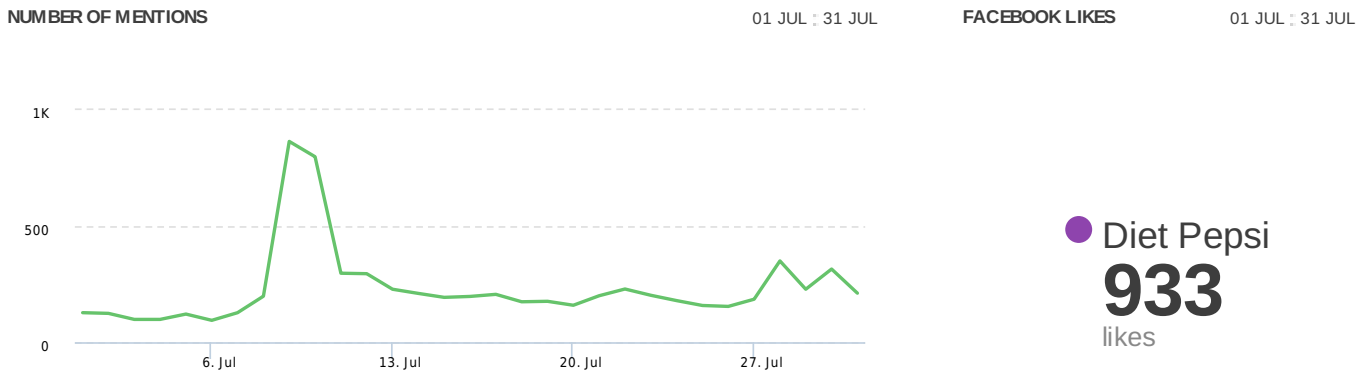


Social Media Mentions

Is my product being mentioned?

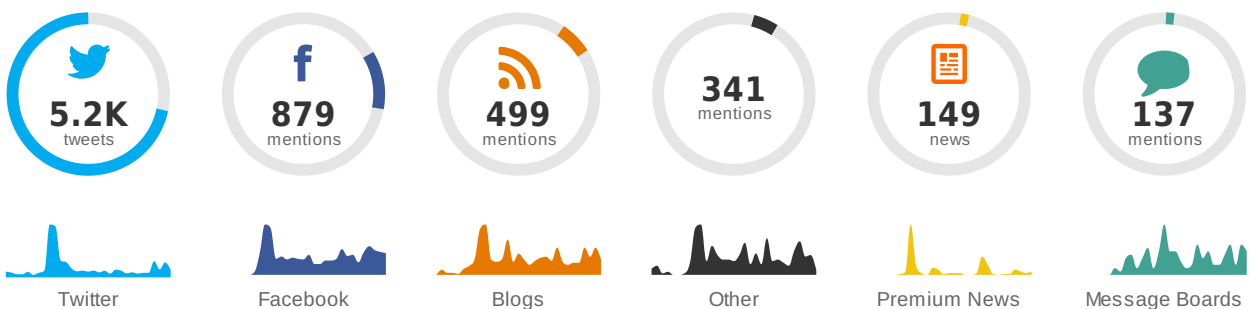
The section below represents how many Social Media Mentions include the words "Diet Pepsi." This is shown as an overall total, a trendline for the selected week, number of retweets, Facebook Likes, and Facebook Shares.

The search term is then further broken out by the top six social media platforms.



Diet Pepsi

NUMBER OF MENTIONS 01 JUL : 31 JUL
for **Diet Pepsi**



Sentiment and Exposure

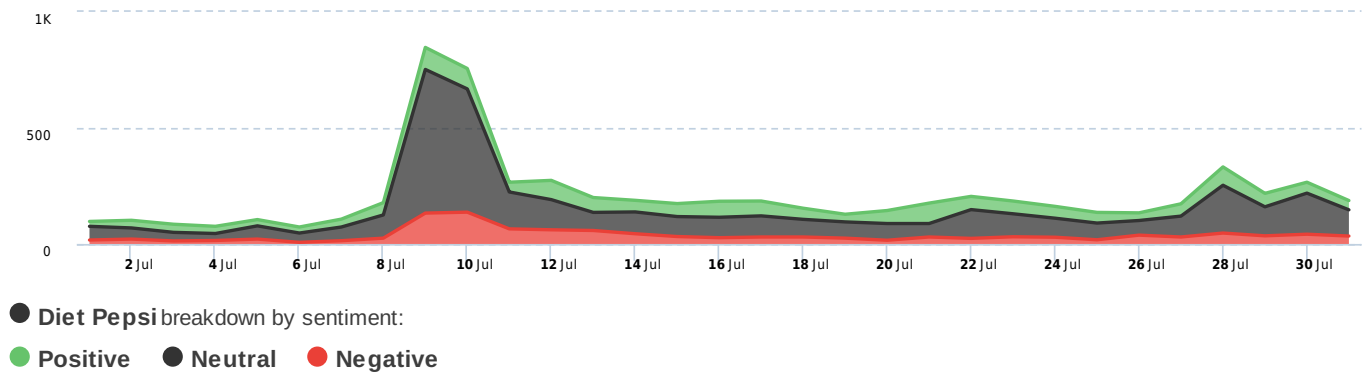
Love it or hate it?

Sentiment refers to the positive, negative, or neutral tone of the social media message.

Exposure is how popular the author or media outlet may be. A celebrity tweet with thousands of followers will have a greater exposure than a non-celebrity twitter posting with a few hundred followers.

NUMBER OF MENTIONS

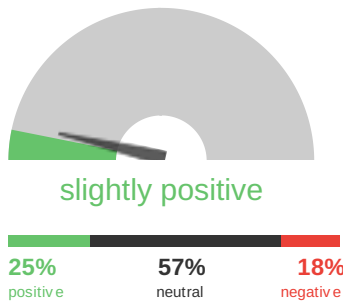
01 JUL - 31 JUL



SENTIMENT METER

01 JUL - 31 JUL

for Diet Pepsi



NUMBER OF MENTIONS

01 JUL - 31 JUL

for Diet Pepsi



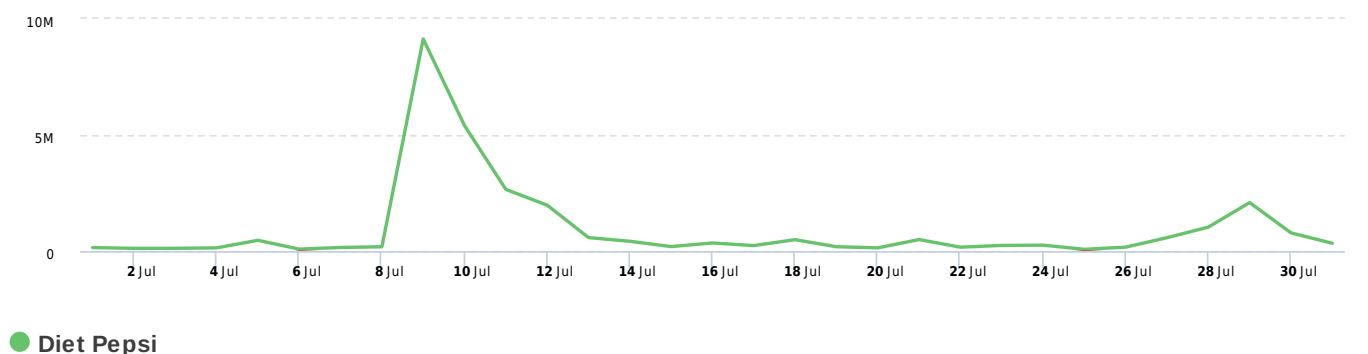
Male
50%



Female
50%

EXPOSURE

01 JUL - 31 JUL



Keywords and Geographical Location

What is being said?

The Conversation Map below highlights the frequently used words, across all platforms and language.

Discover what countries and languages the authors or media outlets are originating from with the Geographical Location and Language charts below.

CONVERSATION MAP

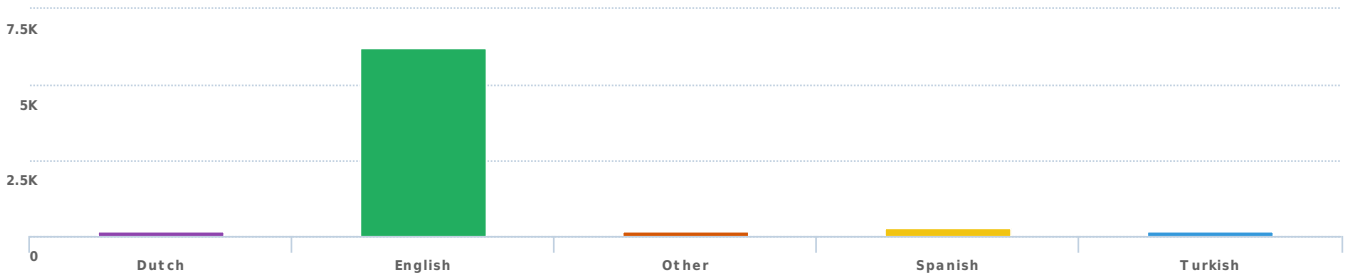
01 JUL - 31 JUL

for **Diet Pepsi**



NUMBER OF MENTIONS

01 JUL - 31 JUL

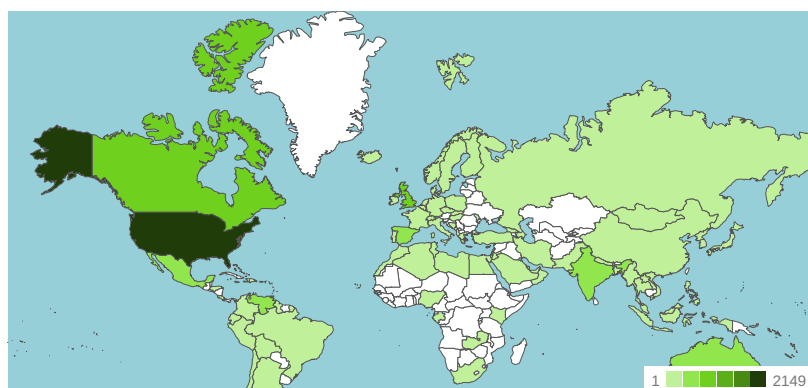


● Diet Pepsi

GEO DISTRIBUTION

01 JUL - 31 JUL

for **Diet Pepsi**



- United States 67%
- Canada 7%
- United Kingdom 6%
- Mexico 3%
- India 2%