

Analyzing customer sentiment around a high-profile tech hardware release

Qualcomm's strategic shift to social intelligence powered a deeper understanding of the real-world success and limitations of its new wearable technology.

THE CHALLENGE

Bridging Strategic Data Gaps

Qualcomm's Communications and Product Marketing teams identified significant data gaps in their existing social listening workflow. Traditional text-based social listening tools captured only a portion of the nuance in modern brand-focused conversations, missing mentions in video and audio-only formats.

While articles and tweets conveyed some sentiment, the real conversation about hardware and consumer experience often took place in deep-dive video reviews on platforms like YouTube, TikTok, and Instagram.

The team recently addressed these data gaps after hearing whispers of discontent about a high-profile wearable hardware release.

THE STRATEGY

Capturing the Unseen with Pendulum

To address these information gaps, Qualcomm used Pendulum's AI-powered social intelligence platform to bridge the divide between traditional text-based monitoring and the video-first influencer landscape when analyzing a high-profile hardware release.

Through Pendulum, Qualcomm identified an additional **1.2K video** mentions around this release that they could address and monitor.

Qualcomm implemented a Crawl, Walk, Run framework to transform their hardware release intelligence capabilities:

PHASE 01 THE CRAWL

HOLISTIC REPORTING

The team closed initial data gaps by subsidizing their coverage recaps with video-specific insights from TikTok and YouTube, moving beyond text-centric reporting.

PHASE 02 THE WALK

DEEP ANALYSIS

For the hardware release, the Analyst Team conducted a comprehensive analysis of influencer videos. Pendulum's Automated Speech Recognition (ASR) converted these reviews into searchable text and identified specific friction points that text-based tools missed.

PHASE 03 THE RUN

PROACTIVE STORYTELLING

Qualcomm now uses Pendulum to inform its long-term strategy and to gain a 360-degree view of the social conversation landscape, ensuring it is aware of any conversations that could be opportunities or risks to the brand, such as real-time conversations around topics including 6G or political trends.

One of the critical insights from the discovered mentions was that many influencers found the hardware heavy and uncomfortable for daily use.

THE TECHNICAL EDGE

Metrics That Matter

Qualcomm's success is powered by Pendulum's advanced technical metrics, which provide clarity in the video-first social landscape where traditional tools can leave data gaps.



MULTIMODAL ANALYSIS

Pendulum analyzes audio signals (tone and stress) alongside visual cues to provide an accurate reflection of consumer truth.



LOGO AND VISUAL DETECTION

The platform identifies brand logos even when the brand is not mentioned in the text using Optical Character Recognition (OCR), closing the gap in partnership tracking.



IMPRESSION MULTIPLIERS

Qualcomm can now measure the high-impact reach of video, which often receives over 4x the impressions of text-based platforms.

THE RESULT

A Complete Launch Intelligence Report

By synthesizing these video and audio-first insights, Qualcomm eliminated its data gaps, providing a holistic coverage report that informed product strategy and development and ensured the PR team remained insightful and proactive.

The concept behind this social intelligence platform is great. I know the data is there and accurate. We trust the process as we develop our workflow, confident that Pendulum provides the reliable insights we need to elevate our team's performance.

Andrew Perng, Marketing Analyst, Qualcomm

