

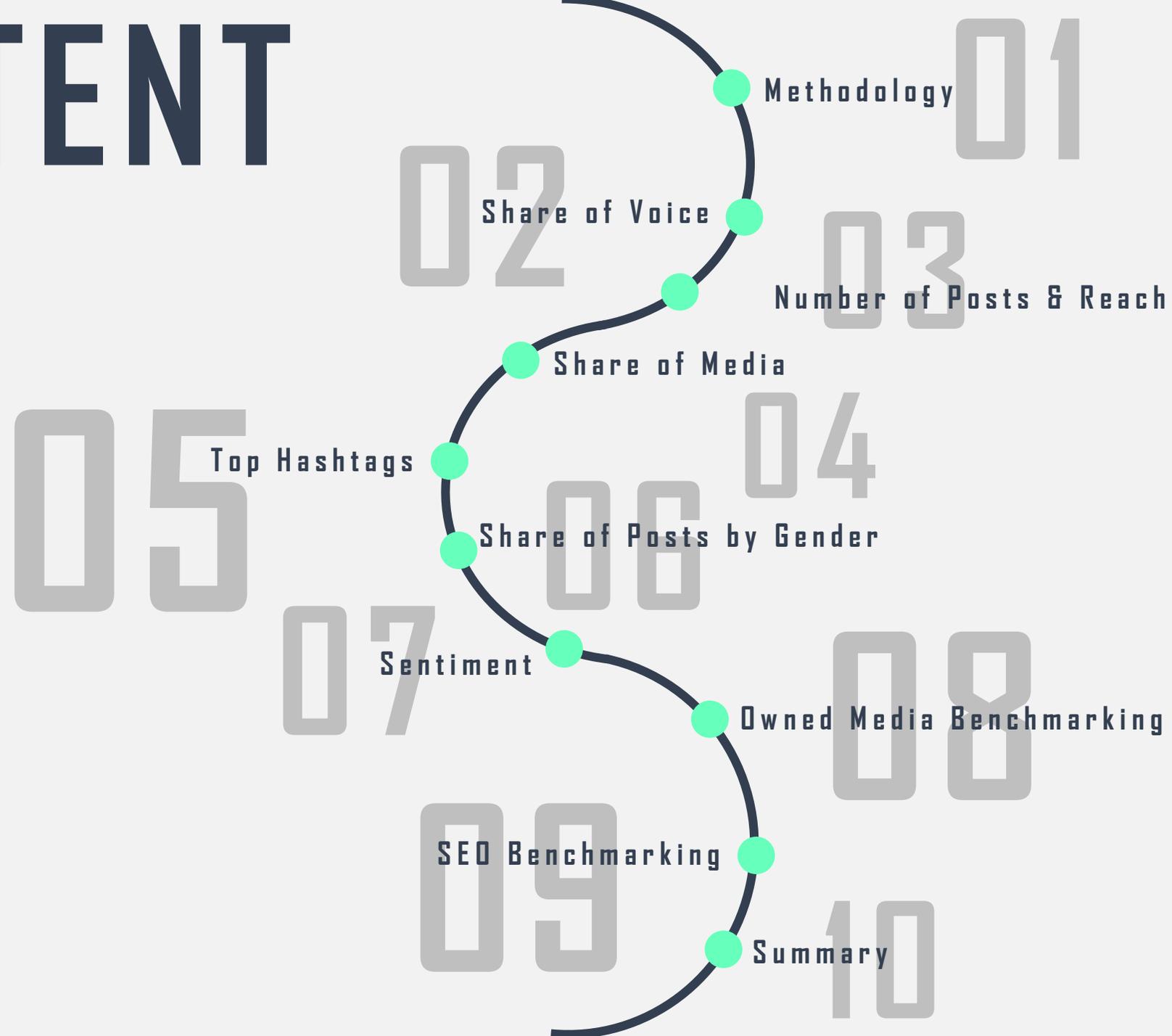
SOCIAL MEDIA AUDIT

FinTech in the Social Web

Status Quo

January to June 2017

CONTENT



Methodology

The aim of this analysis is **to depict and analyze the social media presence and positioning of your company** and **to benchmark** it against your competition. For the Social Media Audit, we first analyze the **user-generated posts** in the social web (**earned media**). The search term based data draws upon your products, services, brands, campaigns and direct competitors as well as topics in the company environment. This enables us to determine the **number of posts** and the **potential reach** for your company and your competitors, including the share on the different social media platforms.

In addition, we identify **hashtags** that were used particularly often in relation to your company and your campaigns, provide insight into **gender-specific correlations** in your target group and evaluate **user sentiment** based on users' posts. The **benchmarking measures** the performance of the corporate social media channels (**owned media**) of a defined **competitor against your company's** social media channels **on the basis of their engagement rates** and your company's **(content) performance** on Facebook, Twitter, Instagram, YouTube, Google+ and the corporate blogs based on the number of **engagements** such as likes, comments, shares or retweets. The engagement rate is the ratio of user interactions to the number of company-generated posts and the potential reach of the respective corporate social media channel. The final part of the report is a direct **comparison of the content quality and SEO data** of your corporate blog with that of the previously defined competitor. **Because only** search engine optimization will make readers and potentially interested parties take notice of these blogs in the Google search. We analyzed the following **elements of SEO ranking** to determine whether the corporate blogs address the relevant target group in the web:

- Comparison of the **organic visibility (SEO visibility) of desktop** and **mobile rankings**.
- Analysis of the **number of organic keywords** found among the entries in organic search results.
- Analysis of the Google **search engine rankings for targeted keywords** on the first three pages of results.
- **The number of quality inbound links or backlinks**, which provides a first point of reference for the link popularity as well as the popularity of the website content.
- **Domain popularity**, which shows you all the backlinks for the given domain.
- **Page strength**, which reflects the strengths of the website that is being examined.

SHARE OF VOICE

The social media status quo analysis determined the presence of the **company FinTech A** in the social web over a six-month period (January to June 2017). Besides mentions of **company FinTech A**, this analysis also included mentions of competitors.

An initial look at the buzz reveals that **company FinTech A** was the most mentioned and discussed by far. The majority of mentions was related to the success of a mobile payment campaign as well as the usefulness of new offers from **company FinTech A**. These posts were the most commented on, liked and shared.

564

441

436

321

Company FinTech A

Competitor FinTech B

Competitor FinTech C

Competitor FinTech D

Number of Posts & Potential Reach

During the period under review, more than 564 posts relating to company **FinTech A** were published on social media. The peak in March was caused by the launch of a new FinTech app. In April, the majority of posts was triggered by the launch of a mobile payment campaign.

The peak in June was triggered by the news that iOS 11 will likely expand iPhones' NFC chip capabilities beyond Apple Pay, thus enabling customers to use other services beyond Apple's mobile payments support.

03/20/2017 Launch of the new FinTech app

14/04/2017 Launch of the mobile payment social media campaign

06/05/2017 News: NFC transactions in iOS 11 could soon be expanded beyond Apple's mobile payments support

Number of Posts

Potential Reach

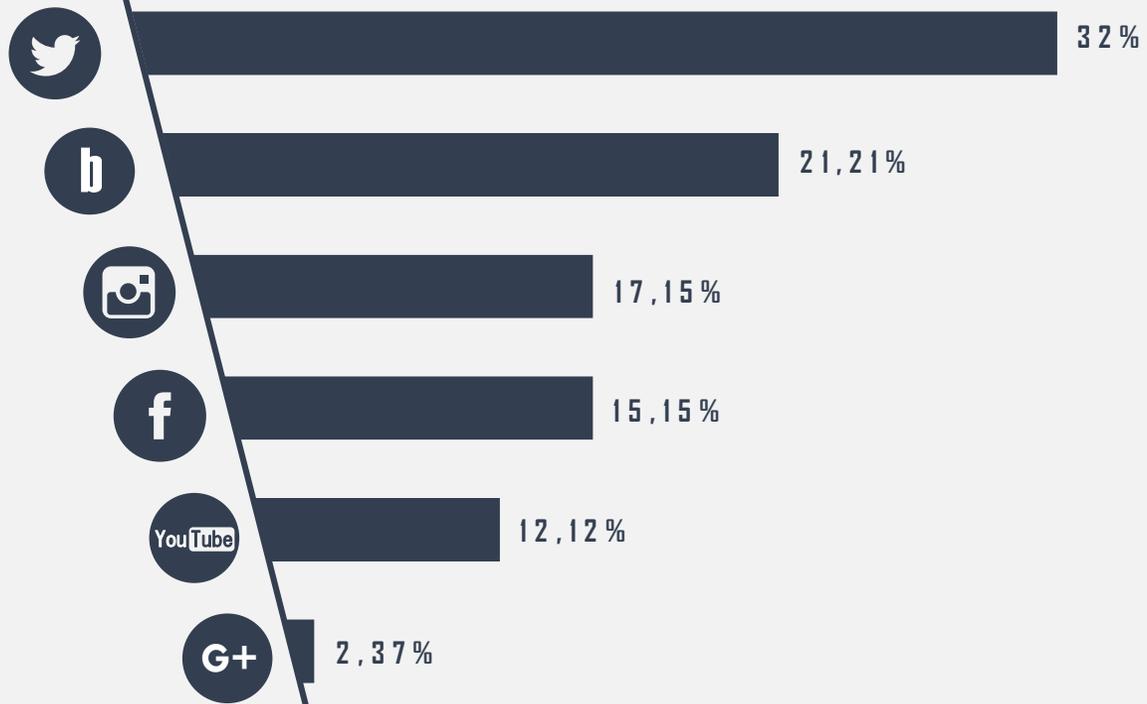
The potential reach of the published posts was not determined for blogs and forums.*

Over time the potential reach progressively decreased. The placement of ads with precise targeting can help to push the social media presence of company Fintech A.

*Posts in blogs and forums were excluded from the analysis of reach, because the available reach for these platforms refers merely to the corresponding domain, which could distort the results.

SHARE OF MEDIA

Lively exchange on Twitter & Blogs



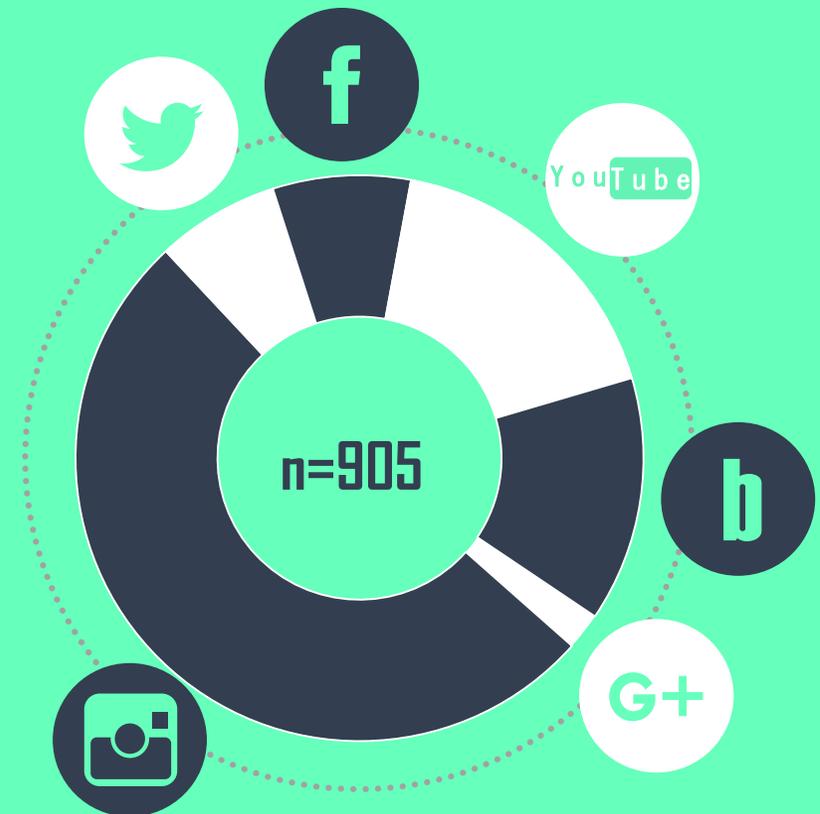
Company FinTech A and its heads of communications were particularly active on Twitter. Overall, however, a large number of tweets on mobile payment were posted on Twitter profiles that are not directly related to **company FinTech A** or its competitors.

Blog posts mostly discussed trends and the newest developments in the FinTech realm. Posts dealing with payment solutions and crypto currencies achieved particularly high reach rates.

SHARE OF MEDIA BY ENGAGEMENTS

In addition to measuring the reach, the analysis also determined the number of generated engagements. The latter illustrates which were the posts about **company FinTech A** that were the most commented on, liked and shared by users.

Instagram registered the biggest share of engagements. Thus, it was seven times higher than on Twitter or Facebook. YouTube videos on the Paris Fintech Forum and FinDEVr London events drew a large number of clicks and responses. Events represent an ideal form of content to address the target group, and lead to an increase in posts.



#security #mcommerce
#payment
#DigitalerWandel
#fintech #ebanking
#Bezahldienst
#mpayment
#mobilepayments
#ecommerce

TOP HASHTAGS

Hashtags were much more present in Germany than in Switzerland.

Hashtags that were used in relation to company FinTech A during the investigation period almost exclusively referred to forms of electronic payment in the web as well as mobile payment transactions.

No hashtag was used for company FinTech A.

The most popular hashtag on Twitter was #payment (502 mentions).

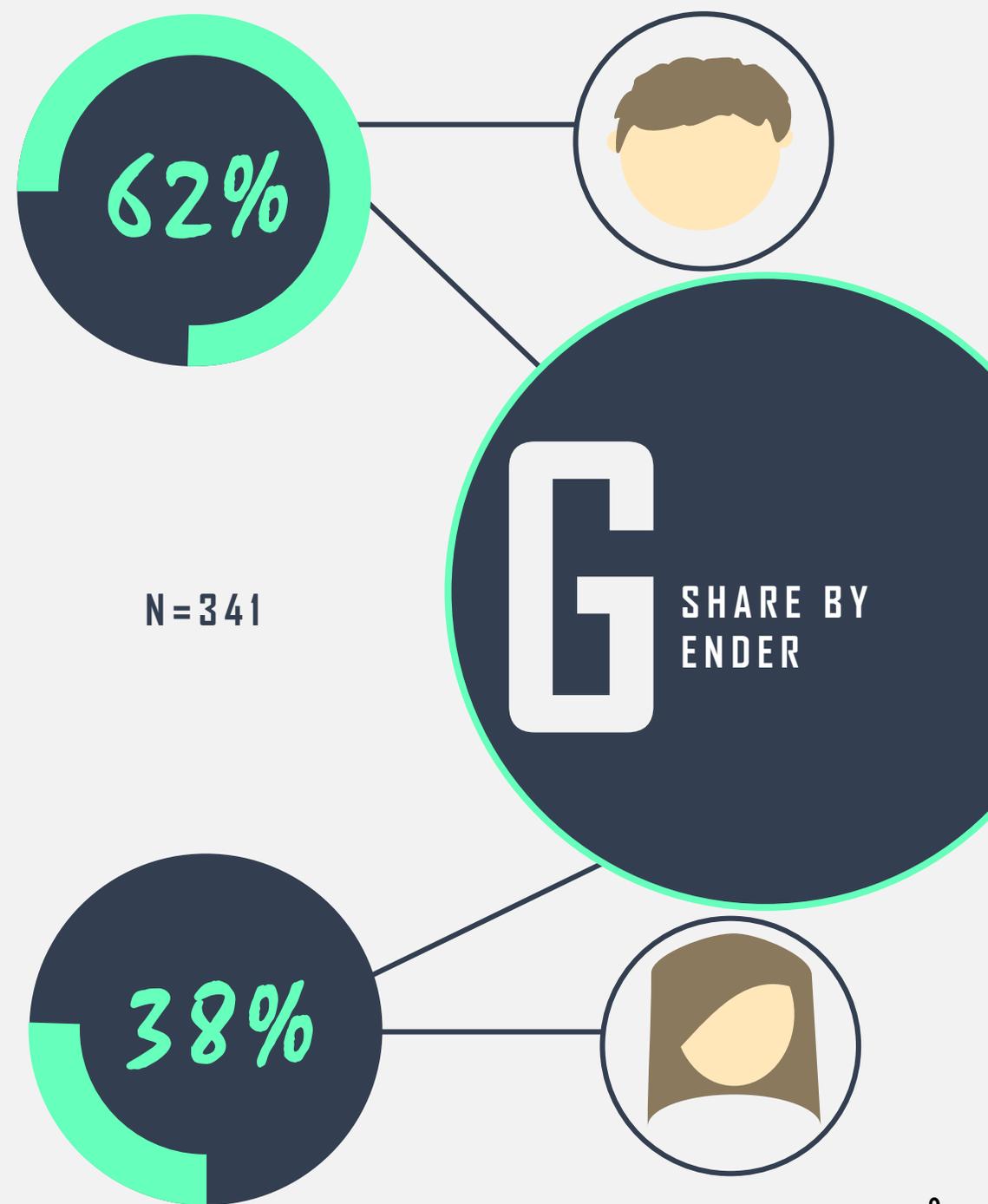
To increase the presence and visibility of company FinTech A in the social web, a company-related hashtag such as #[product name] should be established in combination with #[company name].

Blog posts should include a separate hashtag, e.g. # [company name] to differentiate yourself more strongly from the competition and for improved visibility in the social web.

The gender of the respective author was identified for 341 posts. Within this group of authors, men were more active than women on average and published more posts that were related to **company FinTech A**. The majority of women discussed the FinTech industry in general, whereas men mainly talked about digital technologies.

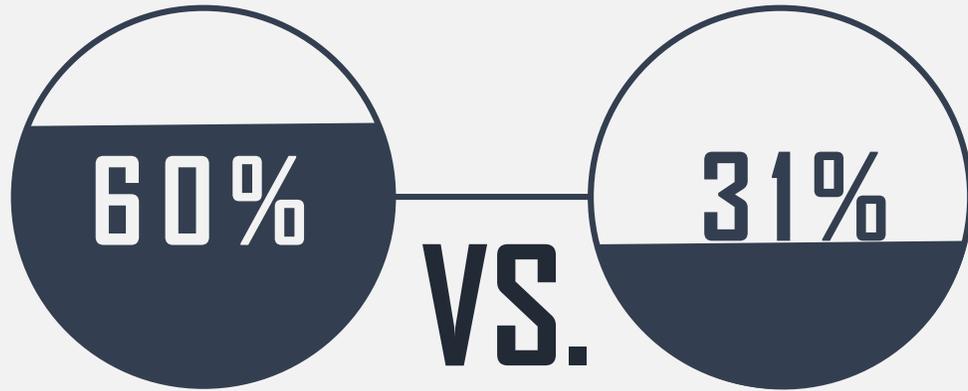
The share by gender was relatively balanced on Facebook and Twitter, YouTube was mostly used by men (75%).

Instagram was also used mainly by men (69%), though the overall share of female users who are active on this platform is higher.



BENCHMARKING Sentiment

Company FinTech A

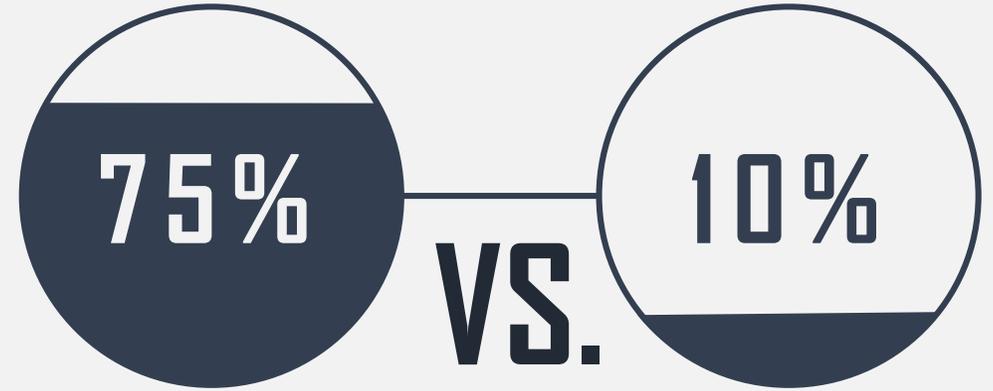


positive

negative

BENCHMARKING Sentiment

Competitor FinTech B



positive

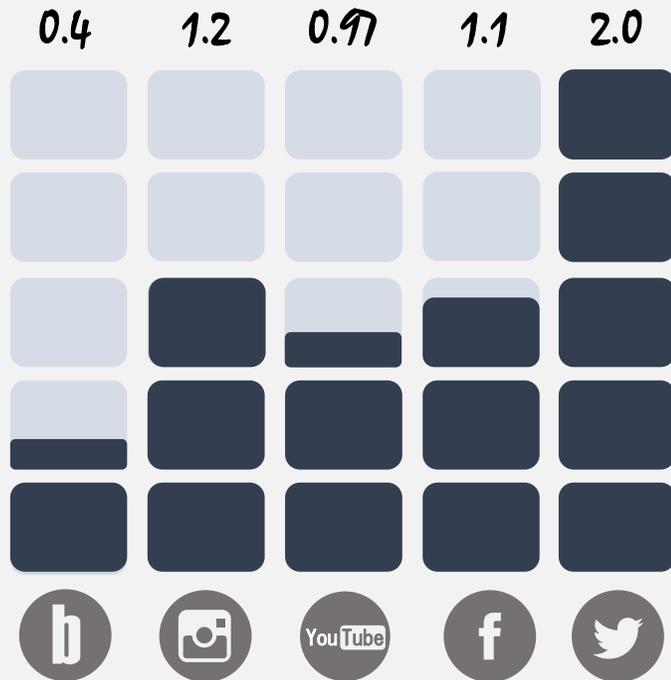
negative

In the period under review, we identified 564 posts relevant to **company FinTech A**, which generated 905 engagements and a potential reach of 21,005,916. Moreover, there were 441 posts on **competitor FinTech B** in the period under review, with a potential reach of 18,828,986 and 1,368 engagements. Compared to **company FinTech A**, **company FinTech B** scored the highest in terms of sentiment and engagement. While there were more posts about company **FinTech A**, they also often had a more negative tonality. Negative comments mostly referred to posts about the company's FinTech app.

BENCHMARKING Owned Media

Company FinTech A

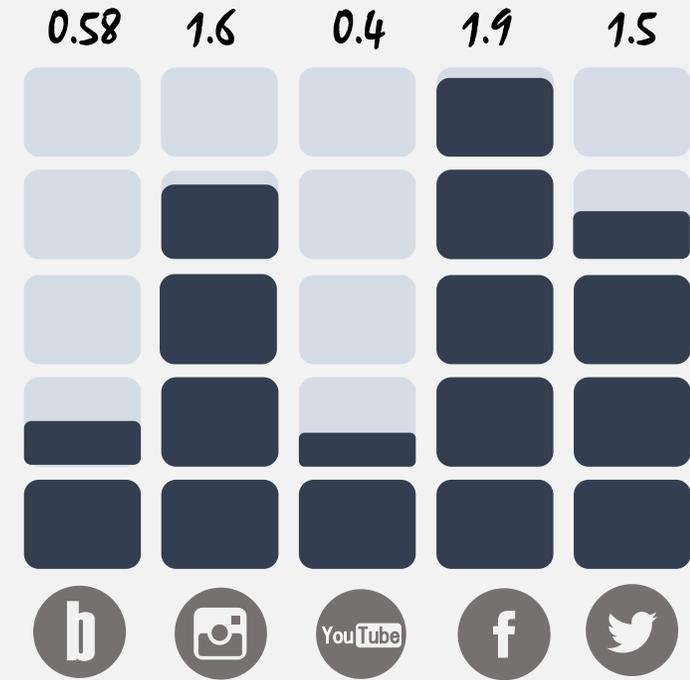
Engagement Rate



BENCHMARKING Owned Media

Competitor FinTech B

Engagement Rate

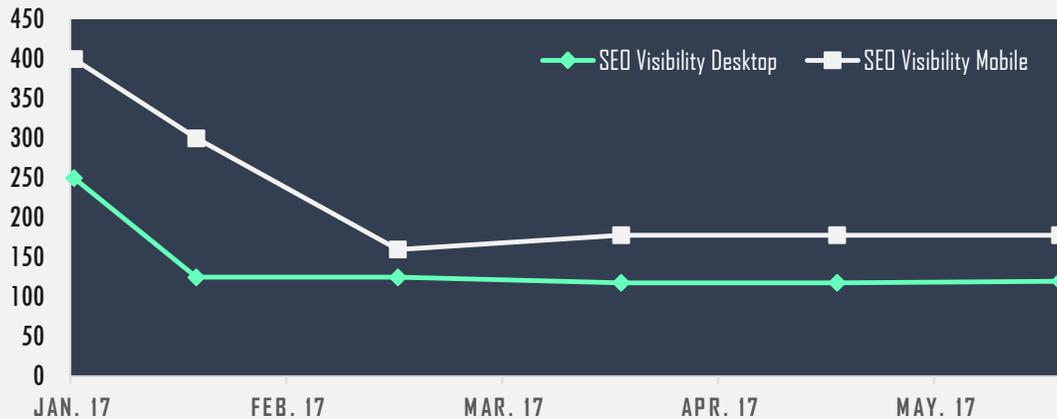


Competitor **FinTech B** was also able to achieve a higher engagement rate on the corporate profiles than company **FinTech A**. This was mainly owed to the fact that competitor **FinTech B** published more video content on Facebook and thus obtained a larger reach and more engagements. On Instagram, competitor **FinTech B** posted photo stories about the company and offered advice on mobile payment solutions. These posts received very positive feedback from users and were often shared and liked. By contrast, company **FinTech A** was able to score points with Twitter Moments and was rewarded with a large number of likes and retweets. Overall, the engagement rate with posts on Google+ was significantly lower compared to other social media platforms. However, though Google+ registered only five engagements, Google's own social network Google+ in combination with the company's own industry register Google My Business remains crucial to search engine optimization. Because for the Google search engine, Google+ and Google My Business are essential trust elements.

01

Corporate BLOG Company FinTech A

This is one of the FinTech blogs covering a broader range of topics, which means that you can also find posts about the economy, careers as well as success stories. The authors prefer infographics and analyses over lengthy texts. It has a solid visibility in the web. Worthy of note is the blog's high mobile SEO visibility, which has become an important factor of SEO ranking – since Google's announcement to switch to a mobile first index. However, there is room for improvement when it comes to their link building. The most effective way of link building would be to provide high-quality content that users are eager to link to. In the case of external links, the company should try to ensure that the destination addresses vary.



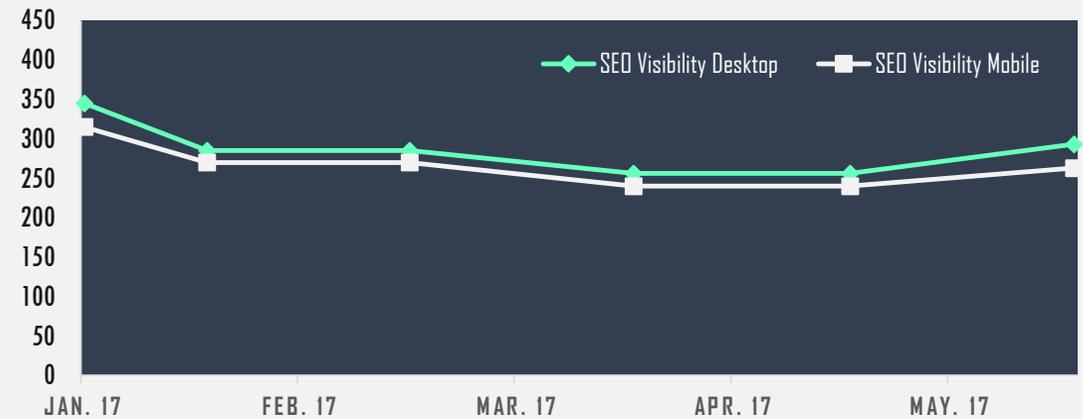
SEO Visibility: 121
Organic Keywords: 2,368
Traffic Value: € 193,59

Domain Popularity: 84
Backlinks: 567
Page Strength: 3.2

02

Corporate BLOG Competitor FinTech B

The FinTech B blog is actually no longer a blog per se, but rather one of the leading online magazines on mobile business and mobile payment. Instead of countless news briefs and press releases, readers are offered select posts written by experts and industry insiders. In terms of SEO data evaluation, this post has the highest score. The organic visibility – on desktop as well as on mobile devices – is good (Ø 345). The back link building and the domain popularity are strong. Worthy of note is the keyword ranking – 40% of keywords from the area of mobile payment rank on the first three pages of results generated by the Google search engine.



SEO Visibility: 345
Organic Keywords: 2,045
Traffic Value: € 681,91

Domain Popularity: 1,094
Backlinks: 13,759
Page Strength: 5.0

SUMMARY

The Social Media Audit as a first inventory has shown that while company **FinTech A** has a strong presence on social networks, the corresponding posts have a significantly less positive tonality when compared to posts about the competition.

Posts about the mobile payment campaign scored a large number of engagements and clicks but also posts about new products and solutions from company **FinTech A**. Videos from events where **FinTech A** participated also had high engagement rates. Following up on these key subjects could help to increase user interaction even more.

To boost blog traffic, we recommend that you post more tweets, which should include links that are a good fit in terms of content and topic.

Moreover, by republishing existing blog posts that were especially popular with users, you will be able to improve the positioning of so-called loser keywords, which have been falling in the ranking as of late. In addition, republishing helps to increase the visibility of URLs with a poor CTR value.

Video content achieved the largest potential reach. **Company FinTech A** posted videos of a consistent average length of about 20 seconds. We recommend that you also post longer videos. In the past, long videos were ranked lower by Facebook's algorithm, but the company changed this policy in January 2017. In future, long videos that are actually watched by users will score more reach in the newsfeed than some short videos. Live videos are also rewarded with additional reach by many social media. Another advantage: They are available for a limited period of time only, thus creating a notion of exclusivity. Moreover, for the audience, live videos are like a front row seat, immersing them in live action.

To increase the presence and visibility of company **FinTech A** in the social web, a company-related hashtag such as #[product name] and #[company name] should be established.

Among the platforms that were reviewed, Twitter is the strongest when it comes to reaching a broad audience. By contrast, Instagram and Facebook are better suited to hosting product campaigns, especially in case of image and video content. Instagram in particular, but also Twitter and Facebook, are characterized by high engagement rates. Followers are encouraged to use the platform to contact and interact with a company. The latter thereby creates lasting brand awareness.

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