

Top E-Commerce Brands in German Internet

Finding the most popular brands with the help of online listening

SOCIAL INDEX

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The method

The goal of the Social Index project is to develop a standard for the assessment of the presence, position and reputation of brands on the Internet. When calculating our indicator, variables such as the number of positive, negative and neutral mentions as well as the intensity of the mentions are taken into account.

A high index is based both on the number of mentions, as well as on the positive and friendly expressions about a brand.

In short, brands with a high social index are more popular among Internet users!

The results of the online mentions generated by SentiOne were used for the results of the Social Index. A separate formula has been developed to create the Social Index.

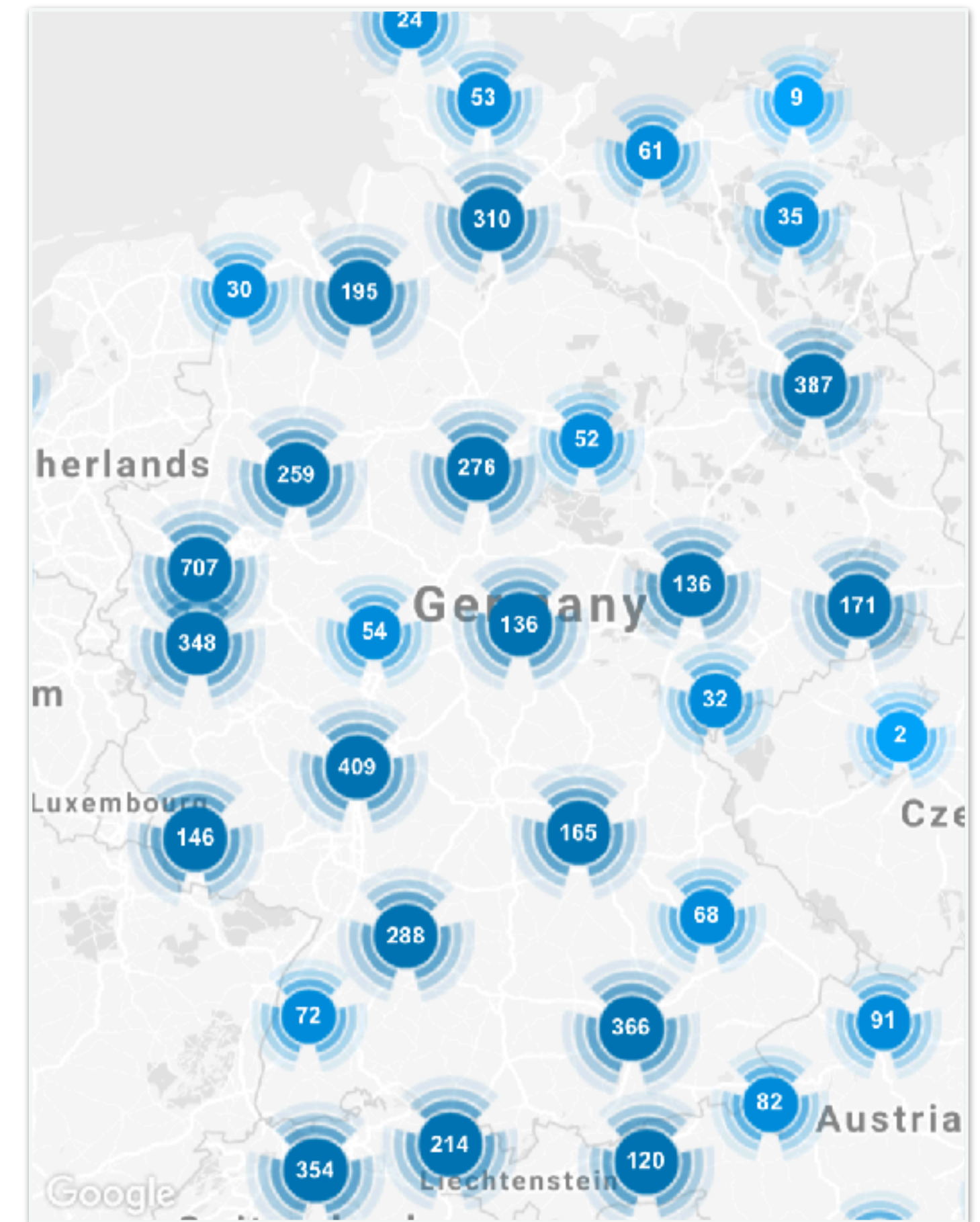


Who is the German e-shopper?

Two out of three Germans (about 61 per cent) regularly shop online. The profile of the e-shoppers reflects the general behavior of the German population.

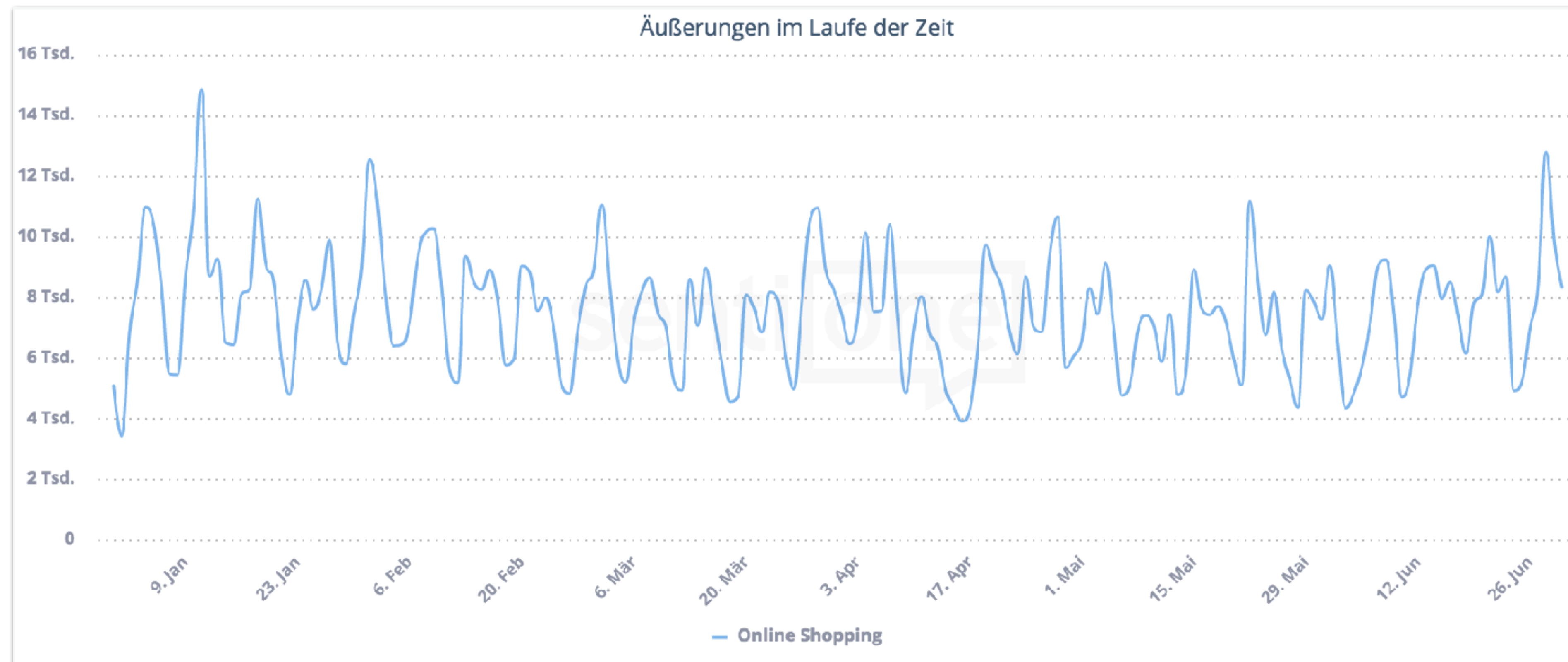
Looking at the last week, one of four consumers both online¹.

More than 1,204,519 comments were made on the subject of online shopping in the period under investigation. Both women and men (48% vs. 52%) talk about the topic. Men show significantly more interest in electronics and DIY, women in fashion and accessories.



1) <http://www.pfsweb.com/pdf/global-ecommerce-book/2016-Global-eCommerce-Book-Germany.pdf>

Online Shopping



The internet mentions regarding the subject of online shopping show a periodic regularity. The peaks of mentions always take place at the beginning of the week (Monday / Tuesday). Towards the weekend (Friday / Saturday) as well as towards the end of the month they take off strongly. Comparing mentions with the closed transactions - they are almost identical.

The best in Social Index

Amazon

1

206.64

SOCIAL INDEX

The company of Jeff Bezos is well-known for making the largest sales in the online business, as well as generating the most web traffic.

So it is not surprising that Amazon is the most popular brand of German e-shoppers. Within the first six months of 2017, Amazon was mentioned online more than a million times by German Internet users.

Top brands in Social Index

	MARKE	URL	SOCIAL INDEX	ANZAHL DER ÄUSSERUNGEN	GESCHLECHT
1	Amazon	www.amazon.de	206.64	1,142,364	 42%  58%
2	eBay	www.ebay.de	133.43	708,169	 39%  61%
3	Apple	www.apple.com/de/	106.29	633,151	 28%  72%
4	Otto	www.otto.de	61.97	336,837	 43%  57%
5	Lidl	www.lidl.de	39.33	227,685	 60%  40%
6	IKEA	www.ikea.com/de/de	29.68	171,833	 61%  39%
7	Conrad	www.conrad.de	16.39	82,576	 47%  53%
8	Saturn	www.saturn.de	15.29	87,663	 32%  68%
9	Douglas	www.douglas.de	12.01	64,735	 54%  46%
10	Zara	www.zara.com/de	11.51	61,733	 71%  29%

Top brands in Social Index - Fashion

	MARKE	URL	SOCIAL INDEX	ANZAHL DER ÄUSSERUNGEN	GESCHLECHT
1	Zara	www.zara.com/de	11.51	61,733	 71%  29%
2	C&A	www.c-and-a.com/de	11.38	60,942	 82%  28%
3	About You	www.aboutyou.de	5.91	27,428	 88%  12%
4	Zalando	www.zalando.de	5.46	31,778	 50%  50%
5	Esprit	www.esprit.de	4.93	25,622	 71%  29%

The Social Index in the Fashion sector presents a deep insight into the behavior of customers who buy clothes online. The verticalists Zara and C&A, who sell their products in Germany both online and in their own stores, are the digital champions when it comes to the number of online mentions. The third place goes to the brand About You, which won not only the hearts of the women, but also a lot of mentions with a positive sentiment. These help About You to do better in social index than Zalando, despite a smaller total number of mentions.

Top brands in Social Index - Electronics

	MARKE	URL	SOCIAL INDEX	ANZAHL DER ÄUSSERUNGEN	GESCHLECHT
1	Apple	www.apple.com/de/	106.29	633,151	 28%  72%
2	Conrad	www.conrad.de	16.39	82,576	 47%  53%
3	Saturn	www.saturn.de	15.29	87,663	 32%  68%
4	Reichelt	www.reichelt.de	7.45	40,647	 46%  54%
5	Media Markt	www.mediamarkt.de	4.76	30,095	 27%  73%

With nearly one-quarter of total tone volume (2016: 24.95% at EUR 11.0 billion), the electronics consumer sector is incredibly important for e-commerce in Germany³. The Social Index underlines the important position of the industry. Apple is noticeably leading the index, which illustrates the significant presence of the brand. Furthermore, the gender analysis shows that men predominate, but with great differences in the other brands. Conrad not only conquered second place but also almost as many women as men for its brand to inspire.

3) <http://www.einzelhandel.de/online-monitor>

Top brands in Social Index - Living

	MARKE	URL	SOCIAL INDEX	ANZAHL DER ÄUSSERUNGEN	GESCHLECHT
1	OBI	www.obi.de	8.51	46,086	 40%  60%
2	Bauhaus	www.bauhaus.info	4.35	23,368	 42%  58%
3	Hornbach	www.hornbach.de	1.99	10,881	 37%  63%
4	Home24	www.home24.de	1.68	8,227	 33%  67%
5	Westwing	www.westwing.de	1.20	6,081	 59%  41%

According to statistics, the topic of home improvement and do-it-yourself is very popular among Germans⁴. So OBI began to put its online shop in the focus of their TV advertising. Westwing is opening its first shop in Munich in the fall of 2017, venturing into the offline business. The DYI segment is gaining more and more importance in e-commerce and had one of the highest growth rates from 15% to 201% between 2013 and 2016⁵.

4) <https://de.statista.com/statistik/daten/studie/170918/umfrage/interesse-an-heimwerken-und-do-it-yourself/>

5) 2) <http://www.einzelhandel.de/online-monitor>

Conclusion

The Social Index is an instrument to measure the popularity and reputation of a brand on the Internet and to compare it with competitors in a sector-specific way. The results allow conclusions to be drawn about the market position, sales and the image of a brand.

The online monitoring with SentiOne allows to generate the relevant data. This provides insights and possibilities such as for example reputation of the brand, competition analysis, target group definition, influencer, trend prediction, crisis early warning system, increase of influence.



SentiOne

Would you like to know more? Test SentiOne - the social listening tool that was used to calculate the Social Index and discover many other possibilities!

www.sentione.com



SentiOne

SentiOne is the first social listening made for Europe. Everyday we work with over 750 brands on 26 European markets.

Key benefits:

- Get instant business insights and make better decisions.
- Track buzz around your brand and competitors.
- Take full control of your brand's reputation online.
- See the sentiment of conversations across 26 markets.
- Improve your online customer service.
- Strengthen your brand and drive sales.





Discover your data-driven truth

