



Felix Winckler – Co-founder Voice Polls

Building an Opinion Graph

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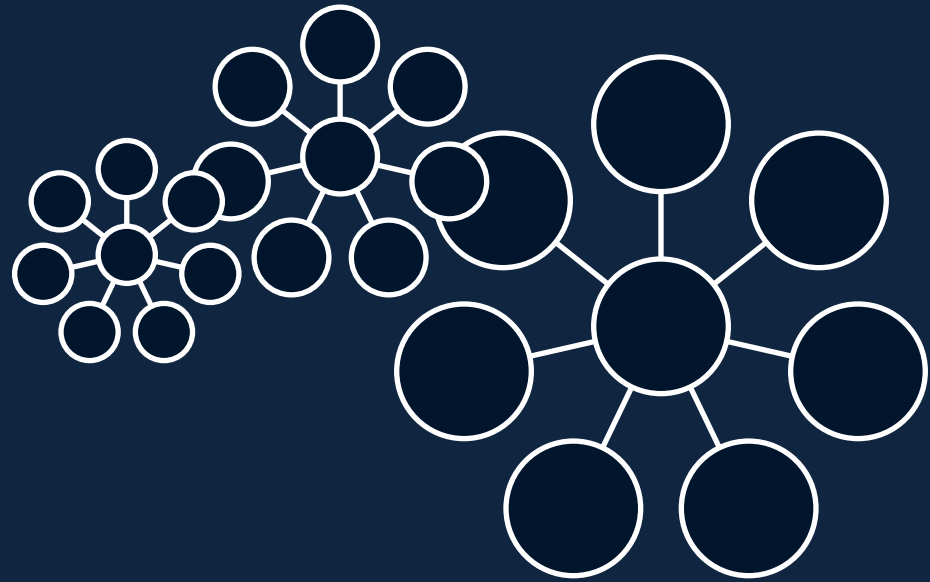
Linked in

Business

Limits

Ownership
Reliability
Discoverability

The opinion graph: a graph that depicts opinion relations of Internet users





Is this possible?

Challenge

Data volume

→ User generated content

Data structure

→ Comparable data sets

Data integrity

→ Comparable data value

Is Crimea a Russian territory?



Is Crimea a Russian territory?

Data volume

✓ 45,000 opinions

Data structure

✓ Compatible (Yes / No)

Data integrity

✓ Time period, language, etc.

So what?

The people who say "yes" are Russian speakers

The people who say "yes" live in ex soviet countries

The people who say "yes" don't speak English

...

So what?

Better prediction

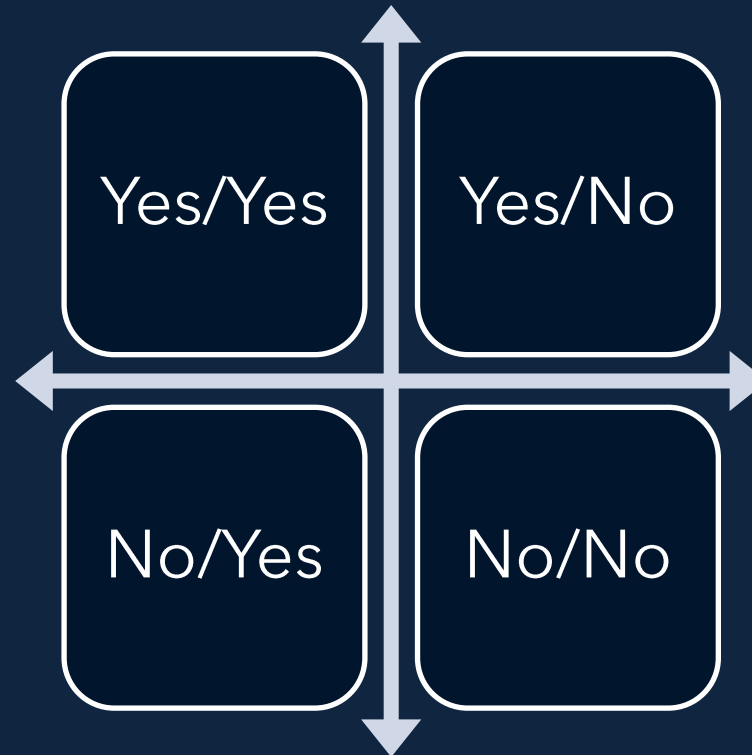
Better understanding

Better targeting

Better prediction

Q1: Do you like Justin Bieber?

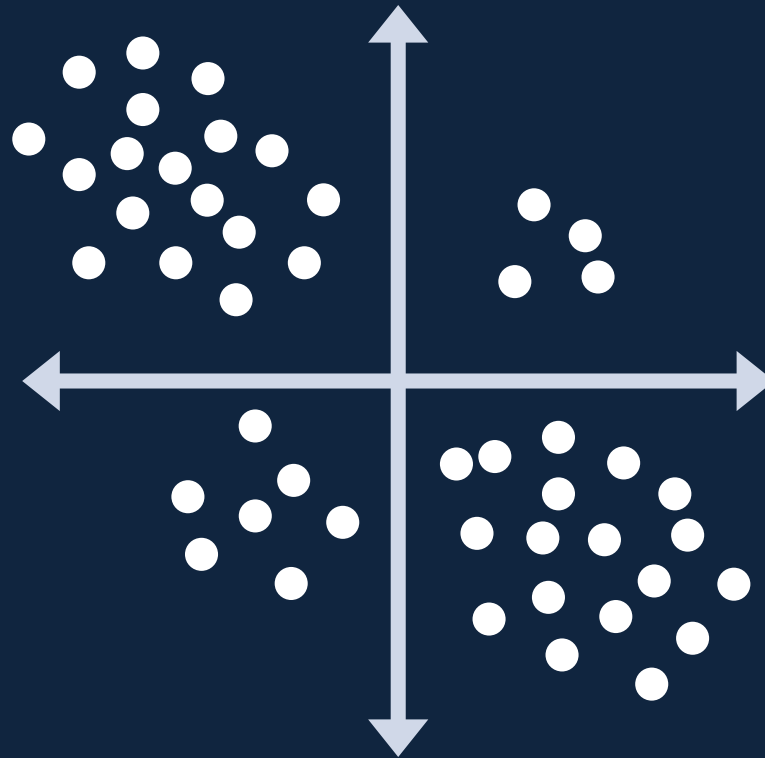
Q2: Do you like Diet Coke?



Better prediction

Do you like Justin Bieber? If yes....

→ 35% more likely to like Diet Coke



Application example

Product bundling

People buying X more likely to buy Y

*People buying Starbucks
more likely to like Shake Shack*

So what?

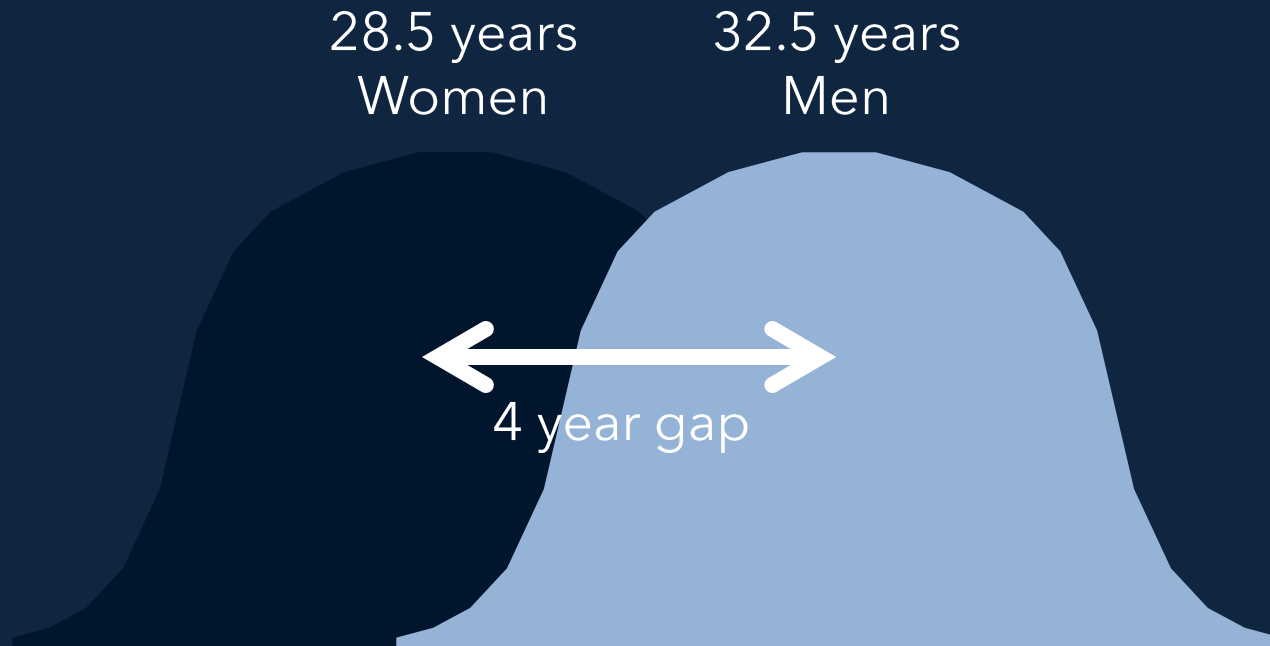
Better prediction

Better understanding

Better targeting

Better understanding

Q1: When is the best time to buy a home?



Better understanding

Q1: When is the best time to buy a home?

Age	Women	Men	Difference
<18	29.4	28.1	(1.3)
18 to 34	28.5	29.1	0.6
35 to 54	28.1	29.1	1.0
55+	25.6	26.2	0.8
Race			
White	30.4	33.6	3.2
Black or African American	23.9	24.4	0.5
Hispanic or Latino	26.5	27.9	1.4
Asian or Asian American	28.0	28.8	0.8
Middle Eastern	24.4	24.9	0.5
Living Area			
Urban	26.4	32.5	8.1
Suburban	24.1	28.9	4.8
Rural	22.4	26.1	3.7

Application example

Segment validation

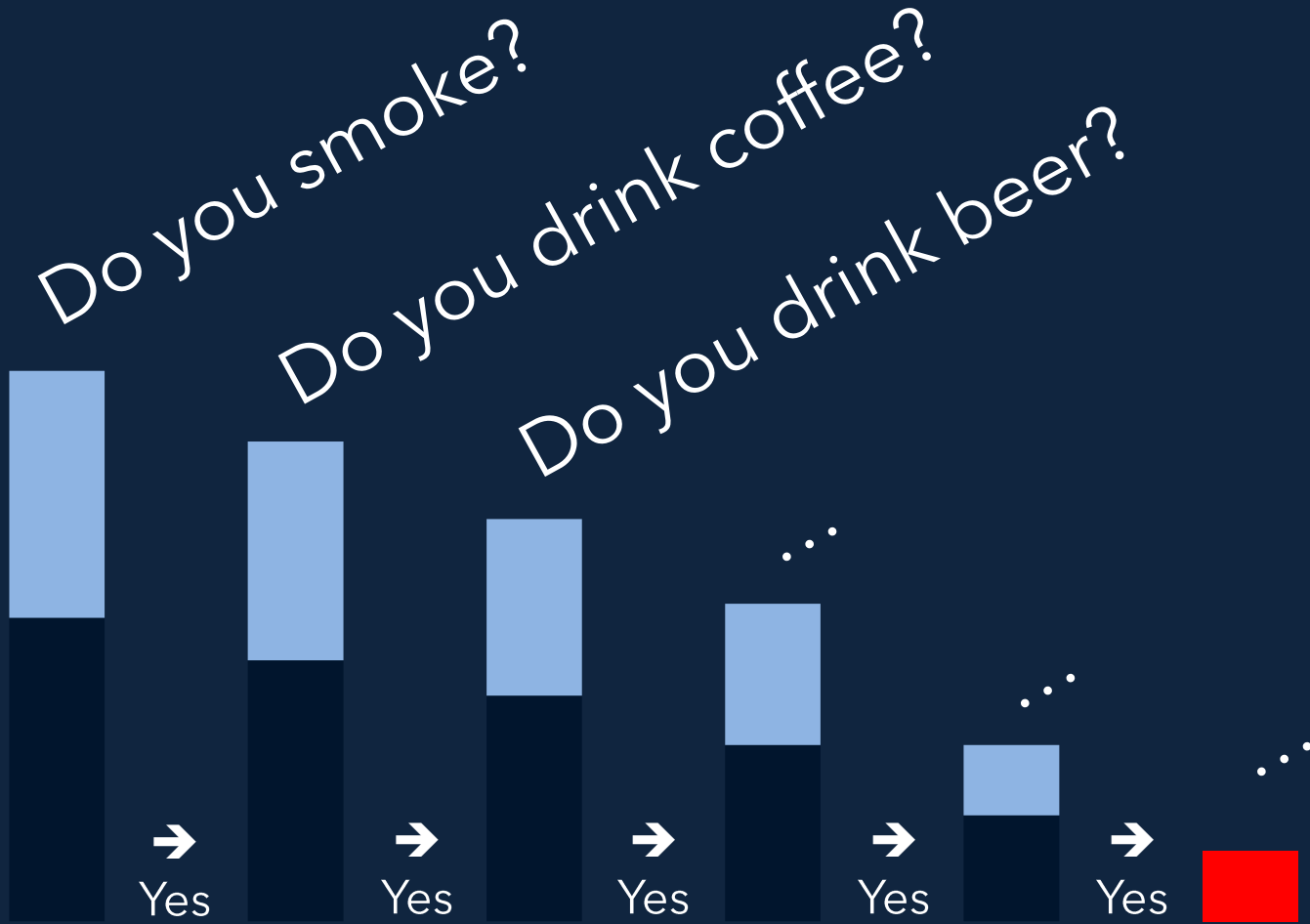
People in sub group X3 behave like group X

Cab usage in NYC vs. rest of America

So what?

Better prediction
Better understanding
Better targeting

Better targeting



Who are they?

Better targeting

They live close to my stores?
Do they like my logo?



→
Yes



→
Yes



→
Yes



→
Yes



→
Yes



I know them

Conclusion

DATA

volume + structure + integrity

BETTER

Prediction + understanding + targeting

Thanks

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Voice Polls is leader in Mobile Market Research



+20 million answered surveys

+ 160 countries covered

Only vendor available in the 3 major app stores

Thousands of ★★★★★ reviews

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