

## Social Media Performance Quotient of eCommerce Brands in India



In the last quarter of 2012 we did an extensive research on the social media activities of top Indian commerce brands. We monitored social interaction data of around 100 e-commerce Indian brands comprising of about 1.5 million mentions from September to December 2012, using BoxMyTalk as the social monitoring and analytic platform. The social data across Twitter, Facebook, Google+, Tumblr and 20 major consumer sites has been monitored and analyzed on various important social metrics to assemble this report. The primary objective is to bring out a comprehensive and insightful social media report on e-commerce industry in India.

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