LOXIAS ®

Brand Health

This report provides a detailed analysis of how the brand E.ON is being perceived on social media and other online channels, along with a comprehensive overview of the brand's performance and reputation.

Timeframe: From May 1, 2025, to September 15, 2025.

Source: Brandwatch

Pocket Version

e·on

NARRATIVES

From cost pressures and policy debates to the untapped potential of purpose-driven storytelling

Insights from Social Text + Podcast Audio

A HOLISTIC ENERGY CONVERSATION

Looking at both social comments (Brandwatch) and podcast discussions (All Ears), E.ON sits at the center of a fast-evolving energy narrative.

Social feeds remain dominated by affordability and policy debates, with neutral sentiment near 90%. Cost of living, price-cap movements, and skepticism around Germany's Energiewende drive the bulk of mentions, while positive references to E.ON's own campaigns remain low.
Audio conversations now amplify and diversify the picture. Podcasts spotlight E.ON Next alongside other UK suppliers (British Gas, Octopus, EDF) in debates on electric vehicles, solar, and heat-pump adoption, frequently citing E.ON's pledge to keep prices below the cap and its role in the broader energy transition. This raises E.ON's "centrality" in the network of energy topics far beyond what text alone revealed.

CLEAN-ENERGY EXCITEMENT VS. COST PRESSURES

Across podcasts and social channels, E.ON stands at the heart of Europe's energy conversation. Audio discussions overflow with enthusiasm for electric vehicles, home-charging solutions, solar panels, and heat pumps—technologies consumers now view as realistic, near-term choices. Listeners frequently associate these options with E.ON Next's reputation for affordability, reinforcing the brand's image as a credible partner in the green transition.
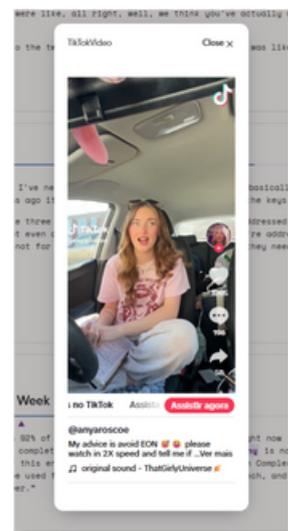Yet social data stays mostly neutral, dominated by cost-of-living debates, price-cap updates, and government policy criticism. Roughly 90% of mentions are factual news or reposts, with negative sentiment surfacing around billing errors, tariff restrictions, and smart-meter complaints. This split shows that while people welcome E.ON's sustainable offerings, pricing transparency and reliable service remain the key levers of trust.

Podcasts add a richer, more optimistic layer, portraying E.ON as more than a traditional utility. Conversations highlight AI, robotics, and digital-infrastructure projects, positioning the company as a potential "digital utility" collaborator for cities and technology partners. Interviews with E.ON Next executives—especially women leaders—bring a human face to the brand, celebrating diversity and a customer-first culture that social text rarely captures. E.ON's strong role in Europe's EV-charging network earns praise for coverage and cross-border roaming, while also prompting calls for better app usability and higher reliability.

To turn this cross-channel attention into advocacy, E.ON should amplify the excitement around renewables and e-mobility, showcase digital innovation, and communicate pricing and service commitments with absolute clarity. By blending the optimism heard in podcasts with transparent, human-centered messaging on social platforms, E.ON can shift public sentiment from neutrality to genuine brand loyalty.

TikTok Content: May 10th, 2025
Source: All Ears

GOOD TO KNOW

In summary: when text and audio insights are blended, E.ON emerges not only as a utility facing price-cap scrutiny, but also as a central actor in Europe's clean-energy transformation, with podcasts revealing an appetite for innovation and sustainability that social monitoring alone would understate. This mixed-media view underscores the need for transparent pricing and emotionally resonant storytelling to convert neutrality into lasting brand trust.

Brandwatch   all ears

BRAND OVERVIEW

Did you know?
"Without conducting a brand diagnosis, consumer perceptions and opinions lose relevance. Campaigns end up being created based on internal ideas and opinions, rather than allowing insights to guide strategic decisions."

*Previous period: Jan to Apr 2025
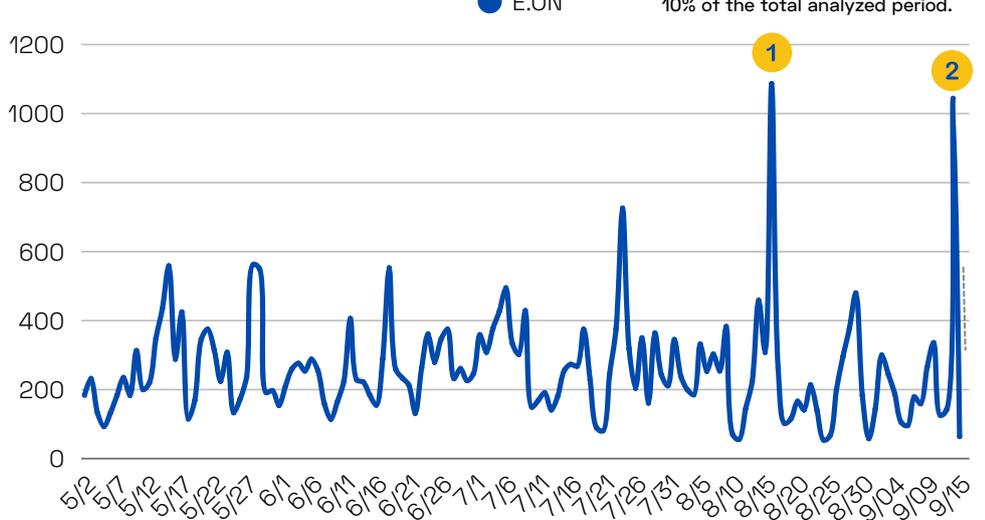
TOTAL MENTIONS

35.7K Variation from previous period: -1%*

ESTIMATED REACH

81M Variation from previous period: +10%*

UNIQUE AUTHORS

11.2K Variation from previous period: -25%*

BRAND HEALTH INDEX

6,7 Previous period: 6,83
Variation from previous period: -1.9%*

SCALE:

Needs Improvement	Average	Good	Excellent
0	3	6	8	10

📍 **E.ON**

This places E.ON closer to the 'average' zone, signaling vulnerability but not crisis.

Volume of Mentions ● E.ON

In September alone, EON achieved 3.5k in metnon, accounting for nearly 10% of the total analyzed period.

Chart: Volume of Mentions, x-axis dates 5/2 to 9/15, y-axis 0–1200. Peaks marked ① (8/15) and ② (9/13).

① **Top Post for August 15th**

Deutschland Kurier @Deu_Kurier · Folgen
Windrad-Irrsinn: Eon-Chef fordert Wende der Energiewende – „Zu teuer, ineffizient und kopflos!"
Leonhard Birnbaum, Chef des in Essen ansässigen Energieriesen Eon, hat in einem fulminanten Gastbeitrag für die „Welt" kein gutes Haar an der deutschen Energiewende gelassen. Er Mehr anzeigen
Windrad-Irrsinn: Eon-Chef fordert Wende der Energiewende
5:34 vorm. · 15. Aug. 2025

Reach: 252k

② **Top Post from September 13th**

Sir Peter Morris: Just fed up of all the nonsense. @petemorristwit · Follow
I had my energy statement today from Eon Next.
I apparently used £1.35 in gas for the last month.
The 'standing charge was £10.72...Then VAT on top of that £0.67
Total charge being £12,67....For using virtually no gas at all!
A fucking scandal.
5:15 PM · Sep 13, 2025
♥ 5.9K   Reply   Copy link
Read 338 replies

Reach: 14k

INSIGHTS

The conversation volume slightly decreased, but reach expanded, meaning fewer authors generated larger exposure. This suggests that fewer, more influential voices dominated the conversation. However, the sharp drop in impressions (-52%) indicates less virality compared to the previous period.

Narratively, discussions are dominated by energy affordability concerns and policy critiques. The most viral content came from CEO Leonhard Birnbaum's strong criticism of the Energiewende as inefficient and costly (August 15), followed by Martin Lewis' consumer-focused update on rising UK energy price caps (Sep 13). Both cases underline that E.ON is primarily being associated with controversy and household bills, not with its purpose-driven positioning. Neutral sentiment (88%) remains predominant, but this high neutrality suggests low emotional engagement, indicating a need for more purpose-driven connection, while negative drivers such as energy bills and smart meters continue to weigh on reputation. Positive mentions are marginal and mainly tied to external recognition (e.g., customer experience awards).
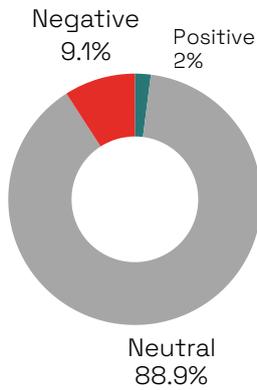
MONITORING

E.ON | Analyses powered by Brandwatch

Sentiment

📅 Period: From May 1, 2025, to September 15, 2025.
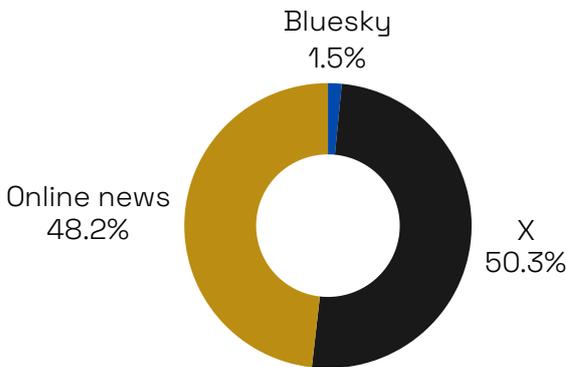
Negative
9.1%

Positive
2%

Neutral
88.9%

Top Positive Post

Reach: 15k

Top Neutral Post

Reach: 15k

Top Negative Post

Reach: 689k

Mention by Channel

Bluesky
1.5%

Online news
48.2%

X
50.3%

Insights

Positive drivers: Associated with Customer Experience Awards UK 2025, CX innovation, and E.ON Next's service recognition.

Negative drivers: Dominated by "energy bills", smart meters, and competitor comparisons.

The conversation is highly issue-driven, with negative spikes tied to energy affordability and infrastructure complaints. Positive mentions remain marginal and concentrated around external recognition events, rather than E.ON's own campaigns.

Word cloud

Keywords

Main Content in Reach Focused on the "Next" Term
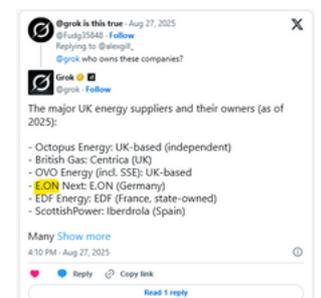
RISING ENERGY PRICES

The ongoing conflict in the Middle East has led to a significant rise in energy wholesale prices, with predictions indicating increases of 1.6% to 2.8% in October, followed by further hikes of around 1% in January and 3% in April. These fluctuations highlight the uncertainty in energy markets, as long-term forecasts become increasingly speculative. The situation underscores the vulnerability of energy prices to geopolitical events, affecting consumers and suppliers alike.

TOP REPOSTS

From Cost Controversy to Purpose: Reframing E.ON's Public Narrative

📅 Period: From May 1, 2025, to September 15, 2025.

#1

> ↻ DennyTWright (Denny Wright) and 1042+ others reposted   #1
>
> **petemorristwit (Sir Peter Morris: Just fed up...**
> @petemorristwit
>
> I had my energy statement today from Eon Next. I apparently used £1.35 in gas for the last month. The 'standing charge was £10.72...Then VAT on top of that £0.67 Total charge being £12,67....For using virtually no gas at all! A fucking scandal.
>
> 𝕏 · 13 Sep 2025

#2

> ↻ watch_union (UnionWatch / @watch_union@mastodon.social) and 526+ others reposted   #2
>
> **StephanJausT (Stephan JausT 🇪🇺 🟢 UA)**
> @StephanJausT
>
> Katherina #GasKathi Reiche will die Energiewende prüfen lassen. Das ausgewählte Institut EWI hat eine große Nähe zu EON und RWE. Reiche ist keine EON-Lobbyistin mehr, sie ist Servicekraft für die korrupte Energiewirtschaft. #ReicheRücktritt
> https://t.co/3A4GWlAqWr
>
> 𝕏 · 05 Jul 2025

#3

> ↻ DonJoschi (DEDE DonJoschi DEDE) and 436+ others reposted   #3
>
> Windrad-Irrsinn:
> **Eon-Chef fordert Wende der Energiewende**
>
> **Deu_Kurier (Deutschland Kurier)**
> @Deu_Kurier
>
> Windrad-Irrsinn: Eon-Chef fordert Wende der Energiewende – „Zu teuer, ineffizient und kopflos!" Leonhard Birnbaum, Chef des in Essen ansässigen Energieriesen Eon, hat in einem fulminanten Gastbeitrag für die „Welt" kein gutes Haar an der deutschen Energiewende gelassen. Er forderte die schwarz-rote Bundesregierung auf, „mutige Konsequenzen" zu...
>
> 𝕏 · 15 Aug 2025

#4

> ↻ Sunnymica (💙 🧡 Regina Laska) and 344+ others reposted   #4
>
> **Cleanthinking (Cleanthinking | Sauber in die...**
> @Cleanthinking
>
> Der Ton ist gesetzt. RWE, EON und EnBW wollen zusammen mit Katherina Reiche die (Bürger-)Energiewende komplett zerstören. Wir erleben im Eiltempo den Rückschritt in die fossile Vergangenheit. Auf Kosten der Bürger, die sündhaft teure Rechnungen bekommen werden. Auf Kosten unserer Kinder und Enkel, die das Debakel irgendwann reparieren müssen...
>
> 𝕏 · 27 Aug 2025

#5

> ↻ jreichelt (Julian Reichelt) and 311+ others reposted   #5
>
> +++ „Zu ineffizient und zu teuer" +++ „Windräder und Solarparks, die keiner braucht" +++ „Verdammt teure Rechnung"
>
> **EON-CHEF BIRNBAUM RECHNET MIT DER ENERGIEWENDE AB**
>
> Ⓝ **niusde_ (NIUS)**
> @niusde_
>
> Eon-Chef Leonhard Birnbaum ist mit der deutschen Energiewende hart ins Gericht gegangen. Sie sei „ineffizient und teuer". Alles müsse sich ändern, „wenn wir auch in Zukunft bleiben wollen, was wir waren: ein Land von Wohlstand und Bedeutung".
> https://t.co/Q3GiWXqHoB https://t.co/g1qpKEpe2q
>
> 𝕏 · 15 Aug 2025

INSIGHTS

The most reposted content between May and August highlights how E.ON is predominantly viewed through the lens of affordability and policy criticism. In Germany, Leonhard Birnbaum's sharp remarks on the Energiewende being "inefficient, costly, and poorly planned" drove strong engagement by tapping into public frustration with rising bills and government strategy. In the UK, Martin Lewis' update on predicted energy price cap increases tied E.ON to consumer cost-of-living concerns, reinforcing the brand's association with household expenses.

DID YOU KNOW?

Among mentions across podcasts, YouTube, and TikTok, E.ON was highlighted 202 times in a total of 148 posts.

Source: All Ears. From May 1, 2025, to September 12, 2025.

SHARE OF AUDIO MENTIONS

- YouTube 10.1%
- TikTok 16.2%
- Podcast 73.7%
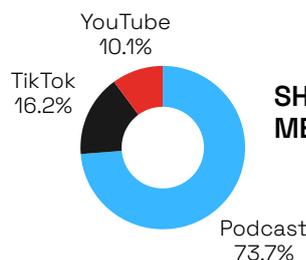
E.ON'S NEW ENERGY TRANSITION POSITIONING

Strategic Repositioning Aligned with Social Insights

📅 Period: From May 1, 2025, to September 15, 2025.

E.ON's new "It's on us" campaign directly addresses the core weaknesses exposed by the Brand Health social listening report. While public conversations were dominated by neutrality and criticism around energy prices and political debates, the new messaging brings the energy transition into the customer's home through the E.ON Home Energy Manager. This tangible, everyday relevance answers the report's call to make E.ON's infrastructure and investments relatable and emotionally engaging. .

The campaign's official debut at the IAA Mobility 2025 in Munich provided a high-profile stage, reinforcing E.ON's ambition to position itself as the Playmaker of the Energy Transition

INTERNATIONALE MARKENKAMPAGNE

So wirbt Eon für die Energiewende in den eigenen vier Wänden

von Marco Saal
Donnerstag, 11. September 2025
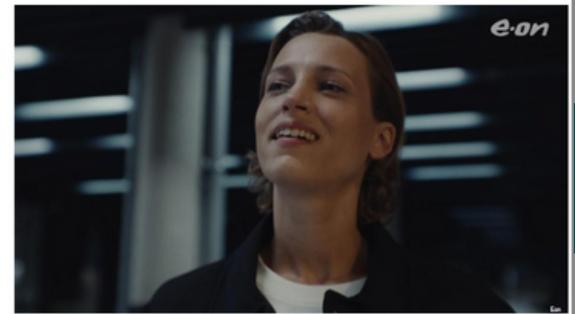
Eon zeigt, wie man die Energiewende zuhause hinbekommt

Energiewende - das klingt nach staatlich überwachten, milliardenschweren Infrastrukturprojekten, mit denen sich wohl auch künftige Regierungen noch werden beschäftigen müssen. Dass der Umstieg von fossilen Brennstoffen auf erneuerbare Energien auch im Kleinen möglich ist, zeigt Eon mit seiner neuen Markenkampagne.

Date: September 11th

LEADERSHIP AND PURPOSE-DRIVEN STORYTELLING

The LinkedIn launch post by Adrienne Héon-Kleinen highlights close collaboration between global and German teams and creative agencies, embodying the "creative voices" and transparency recommended in the social listening analysis. By featuring trusted internal leaders and blending brand purpose with product innovation, E.ON leverages human storytelling to counteract the apathy identified in the monitoring period, where nearly 90% of mentions were neutral and emotionally flat.
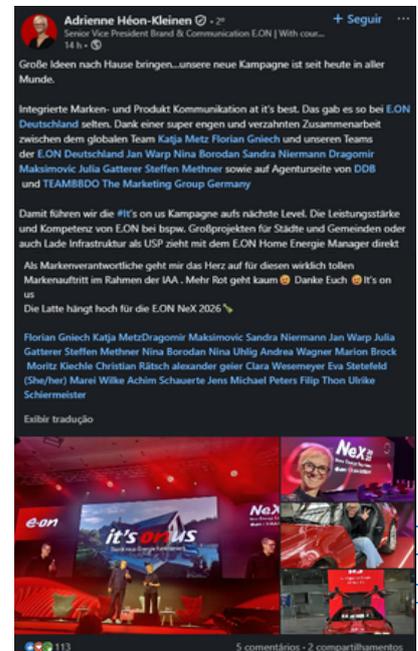
KEY TAKEAWAYS

The new campaign translates large-scale infrastructure investments into personal, household relevance, directly addressing gaps flagged in social listening.
Adrienne Héon-Kleinen's leadership and agency collaboration embody the transparent, purpose-driven communication recommended in the Brand Health report.
Emotional engagement is strengthened through storytelling that humanizes E.ON's role in the energy transition.

Date: September 12th

E.ON AT A CROSSROADS: BALANCING RISKS AND UNLOCKING OPPORTUNITIES

FROM AFFORDABILITY CHALLENGES TO PURPOSE-DRIVEN STORYTELLING, HOW NEX25 CAN REPOSITION E.ON AS THE TRUE PLAYMAKER OF THE ENERGY TRANSITION.

E.ON faces significant risks in its public perception, with energy bills remaining the primary negative driver and posing a high reputational exposure. Criticism around political lobbying and the CEO's position on the Energiewende further threatens to weaken the company's "responsibility" narrative, while the predominance of neutral sentiment suggests widespread indifference rather than active support. Together, these elements highlight a vulnerability in the brand's ability to shift public opinion from skepticism to trust and advocacy.

On the other hand, clear opportunities exist to reshape the conversation. The upcoming NeX25 event offers a platform to pivot away from the affordability debate toward storytelling and purpose, supported by the "behind the scenes" campaign with Florian Gniech, which can help humanize the brand. Stronger alignment with the distribution grid narrative—emphasizing flexumers, smart solutions, and large-scale investments—positions E.ON as a real enabler of the energy transition. To seize these opportunities, E.ON should amplify creative and purpose-driven voices like Adrienne Héon-Kleinen and Florian Gniech, communicate transparently on bills and grid investments, and connect the abstract concept of grids to everyday life. Finally, rather than avoiding criticism, the company should engage constructively, framing its €35bn network investments as proof of its role in making clean energy both accessible and sustainable.

A shareholder carries a bag with the logo of E.ON during the company's annual shareholders meeting in Essen, Germany May 10, 2017. REUTERS/Thilo Schmuelgen/ File Photo Purchase Licensing Rights

MARKETING OBJECTIVES & SUGGESTED KPIS

Goal: Increase positive brand mentions by 15 % and reduce neutral sentiment by 10 % in the next quarter.

CONCLUSION:

The social conversation around E.ON reveals both reputational vulnerabilities and untapped potential. While current discourse is dominated by affordability concerns and political scrutiny, upcoming milestones such as NeX25 provide a clear window to reposition the brand narrative. By shifting the focus from costs to purpose-driven storytelling, and by making its infrastructure role tangible and relatable, E.ON can strengthen trust, inspire advocacy, and establish itself not just as a traditional energy supplier but as a visible playmaker of the energy transition. This balance of risk mitigation and opportunity activation is essential for securing long-term credibility and brand leadership in a highly competitive and scrutinized market.

MARKET ANALYSIS

Balancing scale and infrastructure strength with public trust and competitive storytelling in the energy transition
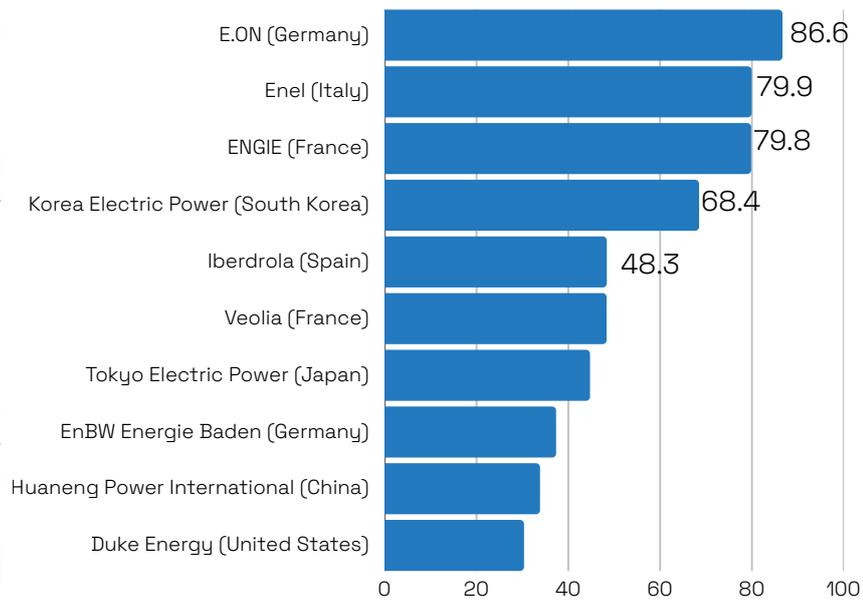
GLOBAL POSITIONING

E.ON leads the global utility sector as the largest electric utility by sales in 2025, with revenues of $86.7B, ahead of Enel (Italy, $79.9B) and ENGIE (France, $79.8B). This confirms its position not only as a European leader but also as a global reference point in energy transition and infrastructure. Other competitors shaping the landscape include Iberdrola (Spain), Korea Electric Power (South Korea), and large U.S. utilities such as Duke Energy, Southern Company, and NextEra.

While global revenues consolidate E.ON's leadership, public search interest data (Google Trends, past 90 days) indicates that visibility is not evenly distributed worldwide. The highest search activity came from Romania, while other European core markets (Germany, UK, Spain) showed relatively lower spikes. This suggests that regional crises or policy debates are key drivers of consumer attention, more than global corporate positioning.

### LEADING GLOBAL ELECTRIC UTILITIES BASED ON SALES 2025

Sales revenue of largest electric utility companies worldwide 2025 (in billion U.S. dollars)

Company	Value
E.ON (Germany)	86.6
Enel (Italy)	79.9
ENGIE (France)	79.8
Korea Electric Power (South Korea)	68.4
Iberdrola (Spain)	48.3
Veolia (France)	
Tokyo Electric Power (Japan)	
EnBW Energie Baden (Germany)	
Huaneng Power International (China)	
Duke Energy (United States)	

Source: Statista & Forbes

CONSUMER ATTENTION DYNAMICS

Search volume peaked in early to mid-August, coinciding with CEO Leonhard Birnbaum's strong statements on the Energiewende. This reinforces what we saw in social listening: controversy and affordability drive attention more than branding or campaign activations. At the same time, the volatility in search interest reflects episodic attention cycles, rather than a stable association with E.ON's brand purpose.
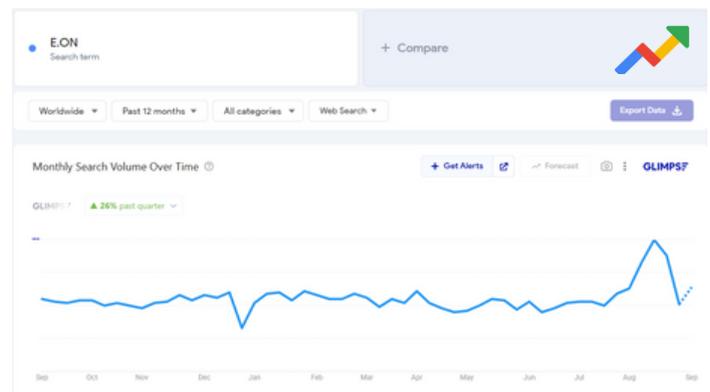
Source: Google Trends

STRATEGIC IMPLICATIONS

Strength: E.ON has global scale and market leadership, giving credibility to its role as Playmaker of the Energy Transition.

Opportunity: By aligning NeX25 and the grids narrative with its global leadership status, E.ON can bridge the gap between financial strength and public trust.
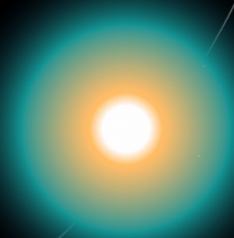
Threat: Competitors like Enel and Iberdrola are aggressively linking their brands to innovation and green energy storytelling, a field where E.ON needs to reinforce its presence.
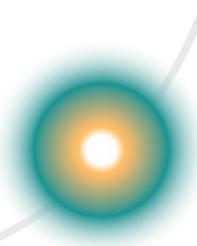
Project overview

Monitoring

Methodology

Description of data collection and
report procedure

1. METHODOLOGY

Our exclusive methodology combines sophisticated consumer insights tools with qualified experts. With extensive knowledge in Business Intelligence, our analysts are trained to select the most appropriate monitoring tools according to the objectives of your report and transform them into relevant information for decision-making.

For report development, we use artificial intelligence, natural language processing, and visual contextualization to turn a large amount of internal and external data into easily understandable graphics, content, and glossaries. The analyses combine quantitative and qualitative measures, allowing us to base decisions on numbers while also understanding the broader context of how and why things happen.

Data Collection and Query
Loxias collects data with the support of the best Consumer Insights and Digital Marketing tools, including Brandwatch, Fanpage Karma, Talkwalker, Socialinsider, and Buzzsumo. Creating a query is one of the first steps to collecting data. Developing an accurate query is essential for finding relevant mentions in the digital environment. At this stage of the process, we take into account all parameters provided during the request, including URLs, geolocation, and time period. Our data scientists identify specific conversations and mentions based on linguistic studies, respecting regionalisms and the specific characteristics of each social network. We also build data collection structures that encompass the entire context of a particular brand or theme in the digital universe.

Data collection and analysis are divided into two parts:

Performance: The first part of the report presents key numbers on owned platforms. Through advanced social media analyses, we investigate important metrics, from followers and views to engagement and reactions across different channels. This allows for comparing popularity and reach among different channels.

Monitoring: In this section, we focus on NLP (Natural Language Processing) and AI to analyze public conversations and mentions related to the chosen brands. We identify the main topics reverberating on key platforms during the analysis period and understand their main authors and motivations.

The Overview shows the total number of mentions used for analysis. It also incorporates sentiment analysis produced with a state-of-the-art artificial intelligence method with machine learning models capable of classifying posts as "positive," "negative," or "neutral." Our sentiment analysis has an average accuracy of about 60 to 75%, but this may vary depending on the type of data analyzed. We provide the total number of sentiment classifications and the variation according to the days of the week so that the client can examine any peaks in detail.

Loxias' sentiment analysis combines Natural Language Processing (NLP) and Machine Learning technology with human expertise to investigate the social perception of the brand(s), profile(s), and channels we are analyzing. The technique involves using some mentions of the brand and transferring this learning to the machine, increasing the accuracy of the classification response.

Regarding Overall Evolution and Social Media Platforms, we have structured charts that provide an overview of mentions, peaks, and drops across all platforms. It displays the total number of mentions according to the days and relevance on the platforms. This component indicates whether Facebook, Instagram, Twitter, YouTube, or TikTok had more presence when discussing social mentions.

The Monitoring section also includes Content Analysis, where we highlight the linguistic approach by providing the most relevant keywords and phrases for data exploration. This component encompasses the most frequent combination of words used by users.
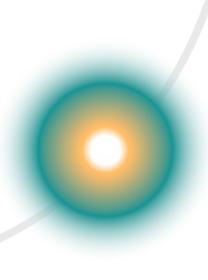
1.2 METHODOLOGY

Furthermore, we also display Trending Topics - detailing the main mentions according to increasing or decreasing popularity - indicating whether the topic is becoming more popular or losing audience attention.

The Cluster is where we present the main themes and subthemes of the brand. The topics shown are selected based on their uniqueness, being essential to establish the relationship between the most frequent topics in the research.

Moving on to the Word Cloud and Hashtags, the graphics display keywords according to the volume of unique mentions. We count the frequency of emojis, hashtags, organizations, people, keywords, and phrases about the brand/profile that appear and select the most recurring ones. The most used expressions appear with the largest fonts in the cloud. In contrast, less frequent expressions - but large enough to appear in the graph - have smaller font sizes.

Another linguistic component is the Topics Wheel, where we display the most frequently used words and expressions and correlated subthemes.

The Top Sites are defined with the most significant presence on the internet, where we present a table with the site name, the total number of mentions for each channel, the total number of visitors, and the Impact, an indicator from Brandwatch about the Potential Impact of an author, site, or mention.

Next, we move on to Twitter and Instagram Details, where we create tables to convey the profiles of "influencers" from each platform and the most engaging posts. The last component of the content is Demographics, a feature of the Brandwatch tool data that uses a complex set of rules and machine learning techniques to assign Twitter authors who are talking about the brand's different demographic categories. It is divided into account type (whether it is an organization or an individual), gender, interests, profession, and location. People are categorized based on the information they provide about themselves in their Twitter bios.

Performance Section The goal of the Performance section is to provide an overview of brand metrics on each channel. Firstly, we present a table chart showing the total number of fans, posts, interactions, and engagement, so you can assess the relevance of each channel during the analysis period.

In the Followers category, we provide important details such as growth, variation, and percentage of followers for each channel. This helps demonstrate how much the brand profile has gained or lost followers, as well as the follower rate per channel during the analysis period.

In the next category, we display charts showing the variation of interactions on each Facebook, Instagram, Twitter, YouTube, and TikTok profile over the analysis period. This component is essential for measuring public endorsement of the brand's content.

Finally, we have Brand Details on Platforms, where we combine the main brand metrics obtained during the analysis period and indicate the posts with the most interactions.
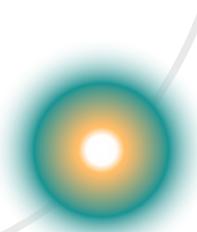
2. GLOSSARY

- Big Numbers: This component provides a broad and quick overview of the analyzed channel/search, informing about the total number of mentions, retweets, reach, and impressions of the brand/profile during the analyzed period.

- Mentions: Mentions refer to brand/profile citations in public conversations. Whenever someone mentions the brand by tagging the profile (@mentions) or without tagging, it is considered a mention. For example, "@loxias" is a tagged mention, while "Loxias" is an untagged mention. Tagged mentions are often used to draw the brand's attention, while untagged mentions do not.

- Retweets: Retweets occur when someone shares content on Twitter.

- Impressions: Impressions count the number of times a page's post has been displayed, even if some users have seen the content before.

- Reach: Reach is defined as 'Unique Impressions', meaning it analyzes the number of people who have seen the content at least once. If the content appears on someone's timeline more than once, it will be considered only one view.

- Big Numbers by Channel: This metric identifies mentions in public conversations on Facebook, Instagram, Twitter, YouTube, and Reddit.

- Posts: This metric identifies mentions in public conversations on blogs, news, reviews, and forums.

- Brand Mentions: This component shows the evolution of mentions in public conversations.

- Mentions by Channel: This metric shows the evolution of mentions in public conversations detailed by channels and grouped by date.

- Mentions by Platform: This component provides the total mentions detailed by channels.

- Top Posts: This component shows the posts with the highest reach according to sentiment.

- Topic Clustering: This metric shows how the main topics are connected while indicating the dominant sentiment around these conversations. The size of the circle is proportional to the frequency with which these keywords are mentioned.

- Topic Wheel: This component allows users to explore the relationships and conversations between the data universe and related topics and subtopics of the search. The main themes (in the inner ring) are related to sub-themes (in the outer ring).

- Word Cloud: This graph shows the main words, with the size of the keywords indicating the volume of mentions.

- Top Hashtags and Phrases: This metric shows the top shared hashtags, and their size indicates the volume of mentions.

- Trending Topics: This component compiles time-organized data, which can indicate the most recent topics.

- Top Websites: This component allows users to see the number of visitors, mentions, and reach of the top websites mentioning the brand/profile.

- Top Locations: This metric displays the location based on the volume and geolocation of the analyzed mentions. Dark colors represent regions with more mentions, while light colors represent regions with fewer mentions.
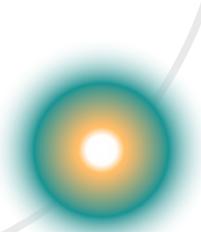
Gender: Shows the division between men and women through AI estimates based on the names and photos of authors from different channels.

Top Twitter Authors: Displays the top authors related to the brand, divided into verified and unverified.

Top Shared Twitter Posts: Shows the most popular content on Twitter with the highest number of retweets.

Twitter Demographics: This component summarizes demographic information of Twitter authors. It allows understanding the demographic analysis of Twitter users discussing a specific brand or topic. You can identify the top interests and professions of Twitter authors. This data exploration is available only for profiles that declare their interests and professions.

Instagram Details: Shows the top hashtags mentioning the brand and the most shared posts.

Reddit Details:
- Subreddit: Comprises different communities discussing any subject and can be a broad forum or focused on a specific theme.
- Reddit Author Karma: Represents a user's score expressed in numbers and representing the ratio of positive and negative votes.
- Reddit Score: The net votes on a Reddit post or comment, calculated as the number of upvotes minus the number of downvotes. Updated every hour for a period of 7 days from when it was initially posted.

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We hope you found value in this summarized version of the report.

If you are interested in diving deeper into a more comprehensive analysis — which includes insights from public conversations and performance across owned channels — we recommend exploring our full version. To learn more about this opportunity, feel free to reach out to us.

www.loxias.ai

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