LikeFolio

LikeFolio Social Sentiment Data Products

LikeFolio Overview

We use social media mentions to predict and quantify shifts in consumer spending patterns and preferences. We do this by using our proprietary Brand Map Database as a filter against Twitter's firehose.

Product: Consumer Sentiment Data Feed (company or brand level)

This product gives insights into consumer sentiment around brands and products. It combines our Brand Map Database with our partner Twitter's firehose to help you derive alpha from the markets.

About the Brand Map Database:

We built it. We maintain it.

For each covered company, we know each of its brands, as well as full M&A history for each brand, and how people mention those brands on social media.

Each company is updated at a minimum of every 2 weeks. Prominent brand/product launches are anticipated and usually updated the same day.

We use the brand map as a filter against Twitter.

This map is available as a stand-alone product to help you make sense of your other data products. For more information, see **TickerTree.com**

Methodology

1. We build queries using our Brand Map to filter against Twitter, both historically (back to 2012) and in real-time moving forward.
2. Mentions enter our system and are matched to their parent brand and parent company.
3. Mentions are then analyzed for sentiment and intent to purchase:
   a. Positive Sentiment e.g. "I love my iPhone"
   b. Negative Sentiment e.g. "My iPhone is so slow"
   c. Purchase Intent e.g. "I got the new iphone!"
4. Sentiment and Purchase Intent keywords and phrases vary by product type. The keywords/phrases we look for when analyzing a fast casual restaurant are different than those we look for when analyzing a hotel chain, for example.
5. Counts are summarized at the brand level, and at the company level. Counts are bucketed into daily buckets (ending at midnight Eastern time) and made available for download.

Coverage

As of Jan. 25, 2023 our coverage for this products:

- **444 Publicly traded companies**
- **24 Private companies (most on the IPO track)**
- **Covering a total of 11,788 brands**

Coverage focuses on consumer centric names. People must be mentioning these brands and products on social media in order for us to have a large enough sample size to have confident signal.
Once a company is added, they are not removed. Some companies offer stronger signal or more correlation to KPIs, but we do not cherry pick. LikeFolio remains transparent and allows you to filter by sector or company for best signal.

Delivery

We use Amazon AWS S3 buckets to deliver data in CSV files. Data is updated each day before the market opens (approx. 4am ET) with the previous day's data.

Data can be downloaded at the company or the brand level. Brand level data is more expensive.

Data Structure

Whether the data is organized by company or by brand, there are 4 metrics per day for each row:

- **Mentions – total number of mentions for this company/brand on this day**
- **Positive Sentiment—number of positive sentiment mentions**
- **Negative Sentiment—number of negative sentiment mentions**

·Purchase Intent—number of mentions indicating a recent or future intent to purchase
Data is fully point-in-time with respect to M&A activity.You can see how our full history appeared for any date from Jan 1 2012 until today. We call this date the "knowledge date", or k date. Each K date contains the full history from Jan 1 2012 until that K date. This effectively squares the size of our data, but allows you to fully and accurately backtest without concern for M&A disruption.

Trial

We offer a trial bucket that is identical to our production bucket, except that starts and remains 6 months old (updated daily). Test on the trial bucket, then when you purchase, you simply switch buckets. Format is identical so there is no transition learning curve.