

under hood

Underhood report for Hupparihörhö

September 24th - October 24th

<https://underhood.co/hupparihorho>

Created by: Kai Hannonen 2

Date: October 24th 2016

Underhood creates company reputation analysis from multiple online sources. On Underhood you can create company pages automatically. No human labor is needed. All the data you see here is collected from internet searches and APIs, and run through our analysis system

5.5

Main score

Well done, Hupparihörhö. They seem to value dialog with the online audience.

- Underhood analysis

The Main score is an average of sub-scores (similarity, dialogue, and visibility). It shows the reputation of a company on a scale from 0 to 10, based on online data.

7.5

Similarity score

Excellent
Word similarity

Good
Audience tone of voice

Similarity score compares the words the company and its audience use. Similarity is a sign of a good audience relationship and gets good points. We also measure the audience tone of voice on social media.

6.2

Dialogue score

Facebook
Excellent
Response rate to audience comments **75.0%**

Moderate
Avg. company posts per day **0.7**

Excellent
Avg. Audience comments per post **1.7**

Excellent
Avg. shares per post **2.5**

Moderate
Avg. likes per post **11.5**

Twitter
Moderate
Avg. Company tweets per day **1.5**

Excellent
Avg. shares per tweet **4.9**

Excellent
Avg. likes per tweet **7.1**

Dialogue score measures the quality of interaction. Devoted audience is active and modern companies reply to their fans. Good relationship with the audience can lead to financial success.

2.9

Visibility score

Moderate

Total Facebook page likes **3,360**

Bad

Facebook buzz

Moderate

Total Twitter followers **4,476**

Visibility score measures how well the company is known and how much buzz it creates on social media. Famous companies perform better than unknown ones.

Overall rank #414 of 2040

Industry rank #2 of 106

Consulting

5.5

Main score

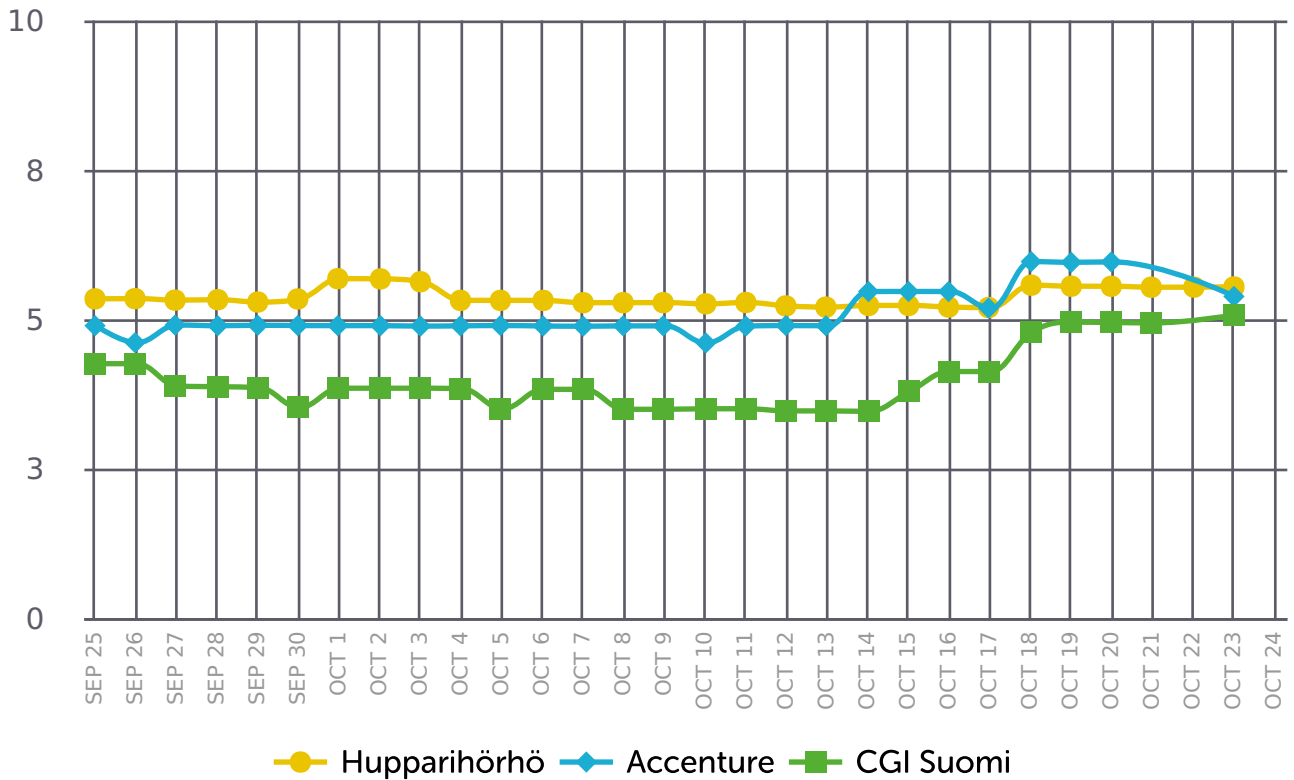
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Main score comparison

Comparing to: Accenture, CGI Suomi



7.5

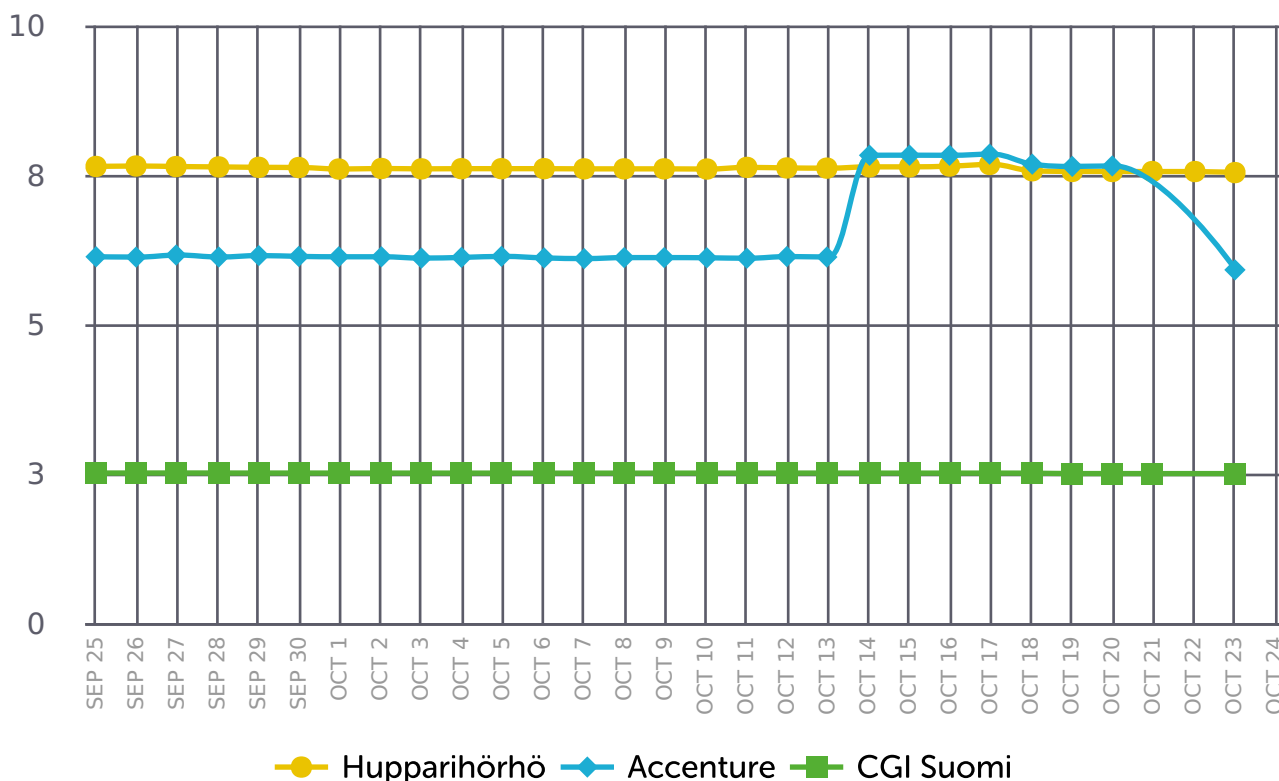
Similarity score

Excellent
Word similarity

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Audience tone of voice

Similarity score comparison

Comparing to: Accenture, CGI Suomi



Science behind Similarity score

Similarity score measures the word similarity of a company and its audience. It is commonly believed that companies should communicate with the same language their audience uses—that's successful communication. So the more common words, the better the score.

We also measure the audience tone of voice by using sentiment analysis on the comments a company receives on Facebook, Twitter, and Instagram.

Sentiment analysis is typically used to determine the attitude of a writer towards a certain topic – in this case, towards a company.

6.2

Dialogue score

Facebook

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Response rate to audience comments **75.0%**

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Avg. Audience comments per post **1.7**

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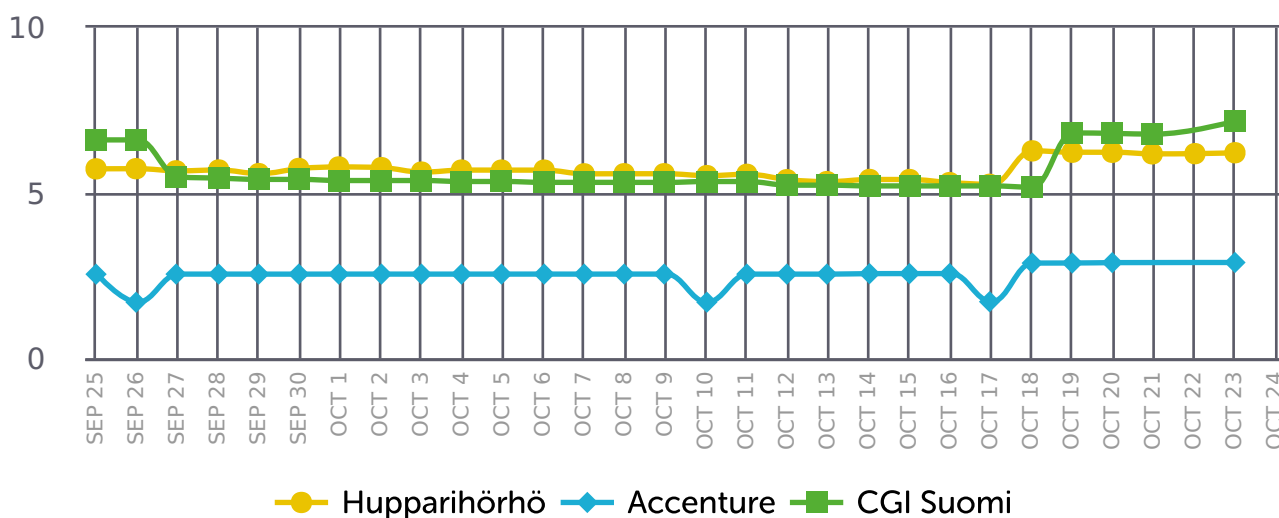
Avg. shares per tweet **4.9**

Excellent

Avg. likes per tweet **7.1**

Dialogue score comparison

Comparing to: Accenture, CGI Suomi



Science behind Dialogue score

Dialogue score measures the quality of the dialog a company has with its audience.

It's important to be active on social media, but just posting something daily isn't enough.

Research has shown that genuine dialog with the community can create a better reputation and lead to financial success. This makes the response rate to audience comments a revealing meter: If a company posts to social media and gets replies from the audience but doesn't bother to continue the discussion, the Dialogue score goes down.

2.9

Visibility score

Moderate

Total Facebook page likes 3,360

Bad

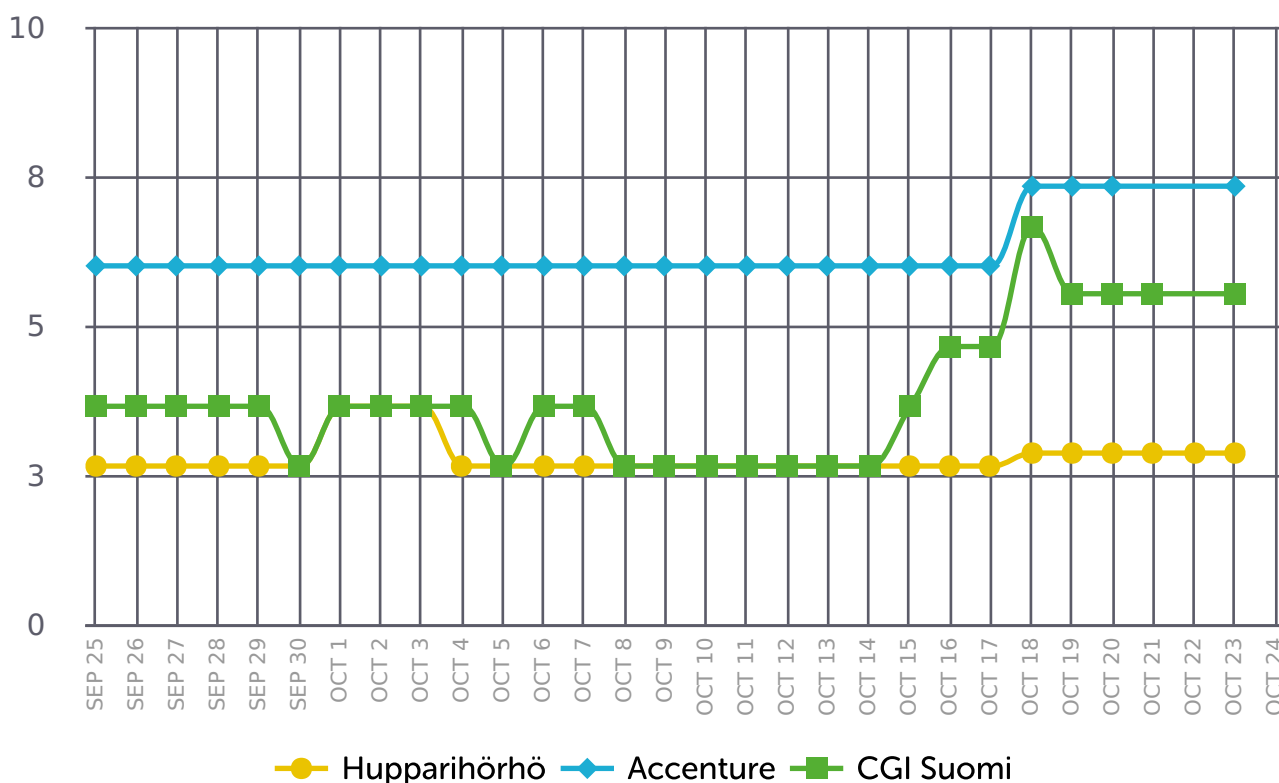
Facebook buzz

Moderate

Total Twitter followers 4,476

Visibility score comparison

Comparing to: Accenture, CGI Suomi



Science behind Visibility score

Visibility score measures how well known a company is.

On average, famous companies perform better than unknown ones.

Prominent visibility is a good thing, because the more prominent a company is, the more likely it is that potential customers, employees, and investors will find it.

Most popular posts

Most likes, shares and comments during the last 30 days

September 26th 2016 on Twitter

58 likes, 34 shares

Digitalisaatio on vanha juttu. Ja siitä uutena juttuna saarnaavat konsultit taukkeja, väitän @suomenkuvalehti
<https://t.co/qkhdhOaAbm>

September 26th 2016 on Facebook

41 likes, 4 shares, 5 comments

Voitaisiinko jo lopettaa digitalisaatiomölinä ja myöntää, että suurin osa jutuista on keksitty jo 50 vuotta sitten?
/Sami

October 4th 2016 on Twitter

0 likes, 37 shares

RT @ottomatias: Kuolla. #säästitklinikin <https://t.co/cxkvnRVKvJ>

This analysis was created at Underhood – see the latest stats by logging in on underhood.co