



Ipsos SMX

Censydiam Social

Maximize Your Brand Communications Online

One of the biggest challenges for brands today is to understand the impact of online communications. Censydiam Social gives you the power to do just that, helping you uncover the nature of online conversations by revealing the motivations, emotions and the ‘why’ behind consumer discussions.

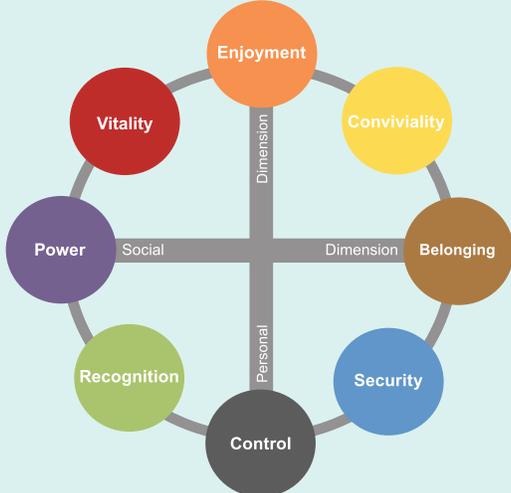
Design Better Content and Deliver a More Impactful Communications Strategy

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UNDERSTAND
Consumer and Brand Conversations
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EVALUATE
Performance and Strategy
- 

ACTIVATE
Communications



Communicate Better by Listening to How Consumers Feel

Build stronger relationships when you speak to people in a way that resonates with their motivations. With Censydiam Social, we turn social media data into business value by categorizing unstructured conversations into the validated and strategic Censydiam framework.



Advanced segmentation identifies relevant conversations



Data is coded into the Censydiam motivational framework



Effectively building a bridge between planning and the online consumer voice



Optimize Communications, Gain Marketing Efficiency and Increase Sales



Are you moving at the speed and scale of the consumer conversation online?



Are you aware of what is driving consumer decisions in these conversations?



Are your campaigns positively impacting your relationship with your audience?

Censydiam Social Helps You To:

- Monitor brand perceptions and participate in online consumer dialogue
- Enhance your content and creative to truly resonate with your consumers
- Increase your marketing efficiencies and sales via stronger messaging

Use Censydiam Social When:

- Planning communication strategies, to ensure maximum impact and resonance
- Innovating online brand messaging to fit with consumer needs and expectations
- Tracking performance of existing campaigns, for real time visibility

About Ipsos SMX



In Market
20+ Countries

We believe Social Listening becomes Business Intelligence when it links social media data with strategic decisions and business performance. With dedicated Censydiam Social experts in 20+ countries, we combine in-market and cultural understanding with proven analytical frameworks and category expertise to help our clients inspire and accelerate business growth.

For more information about Censydiam Social please contact:

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