

HEATMAP360 SOCIAL MEDIA COMPETITION BENCHMARKING REPORT					
INDUSTRY: INSURANCE					
GEOGRAPHY: INDIA					
		LIFE INSURANCE		GENERAL INSURANCE	
	NOTE #	BAJAJALLIANZ	ICICI PRUDENTIAL	MAX BUPA	TATA AIG
Total # of Messages	1	3	1	0	1
Less: # of Irrelevant Messages	2	0	0	0	0
Less: # of First-Party Messages	3	0	0	0	0
Net # of Messages	4	3	1	0	1
of which:					
# of Messages with Positive Sentiment	5	2	0	0	0
# of Messages with Negative Sentiment	6	1	1	0	1
% POSITIVE		67%	0%	NA	0%
% NEGATIVE		33%	100%	NA	100%
Sample Positive Message:		@BajajAllianz A Surprise is more special than a prize :D ,Thanks again :)			
Sample Negative Message:		@BajajAllianz Customer care numbers are never attained by officials, no use holding on for more than 10 mins & E-mail ID's are overflowing!	Sitting in ICICI prudential's office, customer service too slow, not worrying about waiting people. Sipping tea, having fun. #fail #icici		@RNTata2000 Sir - The customer service of Tata Aig sucks. They are unable to take care of basic endorsements despite multiple requests.
NOTES:					
1. This is the total number of social media messages containing the given keyword (e.g. ALLIANZ)					
2. These are social media messages that contain the given keyword but outside the present context (e.g. ALLIANZ in the context of the sports stadium by the same name in Munich, Germany).					
3. These are social media messages from the same entity as the given keyword (e.g. @Allianz).					
4. This equals [1] - [2] - [3]					
5. These are messages with positive sentiment reported by HEATMAP360 and verified by humans.					
6. These are messages with negative sentiment reported by HEATMAP360 and verified by humans.					
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