

# BrandInsights

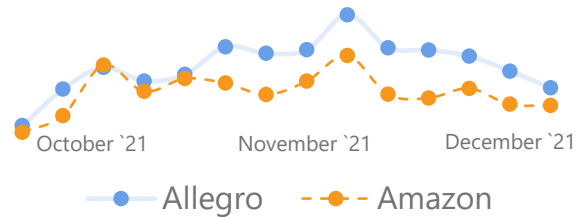


# Executive summary

## Mentions online

Across all of the monitored sources, from both Social and Non-Social Media, Allegro was mentioned significantly more frequently than Amazon was.

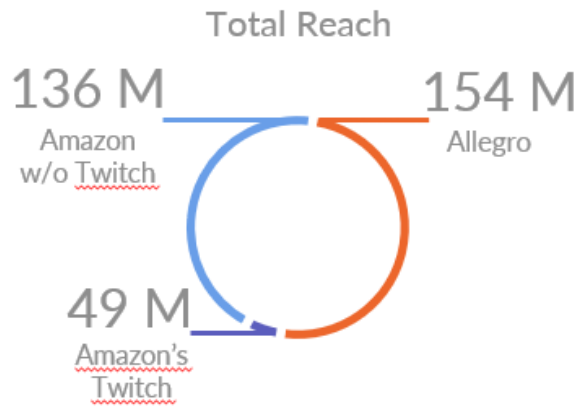
Despite the bigger scale, Allegro was also mentioned positively twice as often as Amazon.



## Total Reach

Amazon had a better Reach than Allegro by 31 million in Q4. Amazon generated 65 million Social Media Reach, and almost 25% of these impressions came from the partnership with Twitch (Prime Gaming).

With Twitch excluded from Amazon's Total Reach, Allegro's Total Reach would be 18 million higher, and Social Media Reach 24 million higher.



## Product category

Amazon is evaluated more positively in 4 out of 5 categories. Delivery was the only area where Allegro beat Amazon.

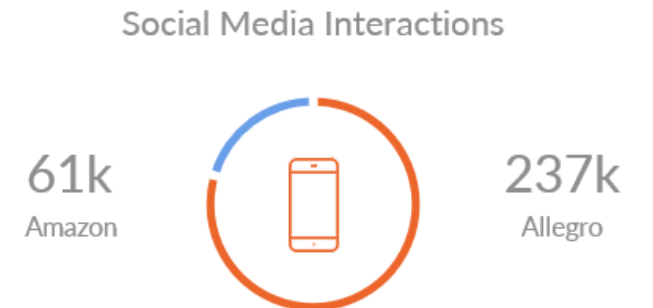
Almost 30% of Allegro's delivery services discussions also mentioned Allegro Smart (77% positive mentions), indicating Allegro Smart as a great tool to improve CX.



## Social Media Interactions

In Q4, mentions about Allegro generated 2.5 times more engagement than the content regarding Amazon. Moreover, most of those interactions are linked with positive mentions regarding Allegro.

Therefore, it is very important to keep positive sentiment as this generates high-value Reach and engagement online.



# Allegro is perceived best among competitors

## Sentiment

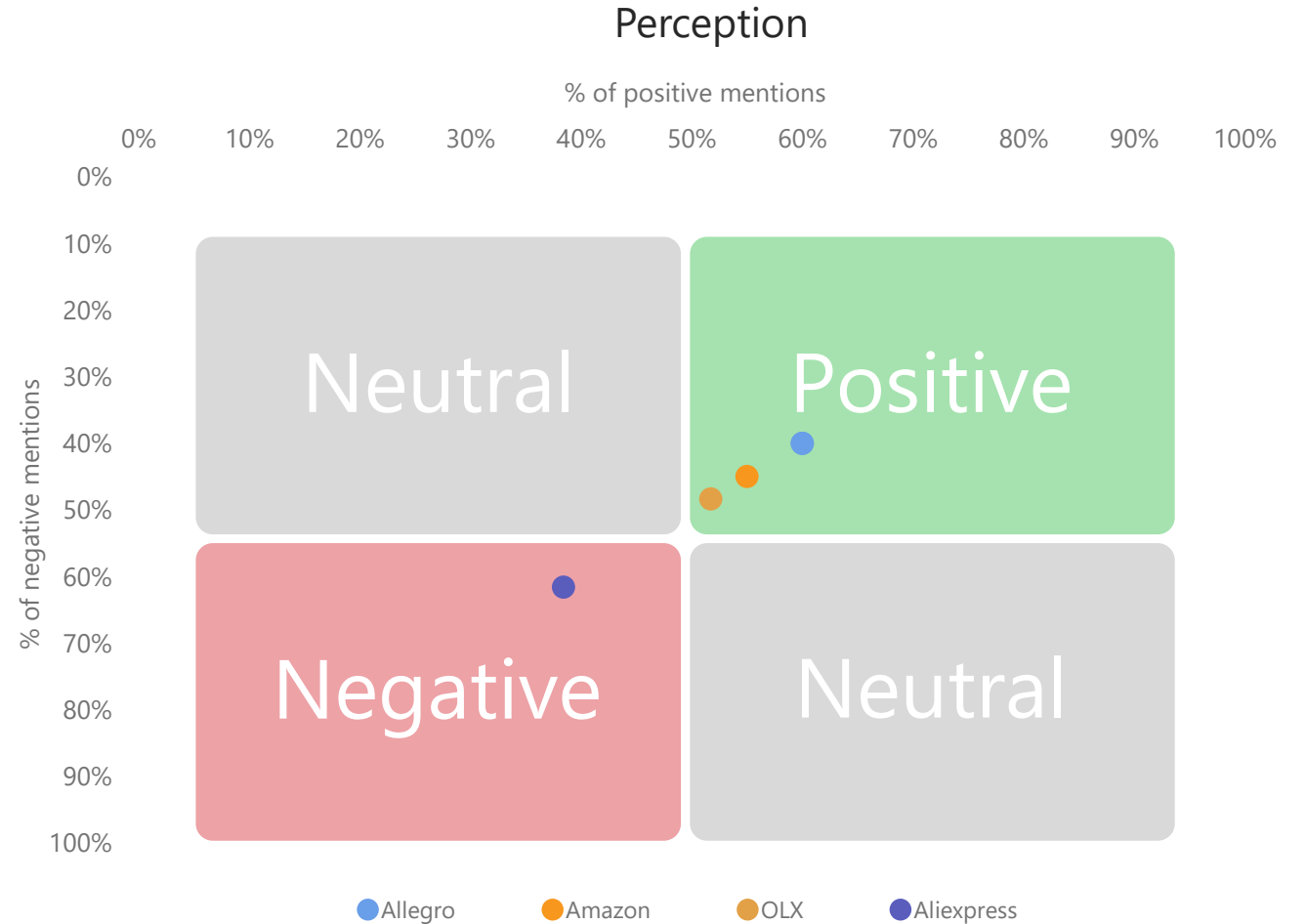
- Allegro's sentiment has remained stable with 60% positives and 40% negatives in November and December.
- Amazon is constantly improving the sentiment
  - in December, the number of negative mentions dropped, while the number of positive mentions increased. That's why the Amazon dot moved upper right, deeper in the positive area.

## Positive sentiment

Amazon's positive sentiment change is related to a significantly lower number of mentions in December (-30%). The total number of mentions regarding Amazon in the last month of 2021 was about 50% lower than Allegro's.

## Positive mentions

Positive mentions regarding Allegro generated a vast part of Reach (30%) and engagement (i.e. interactions) with content (81%), in Q4 2021.



# Amazon is losing pace regarding generating mentions and reach

## Essential source

The main sources impacting Presence Score for both brands were Twitter (most mentions) and News (greatest Reach).

## Reach

Although Allegro generated more mentions, Amazon had a bigger Reach.

## Most mentions

Twitter generated the most mentions for both Brands, but Allegro's number of mentions doubled Amazon's result here.

Brand	Presence Score	Total Reach	The Reach change (Nov vs Dec)	Mentions Volume	Mentions change (Nov vs Dec)	Sentiment Breakdown	Positive ratio	Sentiment Change (Nov vs Dec)	Top Source
Allegro	46	152M	+36%	50K	+29%	22 44 33	58%	+3%	22K mentions Twitter 83M Reach News
Amazon	44	183M	-46%	32K	-19%	20 53 27	64%	-4%	11K mentions Twitter 88M Reach News

# Allegro was mentioned more frequently than Amazon

The 4th quarter of 2021 was rich in mentions regarding Allegro and Amazon. There was over a 200% increase in the volume of generated mentions in both cases.

Throughout the period, many significant events took place, which directly affected the presence of both brands online. There are at least 4 spikes on the chart representing significant increases in the number of mentions in that quarter, specifically:

1

Amazon launches Prime in Poland, causing Allegro's shares to fall (12th October) - 1.2k mentions in one day.

2

Allegro supposedly deleted an auction for a lunch with Robert Bąkiewicz (25th November) - 1.55k mentions in one day.

3

Allegro has signed an agreement to acquire 100 percent of shares of an e-commerce platform Mall Group and logistics company WE|DO (5th November) - 1k mentions in one day.

4

Allegro's stock did not use the opportunity to change the negative trend of the previous weeks due to the high supply (9th November) - 1k mentions in one day.

Mentions distribution in Q4



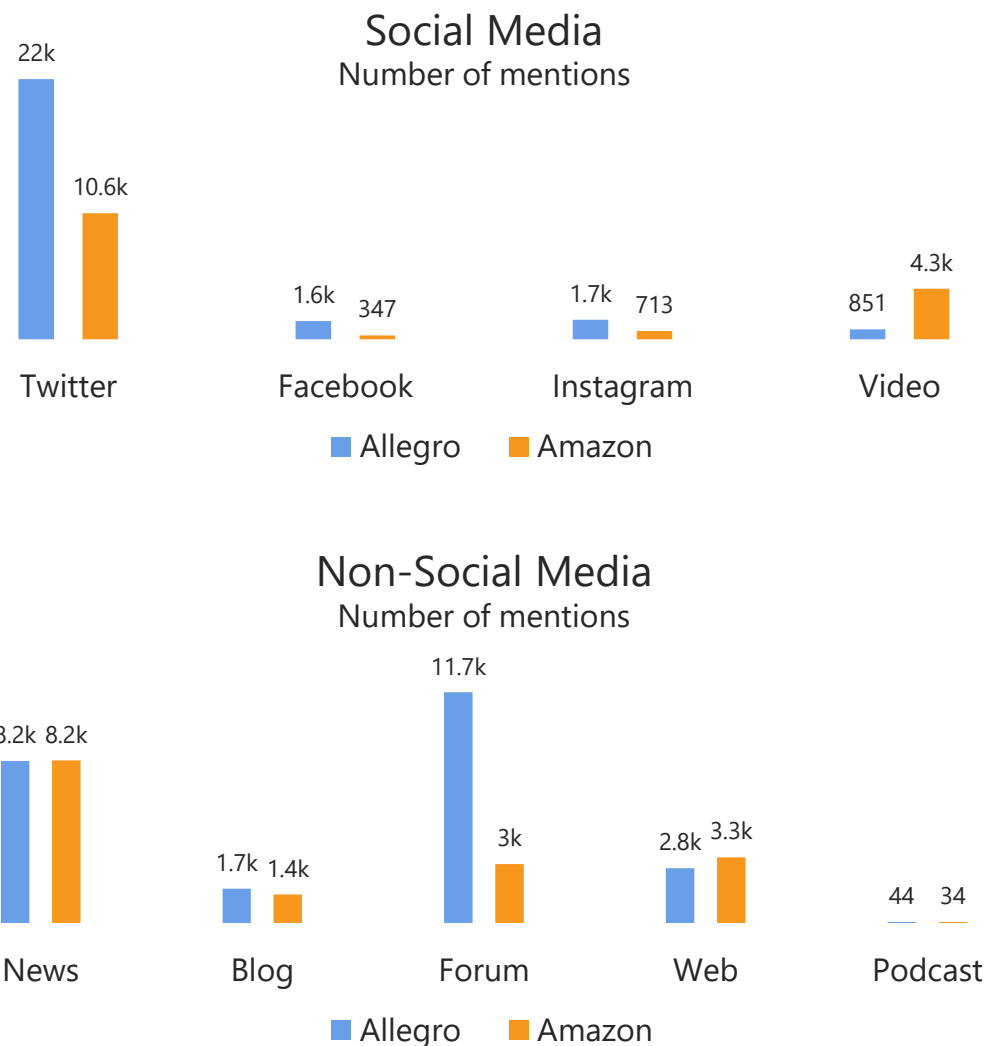
# Allegro has built an advantage in the number of mentions on Twitter and forums

Even though some contents regarding both Allegro and Amazon in most sources are somewhat comparable – Amazon dominated Allegro in the Videos category. This is mainly caused by the enormous number of mentions generated on Twitch.tv, and from Amazon's partnership with Twitch (Prime Gaming), which is included with Amazon Prime (in-game content for games, free games, and, most importantly, a free monthly channel subscription on Twitch).

Prime Gaming generates lots of mentions and stands for a considerable portion of Amazon's Social and Non-Social Media Reach, as many popular influencers are promoting this product.

Additionally, Allegro appears to be over twice as present as Amazon on Forums, with top sites being bankier.pl (4387 mentions) and wykop.pl (2393 mentions).

Also, the recent actions of Amazon on the Polish market resulted in a significant leap in the number of News mentions, with top sites being gry-online.pl (638 mentions), pcworld.pl (229 mentions) and spidersweb.pl (220 mentions).



# Amazon's brand is more effective in generating reach

Regarding Allegro's Total Reach, the graph shows there were 4 days, which greatly affected Allegro's number of impressions within the analyzed period.

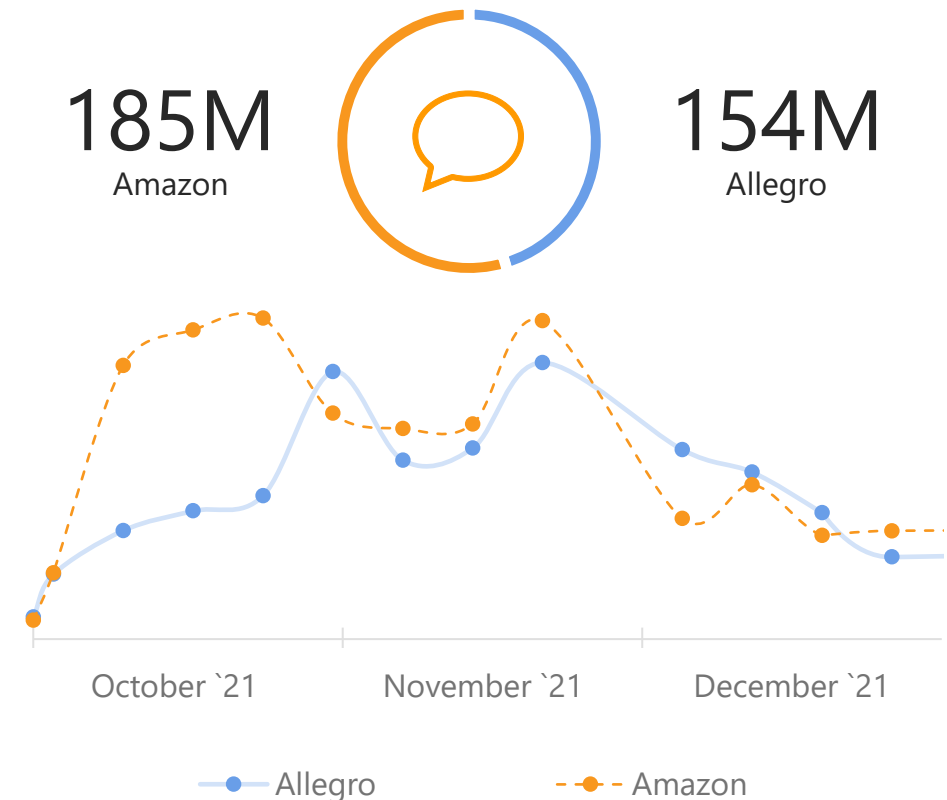
Firstly, the spike on 2nd November likely resulted from several events, such as Janusz Piechociński tweeting about the lowered price of Allegro Smart and Niebezpiecznik's tweet about dangerous scam attempts spreading across Allegro's platform (both of which reached many audiences).

Shortly after, on 4th November, loads of buzz were generated regarding Allegro acquiring 100% of the shares of Mall Group.

Then, on 22nd November, Allegro was mentioned in DeeJayPalaside's partnered post on Instagram.

Lastly, on 25th November, a considerable amount of mentions throughout various sources was generated regarding Allegro supposedly deleting an auction for a lunch with Robert Bąkiewicz.

Total Reach distribution



## Non-Social Media are the key to building reach for both brands. Amazon leveraged Social Media more than Allegro.

On Twitter, Allegro was mentioned twice as frequently as Amazon was, which directly impacted the Reach of both brands. Allegro generated over twice as much Reach as Amazon.

Moreover, it seems that it is more common for people to post photos on Instagram mentioning Allegro than do so with Amazon. With over 2x more mentions, the Reach of Allegro on Instagram is over 8 times bigger than Amazon's.

Comparing each source to Allegro, the News category generated the most Reach across the 4th quarter of 2021. In the 3 months we analyzed, there were 8 128 mentions monitored, with over 82.8M Reach, which stands for 54% of the Total Reach of Allegro. There were around 22k mentions from Twitter with 30.8M Reach for comparison.

allegro

Reach distribution



amazon

Reach distribution

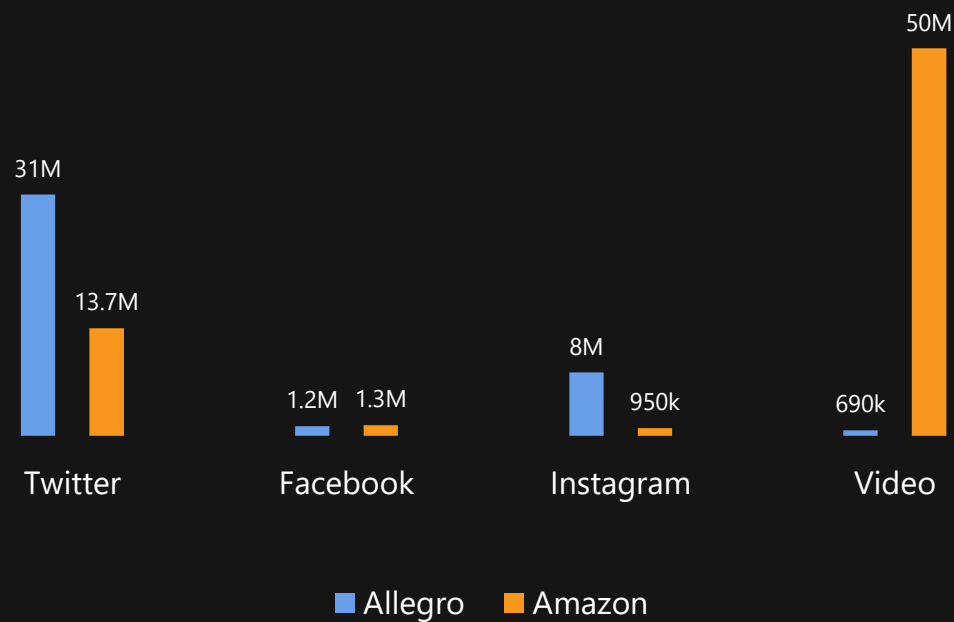




# Amazon has built the advantage in reach on Video, effectively neutralizing Allegro's lead on Twitter.

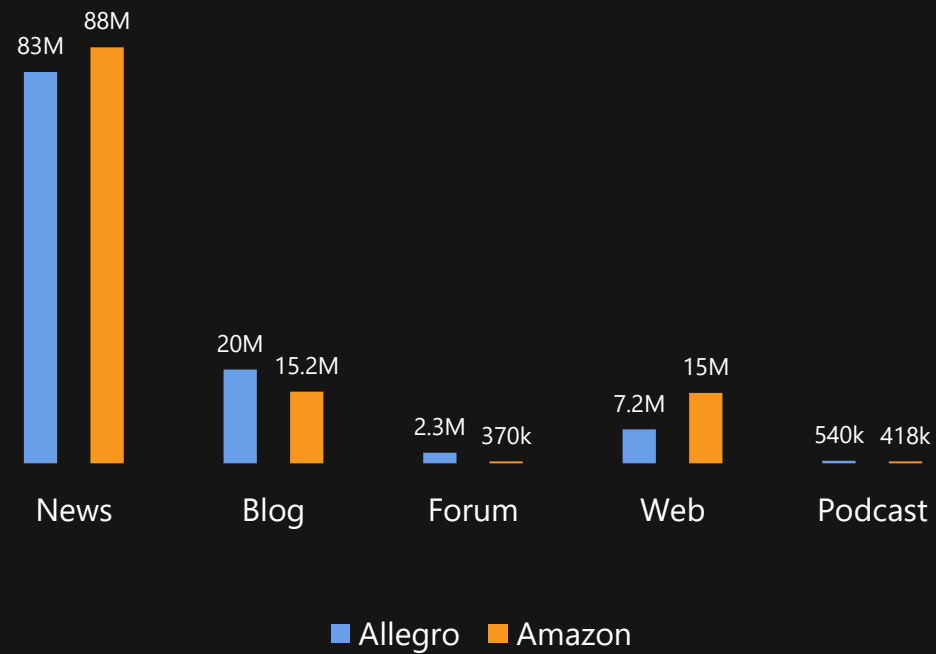
### Social Media Reach

Reach distribution



### Non-Social Media Reach

Reach distribution



## Allegro: Sources overall

The Reach of Instagram and Facebook mentions was similar to the Reach of Web and Forum mentions combined. It shows that Facebook and Instagram posts may be of more excellent value, as there were over 4 times fewer mentions from these sources than from Web and Forum together (a much higher Reach to mention ratio).

Non-Social Media accounted for a significant portion of Allegro's Reach. With a little lower volume (24.4 K mentions), Total Reach surpassed Social Media Reach almost 3 times. On the other hand, it may highlight the importance of being present in News, Blogs, and Podcasts for the sake of Allegro's online exposure.

Source	Total Reach	Mentions volume	Average Reach to Mention
Blogs	20M	1.2k	11.6k
Forum	2.3M	11.7k	192
Podcasts	540k	44	12.3k
Web	7.2M	2.8k	2.6k
News	8.3M	8.2k	10.1k
Video	690k	851	811
Facebook	1.2M	1.6k	772
Instagram	8M	1.7k	4.9k
Twitter	31M	22k	1.4k

## Allegro maintained a stable level of the positive ratio as Amazon experienced fluctuations

Comparing it to Amazon's results, there were 14 days with more negative content. Amazon's Positive Ratio fluctuated over time – while October got 65% positives from all emotionally charged mentions, the situation changed dramatically in November. It was likely caused by the peak periods (Black Friday and Christmas) and by the platform's not user-friendly layout (for Polish users).

For Allegro in Q4, there were only 2 days when the number of negative mentions exceeded the number of positive mentions, specifically:

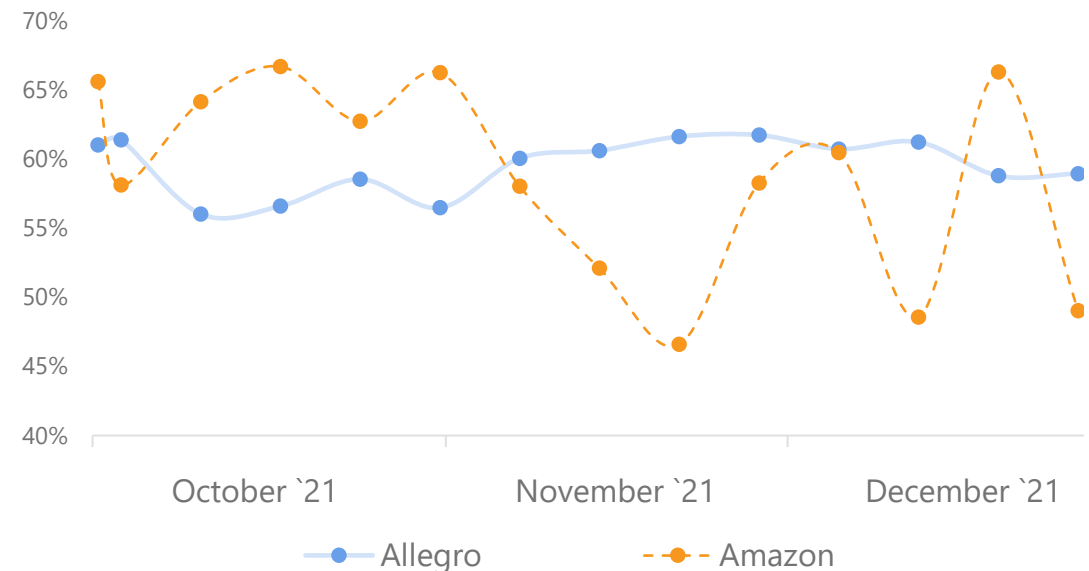
- **10th October** - Disruption caused by a service outage,
- **2nd November** – Allegro lowering the price of Allegro Smart & Niebezpiecznik's post about scam attempts on Allegro Lokalnie.

The primary sources of positive and negative mentions for Allegro were: Twitter, Forums, and News.

Overall, there were 188.3 thousand positive interactions on Social Media, with negatives - users of Social Media interacted 14.3 thousand times. This indicated that users are more engaged with content that has positive overtones.

Positive mentions seem to impact the audience the most, so Maintaining a high Ratio generates the most significant values of Total Reach.

Positive Ratio  
Positives to all mentions charged emotionally



# Twitter was the source that generated most of negative mentions

Instagram was particularly rich in positive mentions. Approximately 1.7 thousand posts managed to generate over 8 million impressions, making it 4th best source positives-wise. Also, 78% of likes from all social media were derived from Instagram, making it one of the most engaging sources for Allegro.

Moreover, numerous positive discussions appeared on Twitter, accounting for 18% of all mentions about Allegro online across Social and Non-Social Media.

It seems crucial for Allegro to regularly monitor Facebook and Forums related to their brand, as these are the sources within which negative mentions cover a significant portion of sentiment distribution per source. Furthermore, forums are the second most significant source in terms of volume. Consequently, such sentiment distribution should be considered and included in PR Actions.

Similarly to Allegro's case, Amazon revels in being mentioned positively on Instagram. Additionally, Amazon has a more favourable distribution of sentiment in such sources as Facebook, News, Podcasts, Forums and Blogs.

Allegro's sentiment per source

Amazon's sentiment per source



# Methodology

## Report scope

Polish market only – we explicitly excluded all impact of global social media accounts or discussions around Amazon in English or any other language other than Polish.

The analysis focused on comparing two competitors – Allegro and Amazon with the main goal to understand Allegro's position, and how it could be improved.

In the given report, Analytics Team used the following data & metrics:

- Mentions, source of mentions
- Positives/negatives sentiment
- Reach
- Presence Score
- Social media interactions

## Dataset description

- Period: October – December 2021
- Mentions processed: 150 thousand
- Scanning private groups on Facebook
- Filters applied: Polish language

## Metric

## Dataset processing

The Analytics Team processed >150 thousand mentions to get the most valuable information.

Machine learning algorithms were used to get input for sentiment analysis and compute the Presence Score for Allegro and each competitor.

# Glossary

**Presence Score** is a proprietary metric that helps to measure brand/topic online presence (popularity) at the given time. This metric can help to measure and benchmark brand awareness. Additionally, it can help to evaluate marketing & PR efforts providing a way to measure online presence/popularity.

**Reputation Score** is a proprietary metric representing how a brand is perceived online. A good reputation is built over a long time, even years - a brand must earn it. However, it can be lost quite quickly. This metric is based on the volume, reach, and sentiment of brand-related discussions. Reputation Score is expressed on a scale from -100 to 100.

**Total Reach** is a combined reach for both social media and non-social mentions. Reach is an estimated number of contacts (impressions) related to collected mentions.

**Social Media Reach** is an estimated number of social media users that could have contact with a social media post. Social media reach is based on the number of followers/fans/subscribers/connections and visibility percentage. This last one is an estimation of what part of an audience usually sees a given social media message on a given social media platform.

Analysis based on BRAND24  
data 2022

22 billions of online mentions  
from over 1 million sources



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