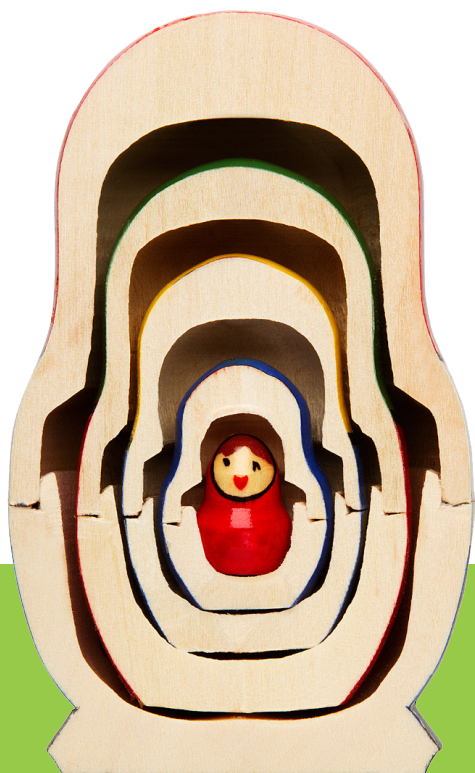




# Analytics Answers

## M&E Social Insight and Analytics Translate online chatter into sales growth



It's not unusual for media and entertainment companies to rack up thousands, even millions, of social media "likes" — and complaints — about their games, films, and other titled products. It's a treasure trove of valuable information, but many organizations struggle to turn social data into actionable insights that can help drive more cost-efficient marketing strategies and higher sales growth.

Even if they receive actionable insights, measuring the impact that social conversations can have on their business goals is difficult. And it's almost impossible to predict — and influence — the impact that online chatter can have on future sales and revenue. Until now.

### Speak the language

Deloitte has developed a social analytics tool squarely focused on listening to and interpreting social media conversations about titled entertainment products, which can enable M&E executives to accurately predict and influence sales and revenue. Merging social data with competitive and internal marketing, sales, and customer data eliminates data silos. Using advanced analytics, the solution identifies key metrics that influence sales and customer loyalty, allowing you to focus strategies on connecting with consumers and influencing social conversations. Deloitte's industry-tested model can allow you to predict sales based on alternative pricing scenarios, advertising tactics, and more.

### Get inside your data

At Deloitte, analytics isn't just a good idea — it's a call to action. That's why we've launched the *Analytics Answers* series of solutions — practical, problem-specific tools that are ready to deploy today.

Of course, a tool alone isn't enough. Deloitte professionals bring a deep understanding of the M&E industry's challenges and opportunities. This practical experience combined with our organization's advanced analytics capabilities, allows our professionals to leverage technology, processes, marketing, analytics, and social strategies to help leaders gain new insights into innovative ways to improve sales and enhance customer engagement.





#### Bottom-line benefits

Deloitte's M&E Social Analytics Solution can provide new insights that help leaders predict and increase sales of their products. The technology behind the solution can be hosted on Deloitte's systems as software as a service (SaaS), or it can be installed locally on a client's system.

As a result, M&E companies gain new capabilities that can help:

- Make real-time decisions and adjustments to improve effectiveness of marketing campaigns, product development, and financial forecasts.
- Contain marketing costs by targeting advertising more effectively.
- Forecast demand for new and existing products under different pricing, advertising, and social scenarios.
- Determine ROI for advertising categories, including television, digital, and out of home.
- Launch quickly and effectively with industry-tested social analytics technologies and knowledgeable, objective guidance.

#### Learn more and get connected

-  Deloitte Analytics
-  @DeloitteBA
-  Deloitte Real Analytics
-  [www.deloitte.com/us/analyticsanswers](http://www.deloitte.com/us/analyticsanswers)

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#### Contact us

If you want to gain new insights that can help you meet the business goals for your new or existing titled entertainment product, we should talk. Please reach out to any of us to get the conversation started.

##### Jeff Mischka

Principal  
Deloitte Consulting LLP  
[jmischka@deloitte.com](mailto:jmischka@deloitte.com)

##### Jordan Wiggins

Senior Manager  
Deloitte Consulting LLP  
[jorwiggins@deloitte.com](mailto:jorwiggins@deloitte.com)

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