

JAN2019

# blender



RETAIL SOCIAL MEDIA LISTENING

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**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.

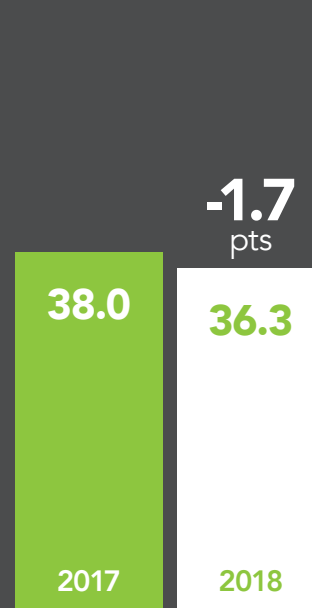
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# volume + sentiment + intensity all flat

+9.0%

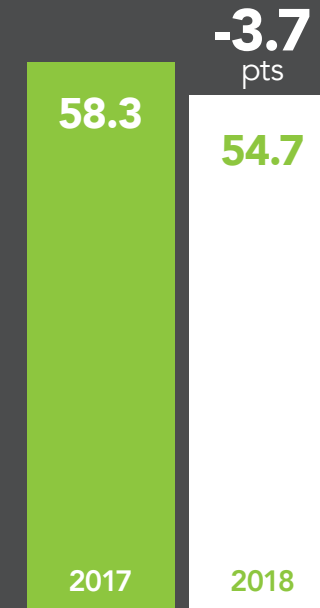
volume change

**Posts about Retail** are up 9% in the October to December period of 2018, year-over-year



sentiment change

**Sentiment** decreased 1.7 pts in the October to December period of 2018, year-over-year



intensity change

**Intensity** decreased 3.7 pts in the October to December 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

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# influencers

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



@StockXLive

@oldnsold2013

@Jennasm66663888

@ZenCatPottery

@JusporaLLC

@raleshav

@scrubblescandm

@TrendWerks

@kaosonia

@JewelrybyT

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# most engaging posts

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



**lalamilan** • Follow  
Apple Store

lalamilan So uhm @apple Can I get the new iPhone when it drops or nah? 🙏  
#AppleStore #apple #LaLaRemake #AppleStoreChallenge #applegirl  
Filmed by: @lalamilan  
Wash. & Go hairstyle: @darius\_boone  
Outfit: @lalamilan  
Year: 2009

Load more comments

Imkennell 🤔 This just too much  
\_photaygraphy @m.oniiiquee  
playertwo1995 apple store girl is shaking right now  
peso\_da\_don Y u do it jst like her u hell lmao  
highhofftaytay BYYYE 🤔🤔🤔  
mnk kw89 Omg i see sweat under ur arms

2,886,784 views  
NOVEMBER 8, 2018

Log in to like or comment.



**taylor\_hill** • Follow  
New York, New York

taylor\_hill My new campaign for @bloomingdales that celebrates 50 years of the iconic brand @ralphlauren 🇺🇸❤️ the first thing I ever bought from Ralph Lauren was at Bloomingdales here in New York! Life has a way of coming full circle and I'm so excited I got to be apart of this campaign! #RL50 #bloomingdales (wearing @poloralphlauren) check out my IGTV for the video 📺

Load more comments

sunkissed\_m Ves que bárbara más bella!! apenas para ti perro 🤔 @young\_grinder  
sunkissed\_m @sunkissed\_m chequea las fotos  
oliviamoody9 @damarisliii thank youuu  
🤔 I wish hahaha maybe one day 🤔  
mamb0\_jambo @sunkissed\_m clarooooo

166,911 likes  
OCTOBER 25, 2018

Log in to like or comment.



**jess** • Follow  
The Friends Apartment Building

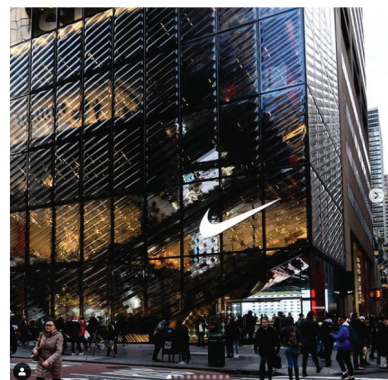
jess visited the friends apartment building yesterday!! 📺 had a little fangirl moment haha!

I'm SO excited about this...and it's all to do with you guys! All you need to do is go in to your nearest drugstore (like target!), take a pic in the Maybelline aisle. + post it with the hashtag #JoyfulMNY and tag me and @maybelline 📺 for every in store pic I'm tagged in using the hashtag and tags. Maybelline will donate \$5 to Crisis Text Line (a nonprofit I chose that provides free text service with a counsellor for people in crisis) 🙏🙏 no purchase necessary! there are a couple other creators doing this too, and whoever gets the most tagged posts between now and December 11th gets an extra \$10,000 donated to the charity they chose 📺📺 this is such an easy way for all

253,502 likes  
NOVEMBER 28, 2018

Log in to like or comment.

Click on any post to view online



**hypebeast** • Follow  
Nike NYC

hypebeast @hypebeastkicks: An exclusive look inside @nike's brand new House of Innovation 000 NYC flagship store in New York City. The Swoosh's new forward-thinking, 65,000-square-foot retail space was created to "represent the best" of what Nike has to offer. Inside the space shoppers will have access to never before seen Nike products, custom DIY installations, one-to-one appointments, and exclusive drops through the Nike app. Head to our bio link for a closer look inside the all-new flagship. Open now.  
Photo: HYPEBEAST

Load more comments

joehumph @riabrookex  
van\_daan @rutgergeleijnse  
mitchpachta @hunter.mettler oh absolutely

123,293 likes  
NOVEMBER 13, 2018

Log in to like or comment.



**gucci** • Follow  
Hollywood Forever

gucci Introducing @lanadelrey as the new face of #ForeverGuilty, captured with @jaredleto who returns to star in the campaign for the Gucci Guilty fragrances. Celebrating the scents at a party in the Hollywood Forever Cemetery, Los Angeles #LanaDelRey wore a custom #gucci lurex dress with asymmetric pleated sleeves and skirt by #AlessandroMichele, and #JaredLeto wore a striped jacket and pants from #GucciCruise19. The new campaign directed by @glen\_luchford will launch in January. #GucciBeauty Watch scenes from the party captured by @courtneylove on @guccibeauty's highlights.

Load more comments

rakiahball Is that a graveyard rebeladepclothes 🤔🤔🤔  
marianonriablv 🤔

163,072 likes  
NOVEMBER 3, 2018

Log in to like or comment.



**niki** • Follow  
Saks Fifth Avenue

niki Sisters who buy Gucci together stay together. Who's seen the vlog? ❤️❤️ #gucci

Load more comments

louisianababy @aspynovard  
@alisha  
@delainemorin  
@sierrafurtado  
@niki  
@tityeala  
@laurdiy  
@missiffayma  
@miastammer  
@missremiashten

100,621 likes  
NOVEMBER 13, 2018

Log in to like or comment.

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# what's trending



Unsurprisingly, Christmas was the hot topic in Q4, coming out on top in trending terms and hashtags

## #12daysoffunko

There was a lot of buzz around #12daysoffunko, as Funko released exclusive Pop! figurines over the first 12 days of December. Customers could purchase all 12 as a set on December 1st, sight unseen, or take their chances trying to snag individual figures as they were revealed. Funko also ran giveaways for each figure to boost their social media following and increase excitement around these figures.



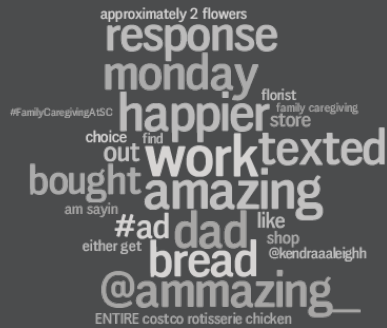
## #12daysofchristmas

12 days of Christmas was a great platform for a variety of retailers to offer great deals and promotions leading up to the big day, though the #12daysofchristmas tag seemed especially prevalent among Etsy sellers using this time to boost their followers by offering sales and giveaways.



# retail categories

year-over-year comparisons



club/  
warehouse

0%

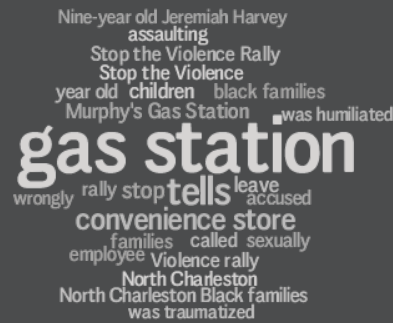
volume change

+13.3

sentiment change

-31.0

intensity change



c-store

+53.0%

volume change

-25.0

sentiment change

-4.0

intensity change



drug

-71.0%

volume change

-30.3

sentiment change

-16.3

intensity change



big box

+6.0%

volume change

+7.7

sentiment change

-28.7

intensity change



discount

-1.0%

volume change

+22.7

sentiment change

-7.7

intensity change

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# retail categories

year-over-year comparisons

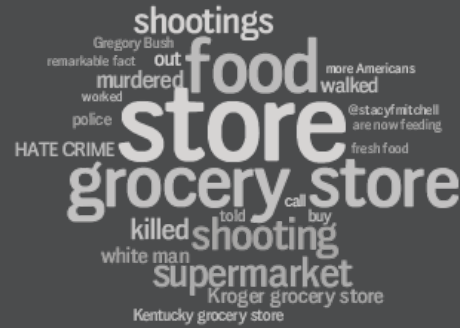


specialty  
non apparel

**-5.0%**  
volume change

**0**  
sentiment change

**-6.0**  
intensity change



grocery

**+24.0%**  
volume change

**-21.3**  
sentiment change

**-27.0**  
intensity change



online

**+19.0%**  
volume change

**-4.3**  
sentiment change

**-2.0**  
intensity change



specialty  
apparel

**+20.0%**  
volume change

**-1.7**  
sentiment change

**-4.3**  
intensity change



department

**+42.0%**  
volume change

**-22.0**  
sentiment change

**+15.3**  
intensity change





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Contact Bellomy at [info@bellomy.com](mailto:info@bellomy.com) /// 800.443.7344

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