

ThumbStopper Retailers Experiencing Improved Social Metrics During COVID-19




5%
More Impressions


19%
More shares

While the world copes with the COVID-19 pandemic, businesses large and small are looking for the right message to convey and the right platform to use to communicate to their customers and fans.

As social distancing and “safe at home” policies are enacted across the nation, social media is seeing an influx of users and engagements.

While it’s not business as usual, brands have a real opportunity to assist their retailers in cultivating the right message.

ThumbStopper looked at data from over 3,000 in-network retailers and found that for the retailers that are getting guidance and support from their brands, impressions and interactions are up.

The brands on ThumbStopper are providing the messaging support their retailers need right now, and through the ThumbStopper effect, curated content is getting more engagement during these tough times.

Increases in Social Media Usage

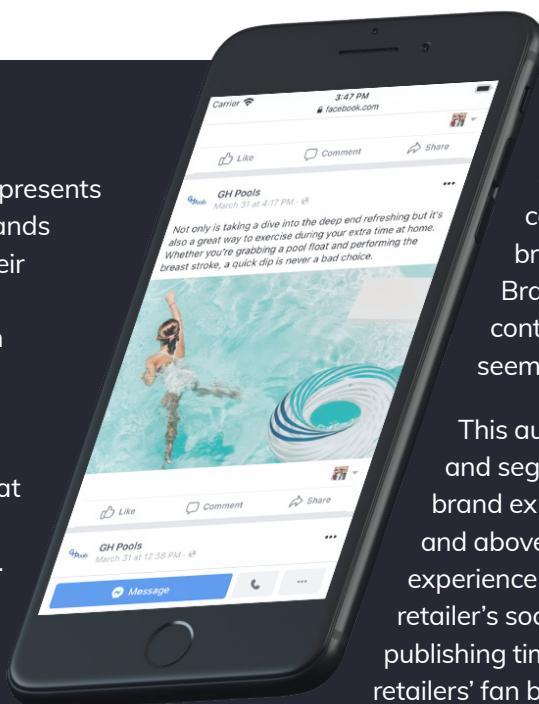
According to [Facebook](#), its newsfeed and messaging services have seen a drastic increase in users since the COVID-19 pandemic broke out. WhatsApp alone has a 40% increase in usage since COVID-19. While many are flocking to social media for their news, many more still are relying on technology to provide a temporary replacement to their in-person social interactions, including interactions with brands and retailers.

Today's environment represents a real opportunity for savvy brands and retailers to engage with their consumers. Brands on ThumbStopper are using the platform to support their local dealers and retailers with on-tone, brand-safe messaging that is both promotional but also sensitive to our present climate.

The Solution

Today's current environment represents a real opportunity for savvy brands and retailers to engage with their consumers in an authentic and compassionate way. Brands on ThumbStopper are using the platform to support their local dealers and retailers with on-tone, brand-safe messaging that is both promotional but also sensitive to our present climate.

Using the ThumbStopper Brand Manager, brands are segmenting and syndicating content to their local retailers, using these features to run appropriate



messaging in areas of the country based on their current impact from the coronavirus. ThumbStopper brands have also used the Brand Manager to curate their content and cull messages that seem insensitive at this time.

This automation, syndication, and segmentation improves the brand experience at the local level, and above all else, the customer experience, ensuring that every retailer's social feed is consistently publishing timely content to their retailers' fan base.

Example of an on-tone social post
Poolcorp dealer GH Pools Facebook Post on March 31, 2020

The Results

ThumbStopper pulled data from Brand Manager¹ for 5,600 retailers for the last two weeks (March 11 - March 24, 2020) and compared it to the previous period (February 26 - March 10, 2020). We found that key social metrics have increased as more consumers flock to social networks:

metrics
per post

↑ **5.3%**
more
impressions

↑ **4.7%**
more
comments

↑ **18.6%**
more
shares