

YouGovSignal

Discover the truth, find your Signal.

Digital Insights for Researchers, Marketers and Social Teams For Any Industry

Check out our newest report: TV Insights Report Q1

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The dashboard displays a comprehensive analysis for Starbucks, organized into several columns:

- Sentiment:** A bar chart showing 14% Negative, 33% Neutral, and 53% Positive sentiment.
- Emotions:** A donut chart showing Joy (68%), Surprise (6.5%), Sadness (9.6%), Anticipation (13%), and Anger/Disgust (8.9%).
- Topics:** A list of topics including Shareability (3.7%), Entity (0.5%), LGBT (0.4%), Race (0.3%), Actor (0.2%), Religion (0.1%), Advertising (0.1%), Female focused (0.1%), and Hotness (0.1%).
- Keywords:** A list of terms such as Love, Marketing, Ad campaign, Ad, @starbucks, STARBUCKS ILYSM, Starbucks ad, Advertising, Cool, Decide, Drag queens, Fire, Good, Great ad, Lol, Marketing team, Mesmerized, Product presentation, Realize, Stunning, Video, Way, Whatit, @eszter_vjvc, Wonderful drag, @evangelinedexh, @moxirollerskate see, and @starbuck.
- Replies:** A list of user replies, mostly positive, such as "So Much Color! So Mu...", "Fire the marketing team that decided on this video", and "Refreshment comes in every color".
- News:** A list of news articles from APNEWS.COM and AJC.COM, both positive, discussing Starbucks' marketing and coffee service.
- Posts:** A list of social media posts, mostly positive, related to Starbucks products like Iced Green Tea Lemonade.
- Adjectives:** A list of adjectives including Good (2088), Free (967), Available (867), New (849), and Real (819).

YouGov Signal is a comprehensive analytics platform for tracking digital expression of opinions. We are industry agnostic, featuring the online data of thousands of brands, products, sports teams, games, films and television shows. We aggregate all of this digital and social data into one place for our client, apply complex Machine Learning, text analysis,

Discover your Signal today

About YouGov Signal

Signal combines A.I. with digital, social, survey and marketing data to create insights, recommendations and strategies for our clients. We help discover your different audiences, track their demand for content, and market to them more efficiently.



Company

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