Empowering healthcare marketers with the tools to prove ROI

Measuring brand perception with Sentiment Analysis

Proving return on investment (ROI) is key to marketing success. But most marketers struggle to measure their impact. In these uncertain times, showing value has never been more important. So, in partnership with industry leaders, we're building customer measurement tools to help healthcare marketers accurately gauge and drive performance.

Only **18%** of marketers feel that they accurately measure ROI[1]

Our measurement partnerships:

- **Acxiom Sales Lift**
- **Analytic Partners**
- **Google DCM**
- **Google Media Mixed Modeling**
- **MOAT**
- **Nielsen BrandEffects**

In addition to these partnerships, LinkedIn has built custom solutions for measurement and insights.

3X

Healthcare companies saw more than a **3x** increase in sentiment when they monitored it over time using this measurement capability.

Introducing Sentiment Analysis

Know how consumers perceive a brand

Sentiment Analysis provides deep data into consumer sentiment on LinkedIn. Tailor-made to meet a brand's unique needs, these reports uncover insights that can't be found elsewhere. The LinkedIn Insights team builds a custom script and provides manual monitoring to ensure the highest accuracy.

Armed with this intelligence, healthcare marketers can unlock opportunities to improve sentiment and find new ways to engage.

Protecting brand reputation

Knowing how people discuss a company online is critical to protecting brand reputation. Sentiment Analysis provides deep, custom insights on consumer sentiment to help companies identify risks and guide corporate reputation strategy.
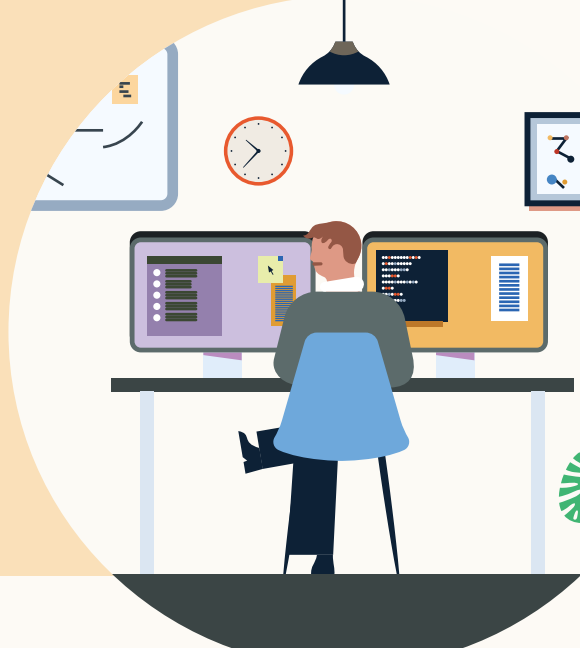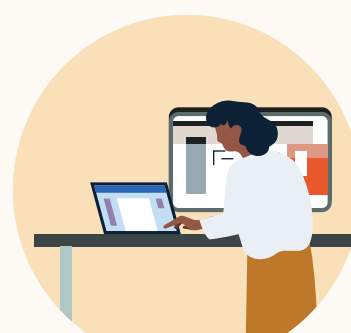
Discover if your brand campaigns result in positive perceptions

One Health Insurance brand tripled their positive sentiments.

It uncovered what its members were discussing the most:

employee treatment

access to care

affordability

Positive comments tend to be shorter

Comments made during one brand campaign were **30%** shorter than pre-campaign, suggesting an increase in positive comments.[1]

The average length of comments by sentiment:

- Pre-campaign period
- Brand-campaign period

How does it work?

We use text analytics tools and internal LinkedIn data to understand the emotional tone of comments left on a brand's sponsored posts. The tool returns data on:

Polarity Classification:	Extracts an opinion from each comment
Topics Analysis:	Extracts a topic from each comment
Level of efforts:	Analyzes the level of effort users put into writing comments
Audience insights:	Identifies demographic characteristics of commentators
Content Analysis:	Analyzes content that resonated with LinkedIn members
Competitive landscape:	Explores the performance of peers
Post campaign analysis:	Compares sentiment analysis over time

[1]Data from a separate sentiment campaign

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Interested in measuring sentiment?

Contact your LinkedIn Account team