

LikeFolio Case Study: NFLX Bullish

Overview

Netflix shares surged following the company's 22Q4 report.



Here's how LikeFolio nailed a bullish \$NFLX call amid streaming uncertainty by harnessing the power of consumer mentions on social media. Namely, Twitter.

We saw this Netflix gaining momentum months before it's January earnings event...

LikeFolio featured Bullish: Netflix in our September MegaTrends report: [MegaCap_Tech](#)

Consumer Demand:

Consumer mentions of streaming or signing up for Netflix are rising again after a steep post-pandemic drop-off.

Netflix demand (including subscription growth and viewership mentions) has risen +5% YoY.

Viewership among existing users is bolstering this demand growth, offsetting stagnation in new subscription mentions among English speakers. Netflix viewership mentions have increased +9% YoY, while new subscription mentions remain flat.



NFLX: Engagement Rising in 2022



Consumer engagement mentions (like "signing up for Netflix" and "streaming Netflix") were rising (green line) following a massive sell-off. This was driven by a solid state of original content.

Ahead of earnings, we identified the metrics that mattered

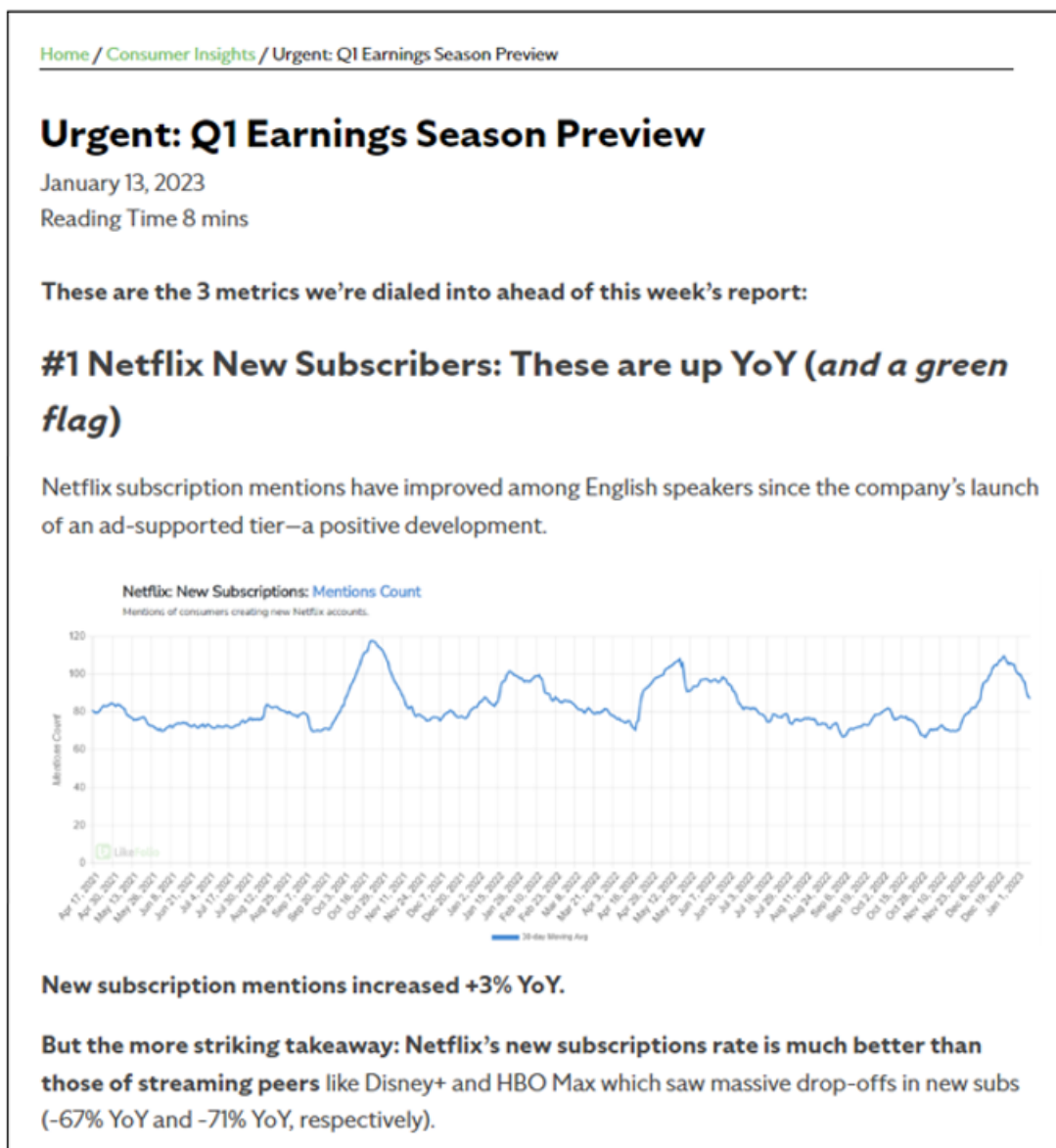
To confirm our Bullish thesis, we isolated the consumer metrics that carried the most weight when it comes to future growth: New subscribers, Viewership, and Cancellations.

The week prior to earnings, we highlighted two MAJOR \$NFLX green flags evident in LikeFolio's real-time data:

- New subscriber mentions were UP: +3% YoY
- Netflix Viewership mentions were on the rise: +8% YoY

And one red flag that we strategically navigated thanks to qualitative review:

- Cancellation mentions were up, but mentions revealed these were highly political in nature and should be tempered.

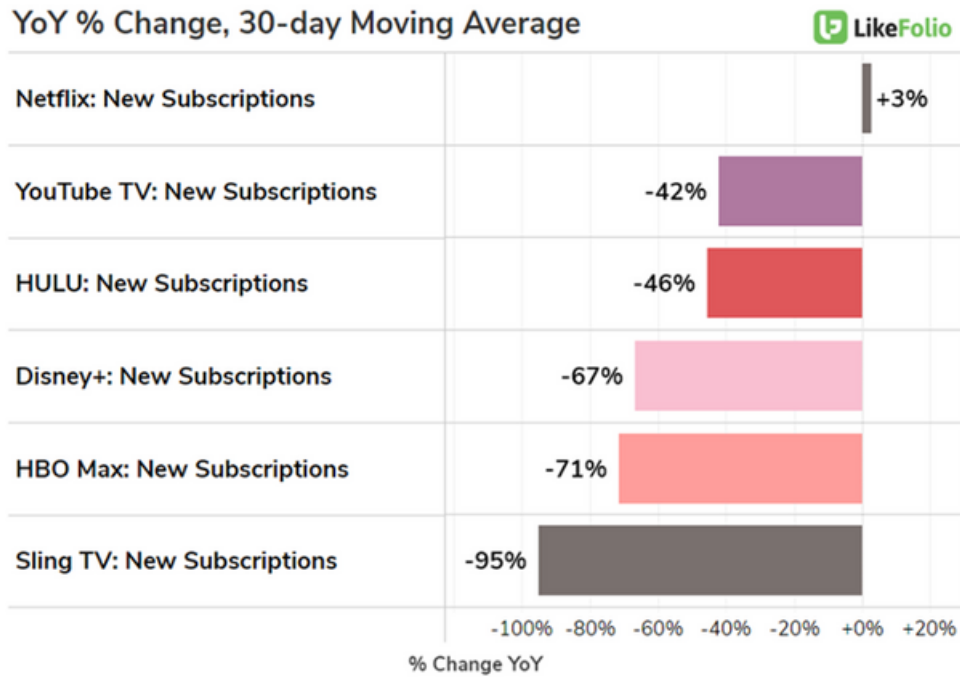


Standing strong in Bullish Conviction

After issuing this data on Friday, we doubled down.

Thursday before earnings we highlighted the SINGLE chart we believed was most important for \$NFLX: SUBSCRIBERS.

Ultimately, we believed subscribers were going to be key for this event...and luckily this is where our data shined the most. Netflix subscribers were outperforming in a big way.



Results are in: Major \$NFLX Subscriber Surprise

Turns out we were exactly right. Netflix Subscriber counts came in well above market expectations:

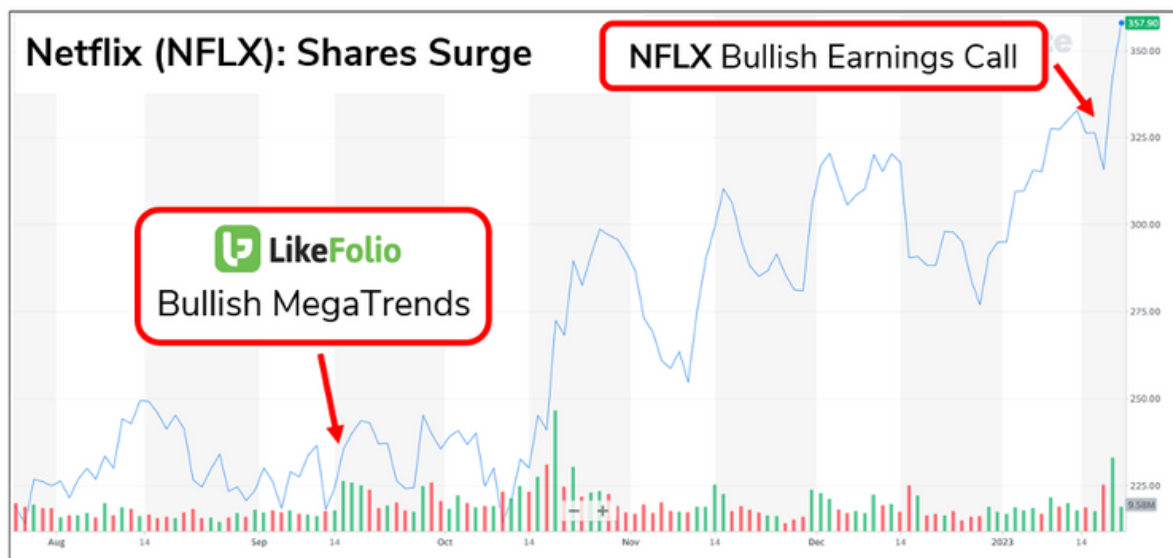
MEDIA | EARNINGS REPORT

Netflix Stock Surges on Subscriber Beat.

By Eric J. Savitz [Follow](#) Updated Jan. 19, 2023 4:07 pm ET / Original Jan. 19, 2023 1:00 am ET



Netflix is pushing out content like the *Bling Empire* series to attract viewers. Courtesy of Netflix



We track multiple metrics for Netflix and more than +20 of its competitors including:

- Mention Volume
- Sentiment
- New Subscriptions
- Viewership
- Cancellations

Alongside macro trends including:

- Streaming
- Cutting the cord
- Smart TV usage
- Subscription Fatigue

Data is updated daily.

Questions?

Contact LikeFolio co-founder Landon Swan at Landon@LikeFolio.com