

## telepizza.es

*“Thanks to the tools of Social-3 we were able to identify the value of our Facebook fans.”*

**Sonia Luna.** Responsible for social networks at Telepizza Spain

### Telepizza obtains the real value of its fans

*The SNA (Social Network Analysis) and SMA (Social Media Analysis) solutions of Social-3, allow Telepizza to identify the real value of its fans in social networks.*

Telepizza is a Spanish multinational company, that was founded in 1987 and which became in just a few years leader in food services with home delivery. In 1988, they opened their first store in Madrid, being at that moment a pioneer in the sector of pizza delivery in Spain. In the 90s, the company started its international expansion and opened stores in Poland, Portugal, and Chile.

Currently, Telepizza operates in Spain, Portugal, Poland, Chile, Colombia, Central America, United Arab Emirates, Peru and China.

In total, they have more than 1200 own stores and franchises.

Telepizza also sells via its [website](#) and via [mobile applications](#) for iPhone, android, or nokia. Additionally, it has established fan communities on social networking sites such as Facebook, Tuenti, Twitter, Youtube, Google+ and recently Pinterest.

Product marketing and sales via internet and mobile is one of the strategic goals for the company.

Telepizza is one of the most active companies in promoting their products through social media Facebook, Tuenti and Twitter with over 600.000 fans.

### The Challenge

Telepizza desired to know the real value of its fan communities in all of its social networks.

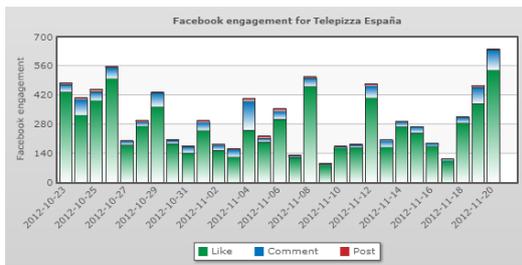
The challenge was to identify if the customer buying behavior was similar or significantly different from customers that are not active as fan.

As buying behavior not only the revenue but also the frequency was investigated.

## The Solution

Telepizza contracted Social-3 for a pilot Project in which to evaluate with high accuracy the links between customer (online registered buyers) and active fans (followers) in social networks. Social-3 used a statistically significant sample to perform the project, in terms of content (SMA) and network (SNA).

Active fans are people that act in the Telepizza fan pages in the social networks. The fans interact in the fan community in what can be measured as fan engagement.



Social-3 used its tools SNAEngine and SNALizzner in SaaS mode to execute the Project.



**Social-3** is an innovative solution provider for in-depth analysis of all sources of Social Media (SMA) and the scoring of 'Social Network Data' (SNA) crucial for viral marketing.

## Results

### Fan value in real numbers

Respecting the confidential nature of the obtained results, some very important general conclusions were:

- Fans are younger than non-fans, with the following two main age groups 25-34 and 20-24.
- Fans are better customers in general and are all within the top segment of the customer base.
- The turnaround time for the next buy is shorter.
- Fans also consume more during the week.
- Annual average revenue of a fan is 24% higher than of a non-fan.
- The average annual buying frequency of fans is higher than the non-fans.

### Fan value scoring

Social-3 also calculated for Telepizza other value indicators that are the basis for any viral marketing campaign.

- Influence score among fans
- Online reputation of Telepizza
- Sentiment Score and immediate feedback on active campaigns and new products

*“The value of a fan is superior to a non-fan. They are better customers in terms of annual revenue, buying frequency and mid-week consumption”*

*“Among the most active fans are the ambassadors of the Telepizza brand”*