

Zo sociaal zijn de grote fast fashionmerken

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H&M, Zara, Topshop en Forever 21 vissen in elkaars vijver. In de Verenigde Staten, in ons land, maar zeker ook op social media. Marketingbureau Sprinklr heeft de vier fast fashionmerken maar eens naast elkaar gezet. Dat gaat verder dan alleen de grootte van het publiek, want veel volgers betekent niet automatisch een hoge betrokkenheid.



who's winning social engagement in fast fashion?

TOPSHOP ZARA H&M FOREVER 21

It's been a rough year for fashion retailers. American Apparel just declared bankruptcy; Wet Seal, Deb Shops, Delia's, and Body Central have done the same in the last 12 months. However, it's not all doom and gloom. Here are four retailers of similar size and reach who are thriving in the retail industry - and social.

competitive benchmark

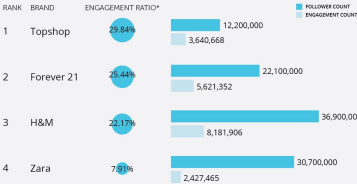
Activity, engagement, mentions, and follower counts - a lot goes into play when determining the competitive landscape in social. Here's who tops the list.



Sprinklr Benchmarking: 8/2015 - 9/2015. Data gathered from Facebook, Twitter, Instagram, YouTube, and Google+.

social engagement breakdown

Audience size isn't everything - engagement (likes, retweets, comments) also carries a lot of weight. Though these retailers have large audiences, it takes extra effort to break through the noise and keep consumers engaged.

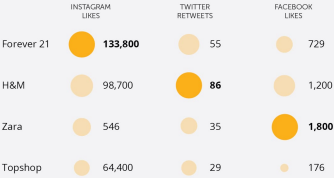


ENGAGEMENT RATIO* Calculated as engagement (likes, comments, shares, etc.) divided by follower (as a percentage).

Sprinklr Benchmarking: 8/2015 - 9/2015. Data gathered from Facebook, Twitter, Instagram, YouTube, and Google+.

social channel roundup

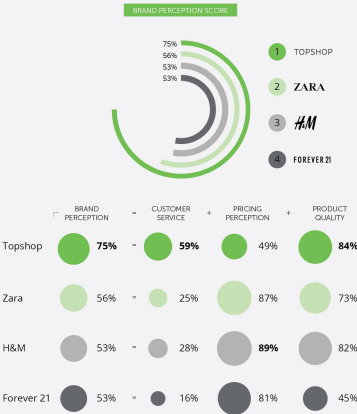
Different retailers excel on different social platforms. Let's take a look at who's setting the bar on Instagram, Twitter, and Facebook.



Sprinklr Benchmarking: 8/2015 - 9/2015. Data gathered from Facebook, Twitter, Instagram, YouTube, and Google+.

customer experience analysis

Customer satisfaction also comes into play when determining why these fast fashion brands are thriving. Here's a deep dive on how customers see these brands and the types of experiences that leave them most satisfied.



Percentages represent positive feedback or sentiment ratings from customers.

Sprinklr Feedback: 1/1/13 - 9/30/15. Data gathered from major media sites.

sprinklr is the most complete social listening technology in the world, enabling more than 1,000 global brands to connect with customers on every platform and every device at all times.
For more information, head to sprinklr.com/benchmarking.

