

OCT2018

# blender



RETAIL SOCIAL MEDIA LISTENING

bellomy



**The Bellomy blenders** are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

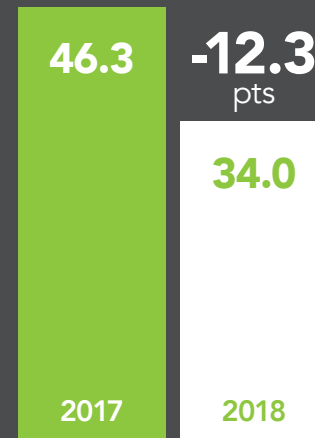
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# more posts—but also more negativity

# +30.3%

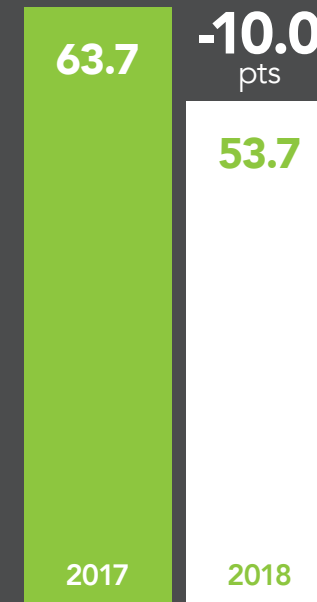
volume change

**Posts about Retail** are up 30.3% in the June to August period of 2018, year-over-year



sentiment change

**Sentiment** decreased 12.3 pts in the June to August period of 2018, year-over-year



intensity change

**Intensity** decreased 10.0 pts in the June to August period of 2018, year-over-year

**Sentiment** A score that expresses the ratio of positive to negative sentiment about a topic

**Intensity** A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



# influencers

accounts/individuals with over 500 followers who have the most mentions in on-topic posts



@TrendWerks

@GracefulGShop

@StockXLive

@SneakerMafiaHQ

@StreetwearVice

@SneakerTweetsHQ

@SneakerSearchHQ

@SneakerGodHQ

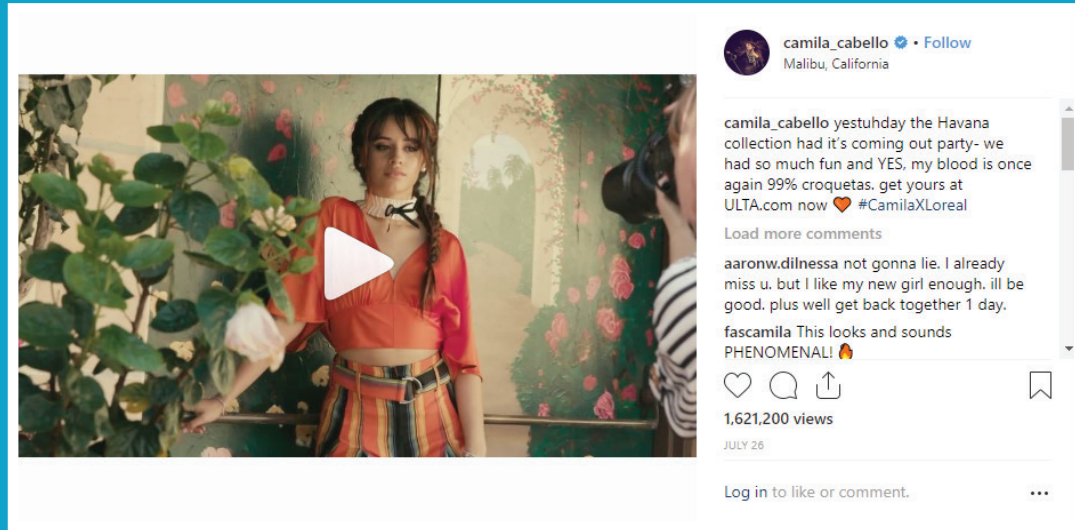
@SneakerDealsHQ

@StreetwearFiend

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# most engaging posts

on-topic posts with the most comments/replies, likes, shares/retweets, reblogs, and views



camila\_cabello • Follow  
Malibu, California

camila\_cabello yestuhday the Havana collection had it's coming out party- we had so much fun and YES. my blood is once again 99% croquetas. get yours at ULTA.com now ❤️ #CamilaXLoreal

Load more comments

aaronw.dilnessa not gonna lie. I already miss u. but I like my new girl enough. ill be good. plus well get back together 1 day.

fascamila This looks and sounds PHENOMENALI 🙌

1,621,200 views  
JULY 26

Log in to like or comment.



gucci • Follow  
Harlem

gucci Previewing the #GucciDapperDan collection, ready-to-wear and accessories by @dapperdanharlem and the House inspired by pieces from the designer's archive and his world. A portfolio of images shot by Ari Marcopoulos

@ari\_marcopoulos\_official show the collection on young faces from Harlem and models on the streets of the neighborhood, where Dapper Dan's atelier is located. #AlessandroMichele

The collection is available on Gucci.com and in selected stores from tomorrow.

Load more comments

tastcrew @sorene-grandin le t shirt de la meuf de droite !

lindo.p Harlem dream

naakademini @ameliabazz should have

190,695 likes  
JULY 16

Add a comment...



gucci • Follow  
Harlem

gucci A green and red trimmed tracksuit from the #GucciDapperDan collection, a look @dapperdanharlem was known for when he designed out of his atelier in Harlem. Photographed by @ari\_marcopoulos\_official in Harlem, the #GucciDapperDan collection is available on Gucci.com and in selected stores from tomorrow. #AlessandroMichele

Load more comments

bryansbros @dapperdanharlem

danay9596 @treroyal7 why lawd?!


hakaiohshin @simonemmarie lssa mon vivlan... robes l would buy stuff but I can't even afford your guys socks 🙄

christellelim94 @khaweng

xdanielxsanx I want one!!!

229,980 likes  
JULY 16

Add a comment...



simplykennedy • Follow  
Honolulu, Honolulu, Hawaii

simplykennedy Enjoying this beautiful Hawaii weather in my Forever 21 bikini. Shop with my promo code: KENNEDYK10MEF21 #forever21 #21tone #21SummerShop #4u

Load more comments

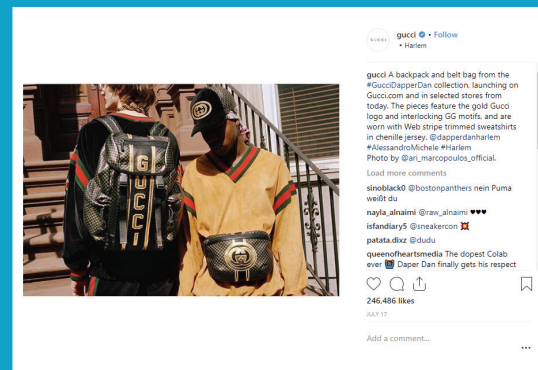
thatblwitdak100 Ok sissss I see you 🙄

ikhromparenthood 🙄🙄🙄🙄

gagpiffness Wow you look incredible really beautiful 🙄 hi from Miami 🙄 love Hawaii. I lived in Honolulu for 3 years. My name is Gage I've lived here for 30 years and for 25 years I've had a foundation that raises money for breasts cervical and ovarian cancer and the make a wish foundation for children with life threatening diseases it's very emotional but super important.

136,222 likes  
JUNE 17

Add a comment...



gucci • Follow  
Harlem

gucci A backpack and belt bag from the #GucciDapperDan collection, launching on Gucci.com and in selected stores from today. The pieces feature the gold Gucci logo and interlocking GG motifs, and are worn with Web stripe trimmed sweatshirts in chenille jersey. @dapperdanharlem

#AlessandroMichele #Harlem

Photo by @ari\_marcopoulos\_official.

Load more comments

sinoback40 @bostonpanthers nein Puma weidit du

naya\_ainaimi @rav\_ainaimi 🙄🙄🙄

isfandary5 @snaikercon 🙄

patata.diez @ludu

queerofheartwenda The depest Colab over Daper Dan finally gets his respect

246,486 likes  
JULY 17

Add a comment...

Click on any post to view online

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# what's trending

**Rachel Zimmerman**  
@rachelz971

Much needed therapy session happening tonight (I am going to Target)

Follow

**Going to Target**  
Target trips are being used as therapy sessions by shoppers

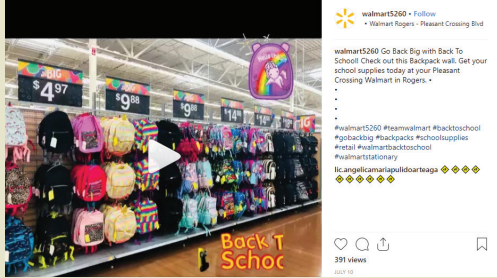


**technicat**  
@fugugames

I'm looking forward to going to Target tomorrow. Possibly I need to get out more.

Follow

**Back to school**  
Retailers are hyping up sales and offers for back to school



**Perla Ramirez**  
@p\_rmoney

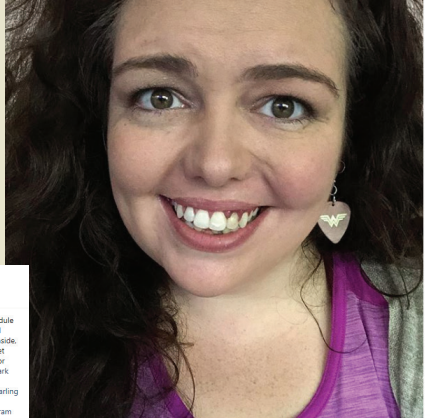
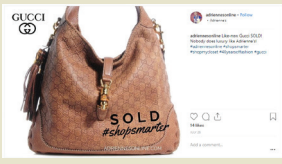
ok im legit thinking about going to target to get rid of my sadness

Follow

**Shop my closet**  
The popular "insta-shopping" hashtag continues to grow in both followers and sellers. By using this hashtag, as well as apps like Poshmark, sellers are able to consign their own new or gently used designer clothing and shoppers get great deals and support local small businesses

**kristenrussooo** • Follow  
• Target Store Glendale-Heights

kristenrussooo Yes, baby. Mommy gets this excited about going to target too! @target @targetstyle @targetdoestagain #target #firsttimecartrider #gotasticker #buckleup



**highnocraftjewelry** • Follow  
Treadwell Historic Mine Trail

highnocraftjewelry When you support small businesses, you're helping everyday people like me. When you shop my Etsy, you're helping pay for my wedding. That small boutique down the street, you're helping them pay their mortgage or put their kid through college. When you shop local, you're helping someone put food on the table and clothes on their back. They're probably putting that money back into the community as well by supporting local athletics or their church. By shopping local and small businesses, you're helping average Joes. #wonderwoman #superhero #strongereveryday #iamwonderwoman #alaska #newinventory #etsyyearnings #etsyshop #shopmycloset #introvert #daveramsey #buymearings #supportsmallbusiness #lovelyneighbor #juneau #influencer #plussizemodel

42 likes

Log in to like or comment.



**poshward** • Follow  
• Virginia Historical Society

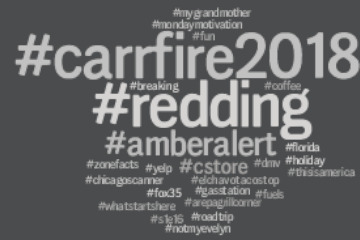
poshward Giddy! I am way behind schedule when it comes to updating my closet. I need like 10 extra hours a day!!! That aside, this amazing White House Black Market dress will be among the lovely items for sale. @mollyscottphoto | #poshmark #soothid #poshmarkreseller #pursuepretty #behappynow #hatsdarling #theawaydoyou | #ecommercebusiness #beaway #ribbons #momofinstagram #mompreneur #lifestyle #lifestyleblogger #fashionofstyle #stylelogger #bloggerstyle #momboss #sbestfriendsforfosting #followforfollowback #reseller #shopmycloset #whitehouseblackmarket #elegance #clazy #itblackdress #blackmensessthes That dress is lovely downwithual I'm rhesasat with #fivestars

77 likes



# retail categories

year-over-year comparisons



club/  
warehouse

+34.1%  
volume change

-27.3  
sentiment change

+24.3  
intensity change

c-store

+14.6%  
volume change

-3.0  
sentiment change

+1.7  
intensity change

drug

-47.7%  
volume change

-65.0  
sentiment change

-8.0  
intensity change

big box

+84.3%  
volume change

-12.7  
sentiment change

-28.3  
intensity change

discount

+17.1%  
volume change

-18.0  
sentiment change

-14.3  
intensity change

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# retail categories

year-over-year comparisons



specialty  
non apparel

+14.6%  
volume change

-11.3  
sentiment change

+6.3  
intensity change



grocery

+19.3%  
volume change

-31.7  
sentiment change

0.0  
intensity change



online

+26.0%  
volume change

-8.0  
sentiment change

-10.7  
intensity change



specialty  
apparel

+72.7%  
volume change

-5.3  
sentiment change

-7.0  
intensity change



department

+18.5%  
volume change

+7.0  
sentiment change

-23.0  
intensity change





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