratio

This performance increase has helped KEEN reach a more sophisticated level with their social media marketing and advertising. The company is now able to compete hand in hand with social media juggernauts in their industry, and offer their customers an engaging and entertaining relationship in social.



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