Klarity

The Most Comprehensive Social Analytics Tool

THIS WEEK'S TOP STORIES ON SOCIAL MEDIA
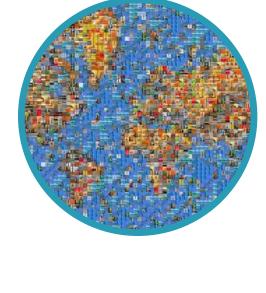
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BLACK FRIDAY **VS** 11 . 11

This year, like last year, both America's Black Friday and China's Singles Day (Double 11) generated huge amounts of data as most of the purchases were made online. And the most striking fact learnt was: Chinese consumers spent 3 times more online than Americans. This was also the case last year when China's Singles Day became the world's largest shopping day. The total revenue from online sales reached USD 4.47 billion in the U.S. and RMB 91.2 billion (USD 14.3 billion) in China - irrefutable proof of China's growing clout in the global e-commerce market. View More

CNN's recent special report "Being 13" was focused on teenagers and their use of social media. To carry out this study, CNN analysed an estimated 150,000 social media posts from more than 200 teens all across the U.S. over a 6-month period. The data captured revealed that some 13-year-olds check their social media feeds 100 times a day. That comes after Pew Research Center's study which found that 92% of teens go online daily and that 24% say they are online "constantly." View More

Big data analytics is clearly taking off. The number of enterprises, organisations and institutions using big data solutions keeps on growing, as does the amount of data collected. Some experts estimate that the total daily amount of data generated around the globe now hits over 2.5 quintillion bytes! It is likely that we are only just starting to see how revolutionary big data can be and that we can still expect tremendous changes on the horizon. View More

INSIGHT:

Emotion, that plays a significant role in the customer experience, can be tracked and measured by using big data.

CHECK IT OUT !!!

Klarity Social Media Audit

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Sources:

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