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# Social Media Monitoring Tools and Services Report Public Excerpts 2018

*Analysis and Elaborate Profiles of more than 150 Social Technologies & Services Worldwide*

**Ideya Market Report, 9th Edition  
November 2018**

EXTENSIVE COVERAGE OF SOCIAL TOOLS AND SERVICES — OVER 150 TOOLS AND SERVICES FEATURED

SMM CONCEPTS, PRODUCT SEGMENTATION, PRODUCT USE CASES, INDUSTRY FOCUS, AND MARKET TRENDS

PRODUCT COMPARISON, PRICING AND CLIENT INFORMATION

DESCRIPTION OF KEY PRODUCT FEATURES AND PRODUCT SCREENSHOTS TO AID YOU IN SELECTION PROCESS

PARTNERSHIPS MAPPING AND VENDOR'S CONTACT INFORMATION INCLUDING ADDRESS, TELEPHONE, EXECUTIVE NAMES, EMAILS

SOCIAL MEDIA  
MONITORING  
TOOLS

SOCIAL  
LISTENING  
TOOLS

SOCIAL  
INTELLIGENCE  
TOOLS

SOCIAL MEDIA  
ANALYTICS

SOCIAL MEDIA  
MANAGEMENT  
TOOLS

SOCIAL MEDIA  
MARKETING  
TOOLS

SOCIAL MEDIA  
CUSTOMER  
CARE TOOLS

SOCIAL SUITES

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*Dear Readers,*

*Ideya Ltd. is pleased to share with you the 9<sup>th</sup> Edition of the Social Media Monitoring Tools and Services Report. We bring you this report with the expectation that it will save you time and guide you through a myriad of choices that now exist for social media monitoring and analysis. We conducted extensive market research of key features, clients, and current pricing of the tools and services. We hope you will find it useful and look forward to your feedback.*

*Yours sincerely,*



*Luisa Milic, Director, Ideya, Ltd.*

**Ideya Ltd** is a business and marketing consultancy. It offers customized and innovative services to help its clients face the challenges of market disruptions and turn them into opportunities. Since 2009, Ideya has been offering market research and advisory support to companies that are exploring Social Media Monitoring (SMM) solutions to guide them in the selection of SMM to boost their business performance and customer engagements. Ideya also provides consulting services to SMM technology providers interested in exploring partnership, sales, or acquisitions opportunities.

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## 1. INTRODUCTION

### ***EXCERPTS FROM THE SOCIAL MEDIA MONITORING TOOLS AND SERVICES REPORT 2018, THE 9TH EDITION***

Social media has been evolving rapidly and presenting a wide range of new challenges and opportunities for businesses to capture the attention of customers. A series of developments, ranging from major acquisitions and closures, new privacy regulations, increasing adoption of AI and a rise of messaging apps and “dark social”, to name a few, have been disrupting and shaping the industry. Continuous learning and new approaches are required to master new technologies and developments and to understand how to effectively analyze and manage the ever increasing volume of diverse types of data from customer interactions and online activity.

With new social principles and practices infusing business processes and activities, significant pressure has been placed on all parts of an organization to efficiently listen, manage, monitor, analyze and engage within social media. As social media has become a mainstream business tool, companies continue to invest into social media programs such as social media monitoring, employee advocacy, social selling, social advertising, social recruiting, etc. Social Media Monitoring (SMM) technologies and services are widely used by companies to monitor and solicit public opinions about their brand and products and to shape their online presence and develop strategies to engage and harness the social paradigm. If used properly, social intelligence offered by SMM tools can create true value for businesses by supporting every area of their business from understanding consumers’ needs and behaviours, competitive landscape, creating risk management plans, increasing customer experience and satisfaction, to executing smart product development and campaigns, and building long term and profitable relationships with their customers. To help businesses understand new technologies in terms of their capabilities and limitations, and prepare them for social media success, the ***Social Media Monitoring Tools and Services Report 2018*** provides businesses with a thorough and objective overview of social technologies and services, enabling them to take a more strategic approach in the selection and adoption of SMM tools for their specific needs and also informing them of the latest technological developments in the space.

The social technology industry is maturing rapidly through innovation and acquisitions by leading technology companies and the emergence of new tools, delivering increasingly sophisticated analytical capabilities, with unique personalized engagement. Established SMM companies are frequently improving their products by introducing new features and coverage to accommodate their clients’ needs or transforming their point solutions into a complete social suite to address multiple business needs and functions within one single platform. Some top vendors are developing features that go beyond monitoring, listening, or social media management, and are gradually converging their platforms with content management, social advertising, social customer experience, social relationship platforms, to name a few. Furthermore, more advanced SMM tools are employing artificial intelligence (AI) in various ways to improve data discovery, data analysis and engagement function to get ahead of competition. Some forms by which AI is making an entrance into social media marketing and customer care are image recognition, ad targeting, chatbots, smart alerting, predictive customer service, tailored recommendations, and others. As a result of these rapid innovations, making an educated choice about which social technology can best address an organization's needs and justify social media investment, has become a challenging and time consuming task for organizations.

Each SMM tool provides a specific set of functionalities and differs in focus, coverage, and approach and very often it might be one minor aspect of tool functionality or coverage that can sway a buyer decision. They offer a distinctive emphasis, with some focusing on engagement, publishing, and workflow management, while others offer strong analytics and reporting functions. There is no single superior SMM tool or service provider, which can effectively and successfully measure and address all aspects of social media and business functions. For this reason, most organizations still use multiple social media monitoring tools across different functional areas and geographies, as they require a slightly different approach and view of the social media space in order to address their specific social analysis and business needs. **SMM Tools and Services Report 2018** contains a wealth of information on SMM Tool providers, including industry specializations, media and language coverage, product use cases and categorization of the social technologies and platforms based on the type of social tools they employ, allowing businesses to intelligently pick and mix the tools for both continuous monitoring or specific projects.

In addition, existing market reports on SMM providers typically only focus on a few, well established tools and services. At the moment, there are no comprehensive reports with a broad overview of the market and its players. As almost every business has a unique set of needs in terms of monitoring, measurement, analysis, or social media management, and as not every business uses the same mix of social media channels or language coverage, the need for a more comprehensive report is needed to meet ever-shifting range of disparate needs of customers. The purpose of this report is to fill that need and give an up-to-date, comprehensive view of the social technology market and product offerings. The report provides:

#### DIRECTORY AND PROFILING OF SM TECHNOLOGIES

- Elaborate profiles of **one hundred fifty seven (157) SM tools and services** including Social Media Listening, Social Media Monitoring, Social Media Analytics, Social Media Intelligence, Social Media Management, Social Media Marketing Tools, Social Media Customer Care and Social Suites
- Mapping of Featured Social technologies and platforms by the type of social tools they offer:



#### MARKET OVERVIEW AND PARTNERSHIPS

- Up-to-date information on the market, market trends and M&A activity in the SMM market
- List of over 1,000 partners and a Partnership Ecosystem Map of Featured SMM technology providers
- Latest product updates introduced by key social networks providers (Facebook, Instagram, WhatsApp, Twitter, Pinterest, Snapchat, and YouTube) affecting SMM technology providers and businesses

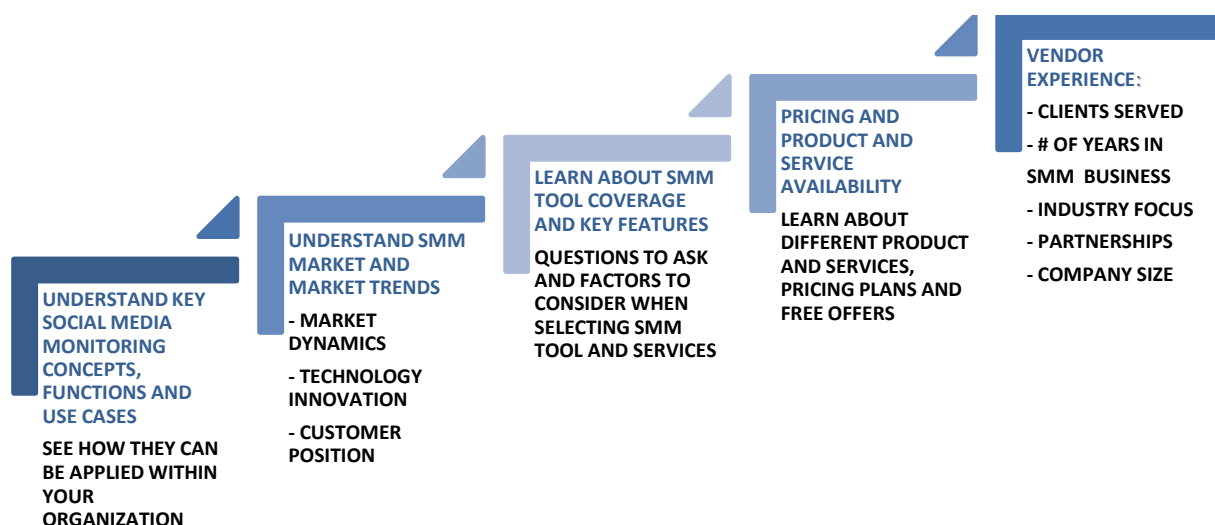
## PRODUCT ANALYSIS/COMPARISON, SELECTION WORKSHEET AND GUIDE FOR SELECTING AND USING SMM TOOLS

- Definition of important SMM concepts and key product use cases and benefits
- Overview of key product features and product comparison tables based on the key product features
- Pricing and client information on more than one hundred and fifty (150) SMM tools and services
- Detailed Selection Worksheet with key questions to ask and factors to consider when selecting a tool,
- A guide for selecting and using SMM tools and services, including product comparison tables.

We hope to enable companies and individuals to make effective decisions about the use of monitoring, listening, analytics, management and social intelligence tools and services for their purposes, based on their specific business needs, objectives, and budget, as the ideal solution for one business may not often be the best choice for another business. For that reason, we made a concerted effort to explain some of the key features and factors that characterize current products:

- **Data management features** such as data coverage, data latency, alerts, data export, Application Programming Interface (API) integration, data archiving,
- **Data analysis and visualization features:** including sentiment analysis, influencer profiling and analysis, viral content tracking and analysis, trend analysis, historical data coverage for trend analysis, topic and theme analysis, audience analysis, competitive monitoring and analysis, predictive analytics, campaign management and measurements
- **Process management and user interface**, including dashboard, workflow management, engagement function, publishing function, Client Relationship Management (CRM), and
- **Factors influencing purchasing decisions**, including pricing, key clients that have been mentioned in online resources, key partnerships, product use cases, industry focus, client support, company size and others

The purpose of the report is to enable companies and individuals to make effective decisions about the use of social media monitoring (SMM) tools and services for their purposes, based on their specific needs, objectives, and budget, and help them to take a more strategic approach to selecting and employing SMM Tools and Services for long term benefits and success.



**FIGURE 1. Strategic Approach to Selecting and Employing SMM Tools and Services**

This year report provides valuable comparisons of products based on the social media monitoring functions and product use cases, data management features, data analysis and visualizations features, process management and user interface features, as well as pricing and client listing. The report also includes increasing number of enterprise based social media management (SMM), social media marketing and social media customer care platforms, which may offer some key social media monitoring features, but may also assist businesses in managing multiple social media accounts, content creation and planning, publishing and moderation, comprehensive workflow and permissions, team performance metrics, reporting and integration capabilities across enterprise.

Because the landscape of the market changes rapidly and the SMM tool providers are constantly redesigning features and introducing new technologies, we also provide links to the tool websites and contact information. Thus, the readers can easily access the latest information and review tool updates.

## 1.1 Who Will Benefit from this Report?

Information in this report can be useful to a broad range of organizations and individuals who are interested in specific SMM tools and services and the overall market trends, in particular:

- **Enterprises** that use multiple tools across the organizations for continuous monitoring, publishing, customer services or specific project, to broaden their understanding of the tools and their new capabilities,
- **Start-up, small and midsize companies** that want to leverage social media tools and services to monitor and analyze social media communications and activities and reach their potential customers in an efficient and effective manner,
- **SMM Technology and Service providers and Resellers** that are interested in the competitive landscape and possibilities for partnerships, sales, or acquisitions,
- **Agencies and Social Media and Analytics consulting companies**, who are looking for information about tools and tool features to complement their resources and expand their services,
- **Investors** who are looking for investment opportunities and seeking information on technologies and companies.

## 1.2 Scope of the Report

Through extensive secondary research and interviews with experts and social media monitoring technology vendors, we collected information on one hundred fifty seven (157) SMM technologies and services. We carefully examined tool descriptions on the official company and product website and supplemented that information with product reviews, vendors' comments, and market reports in order to create a comprehensive profile for each SMM tool and service.

The profiles are presented in the second part of the report, which is available as a separate document. The information in each of the 157 profiles is laid out in a uniform and structured way to provide a reader with an easy way to browse and learn about each SMM tool:

✓ Name of the tool or service:	Official name found at the official website
✓ Name of the provider:	Name of the company providing the tool or service
✓ Contact information:	Tool Website URL Address, Telephone, E-Mail Address
✓ Leadership:	Name of the Founder, CEO, or Director
✓ Geographical coverage:	Location of the Company Headquarters (HQs), List of Technology provider's offices worldwide, language and market coverage
✓ Company status:	Privately or Publically Owned
✓ Vendor's company size:	Number of employees
✓ Industry focus:	Company/tool specialization in major industry segments (if any)
✓ Key product use cases:	Specific product applications (e.g., Marketing, Market Research, PR, Reputation Management, Social Advertising, Customer Care, Sales and Lead Generation, HR, Legal and others)
✓ Product and service availability:	Web based solutions, On-Premise, Mobile, White Label, Agency, Consulting, and others
✓ Monitored social media:	e.g., Twitter, Facebook, LinkedIn, Pinterest, Instagram, YouTube, Snapchat, WhatsApp, VKontakte, Forums, Blogs, etc.
✓ Language coverage:	List of languages for text detection and sentiment analysis
✓ Type of Social Tool:	Social Media Listening, Social Media Monitoring, Social Media Analytics, Social Media Intelligence, Social Media Management, Social Media Marketing Tools, Social Media Customer Care Tools, and Social Suites
✓ Tool functionality:	Listening, Monitoring, Analyzing, Engaging, Publishing, Collaboration, CRM, etc.
✓ Third party technology:	Whether a tool is using third party monitoring technology
✓ Tool and service availability:	Release products, pilots, free and fee based
✓ Tool description and product features:	Product overview and description of key features, including Data management features, Data analysis and visualization features, Process management and user interface, media and language coverage, historical data coverage, etc.
✓ Pricing and Client information:	Pricing and Client information for over 150 featured tools - published or provided by a vendor
✓ The year of tool or service introduction:	The year the tool was publicly released.

We want to thank the following companies offering SMM tools and services for taking time to review their profiles, so our clients can get the most up-to-date information on their products and services:

- **Agility PR Solutions/ Innodata Inc.** (Agility PR Solutions),
- **Akio** (Akio Spotter),
- **Astute, Inc.** (Astute Social™),
- **Audiense Limited** (Audiense),
- **bc.lab GmbH** (bc.lab),
- **Blogmeter** (Blogmeter Social Suite),
- **Brand Embassy Ltd.** (Brand Embassy),
- **Brandwatch** (Brandwatch),
- **BoomSonar SA** (BoomSonar, BoomSocial),
- **BrandsEye (Pty) Ltd.** (BrandsEye),
- **CARMA** (CARMA Insight Platform),
- **Clipit News B.V.** (Clipit),
- **Cogia Intelligence GmbH** (Cogia Web Observer / Text Mining /Web Audit / Report / Alerts & News Clipping / Engagement Tool),
- **cognita AG** (blueReport),
- **Commetric Ltd.** (Commetric Social Media Analytics, Commetric Influencer Network Analysis),
- **Confermit, Inc.** (Confermit Horizon: Confermit Genius Social Analytics),
- **Coosto BV** (Coosto),
- **Crowd Analyzer** (Crowd Analyzer),
- **datenwerk innovationsagentur GmbH** (Opinion Tracker),
- **Dow Jones & Co.** (Factiva / Dow Jones),
- **Echobot Media Technologies GmbH** (Echobot),
- **Echosec Systems Ltd.** (Echosec™),
- **Glean.info** (Glean.info),
- **Hotto Link Inc.** (HottoLink),
- **Iconosquare** (Iconosquare),
- **Intelligence Technologies Ltd.** (Netmonita),
- **Kantar Media Company/WPP plc** (Kantar Media Social Media Intelligence),
- **Lexalytics, Inc.** (Semantria, Lexalytics Saliency 6),
- **Landau Media GmbH & Co. KG** (Landau Media Online Monitoring),
- **Linguamatics** (Linguamatics I2E Text Mining Solution for News & Social Media),
- **Linkfluence SAS** (Linkfluence Radarly and Linkfluence Search),
- **Lucidya** (Lucidya),
- **Mediatoolkit d.o.o.** (Mediatoolkit),
- **Medimix International** (Scanbuzz™),
- **Meltwater Group** (Klarity Analytics),
- **Mynewsdesk** (Mention),
- **Newspoint Sp. z o.o.** (Newspoint),
- **Nexalogy** (Nexalogy, NexaMe),
- **Social Media Research Foundation (NodeXL)**,
- **Onalytica Ltd.** (Onalytica),
- **quintly GmbH** (quintly),



- **Sematell GmbH** (ReplyOne),
- **SentiOne** (SentiOne),
- **Social360 Ltd.** (Social360),
- **Sprout Social Inc.** (Sprout Social),
- **Talkwalker** (Talkwalker, Talkwalker Alerts, Talkwalker Free Social Search),
- **Tinval Sistemas S.L.** (BrandChats),
- **Tracebuzz** (Tracebuzz),
- **Ubermetrics Technologies GmbH** (Ubermetrics),
- **USU GmbH** (Unymira Social Customer Service),
- **VICO Research & Consulting GmbH** (VICO Analytics, VICO PRISY),
- **YouScan Ltd.** (YouScan), and many others.

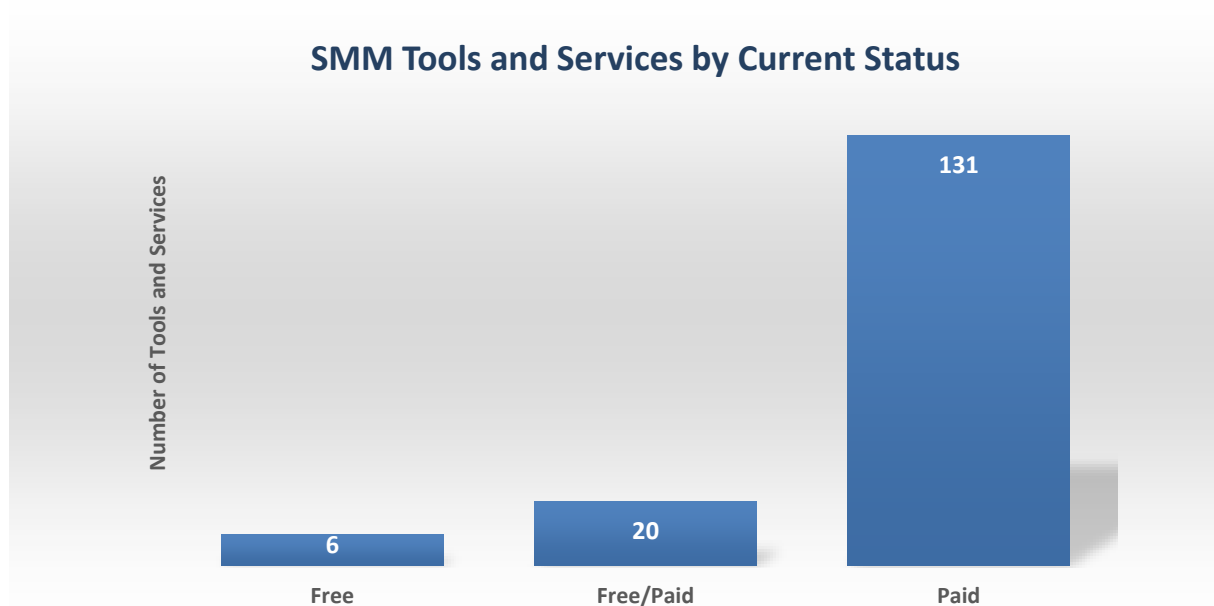
## 2. FEATURED SMM TOOLS AND SERVICES

We collected information about one hundred fifty seven (157) SMM tools and services. Here we list them based on their availability, geo-location, and the year of their public release.

### 2.1 SMM Tools and Services by Availability

Among the featured SMM tools and services:

- **One hundred thirty one (131)** are operated as paid tools and services
- **Twenty (20)** are currently offering both free and paid services, and
- **Six (6)** are free tools.



**FIGURE 2. SMM Tools and Services by Status**

**TABLE 1. Paid SMM Tools and Services (Total 131)**

<ul style="list-style-type: none"> <li>Agility PR Solutions</li> <li>Akio Spotter</li> <li>Astute Social™</li> <li>bc.lab</li> <li>Blogmeter Social Suite</li> <li>blueReport (cognita AG)</li> <li>BoomSonar</li> <li>Brand24</li> <li>BrandChats</li> <li>Brand Embassy</li> <li>BrandMetric Sonar</li> <li>BrandsEye</li> <li>Brandwatch</li> <li>BurrellesLuce iMonitor</li> <li>BuzzForce™ and Social Media Dashboard /Oceanus</li> <li>CARMA Insight Platform</li> <li>Cogia Web Observer / Text Mining /Web Audit / Report / Alerts &amp; News Clipping / Engagement Tool</li> <li>Cisco® SocialMiner</li> <li>Cision Communications Cloud™</li> <li>Clipit</li> <li>Cogito</li> <li>Commetric Social Media Analytics</li> <li>Commetric Influencer Network Analysis</li> <li>complexium</li> <li>Converseon</li> <li>Confirmit Horizons: Confirmit Genius Social Analytics</li> <li>Coosto</li> <li>Crimson Hexagon ForSight™ (Brandwatch)</li> <li>Crimson Hexagon HelioSight (Brandwatch)</li> <li>Crowd Analyzer</li> <li>Curalate</li> <li>CX Social /Clarabridge</li> </ul>	<ul style="list-style-type: none"> <li>Daumsoft Social Metrics™</li> <li>Demographics Pro</li> <li>Digimind Intelligence</li> <li>Digimind Social</li> <li>Echobot</li> <li>Echosec</li> <li>eClincher</li> <li>evolve24 Evolution Platform</li> <li>Facelift Cloud</li> <li>Factiva (Dow Jones)</li> <li>Falcon.io</li> <li>Germin8</li> <li>Glean.info</li> <li>GroundSpark / Brickfish</li> <li>Frrole Scout</li> <li>FirstRain</li> <li>Hearsay Social</li> <li>HottoLink</li> <li>Iconosquare</li> <li>IBM® SPSS® Modeler Premium</li> <li>Infegy Atlas</li> <li>Isentia Brandtology</li> <li>IWOMmaster Platform</li> <li>J.D. Power Social Media Insights</li> <li>Kantar Media Social Media Intelligence</li> <li>Klarity Analytics</li> <li>Landau Media Online Monitoring</li> <li>Launchmetrics</li> <li>Lexalytics Saliency 6</li> <li>LexisNexis® Newsdesk</li> <li>LexisNexis® Social Analytics</li> <li>Linkfluence Radarly and Linkfluence Search</li> <li>ListenLogic</li> <li>Linguamatics I2E Text Mining Solution for News &amp; Social Media</li> </ul>	<ul style="list-style-type: none"> <li>Lithium Social Media Management</li> <li>LRWMotiveQuest</li> <li>Lucidya</li> <li>M-Adaptive</li> <li>Mediaportal</li> <li>Meltwater PR and Marketing Product Suite</li> <li>Mention/Mynewsdesk</li> <li>Microsoft Social Engagement</li> <li>MutualMind / Shapiro+Raj</li> <li>NetBase™</li> <li>Netmonita</li> <li>Networked Insights</li> <li>Newspoint</li> <li>Nielsen Social</li> <li>NUVI™ / Brickfish</li> <li>OBI4wan</li> <li>Onalytica</li> <li>OpenText Explore</li> <li>Opinion Tracker</li> <li>Oracle Social Cloud and Oracle Social Relationship Management</li> <li>Polecat</li> <li>Pulsar TRAC &amp; Pulsar TRENDS</li> <li>Pulsar CORE</li> <li>ReplyOne</li> <li>Reputation Control</li> <li>Reputation.com</li> <li>RepuTrace /RepuTrack</li> <li>Revinat</li> <li>ReviewPro</li> <li>Semantria</li> <li>Sendible</li> <li>Scanbuzz</li> <li>ScribbleLive Engage and TrendHub</li> </ul>	<ul style="list-style-type: none"> <li>SemanticForce</li> <li>SentiMetrix</li> <li>Sentiment</li> <li>SentiOne</li> <li>Silverbakk</li> <li>Simplify360</li> <li>Social Board</li> <li>SmartFocus</li> <li>Social360</li> <li>SocialFlow</li> <li>SOCIALEYEZ™</li> <li>Social Studio / Salesforce Social Media Marketing</li> <li>SoDash</li> <li>Spredfast / Lithium Technologies</li> <li>Sprinklr</li> <li>Sprout Social</li> <li>Symscio</li> <li>Synthesio</li> <li>Sysomos Platform / Meltwater</li> <li>Tagboard</li> <li>Tailwind</li> <li>Traackr</li> <li>Tracebuzz</li> <li>Tracx</li> <li>Twilert</li> <li>Ubermetrics</li> <li>Unymira Social Customer Service</li> <li>VendAsta's Reputation Management Platform</li> <li>Verint Social Engagement</li> <li>VICO Analytics</li> <li>VICO PRISY</li> <li>WaveMetrix</li> <li>YouScan</li> </ul>
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**TABLE 2. SMM Tools with Free Services or Combination of Free and Paid SMM Services (Total 20)**

<ul style="list-style-type: none"> <li>AgoraPulse</li> <li>Audiense</li> <li>Buzzmonitor / E.Life</li> <li>Cyfe</li> <li>Followerwonk</li> </ul>	<ul style="list-style-type: none"> <li>Hashtags</li> <li>Hootsuite</li> <li>HubSpot</li> <li>Kred</li> <li>Mediatoolkit</li> </ul>	<ul style="list-style-type: none"> <li>Mentionmapp</li> <li>Metigy</li> <li>Netvibes</li> <li>Nexalogy</li> <li>NodeXL</li> </ul>	<ul style="list-style-type: none"> <li>quintly</li> <li>Socialbakers</li> <li>Social Searcher</li> <li>Talkwalker</li> <li>Zuum Social</li> </ul>
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**TABLE 3. Free SMM Tools (Total 6)**

<ul style="list-style-type: none"> <li>Board Reader</li> <li>BoomSocial</li> </ul>	<ul style="list-style-type: none"> <li>NexaMe (Nexalogy)</li> <li>Talkwalker Alerts</li> </ul>	<ul style="list-style-type: none"> <li>Talkwalker Free Social Search</li> </ul>	<ul style="list-style-type: none"> <li>TweetDeck</li> </ul>
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## 2.2 HQs Locations of SMM Tool and Service Providers

The majority of SMM providers featured in this report have their headquarters (HQs) in the USA. Indeed, out of 157 SMM tools and services, 64 (41 %) are offered by companies in the USA. From the remaining ones, 19 (19 %) are in the UK, 13 (8 %) are in Germany, 10 (6 %) in Canada, 9 (6 %) in France, 4 (3 %) in Netherlands, 3 (2%) in each Poland, Luxembourg, China, and United Arab Emirates. In TABLE 4 we provide the breakdown of the SMM tools and services based on the location of their companies' HQs.

**TABLE 4. Distribution of SMM Tools and Services by Provider's HQs Location**

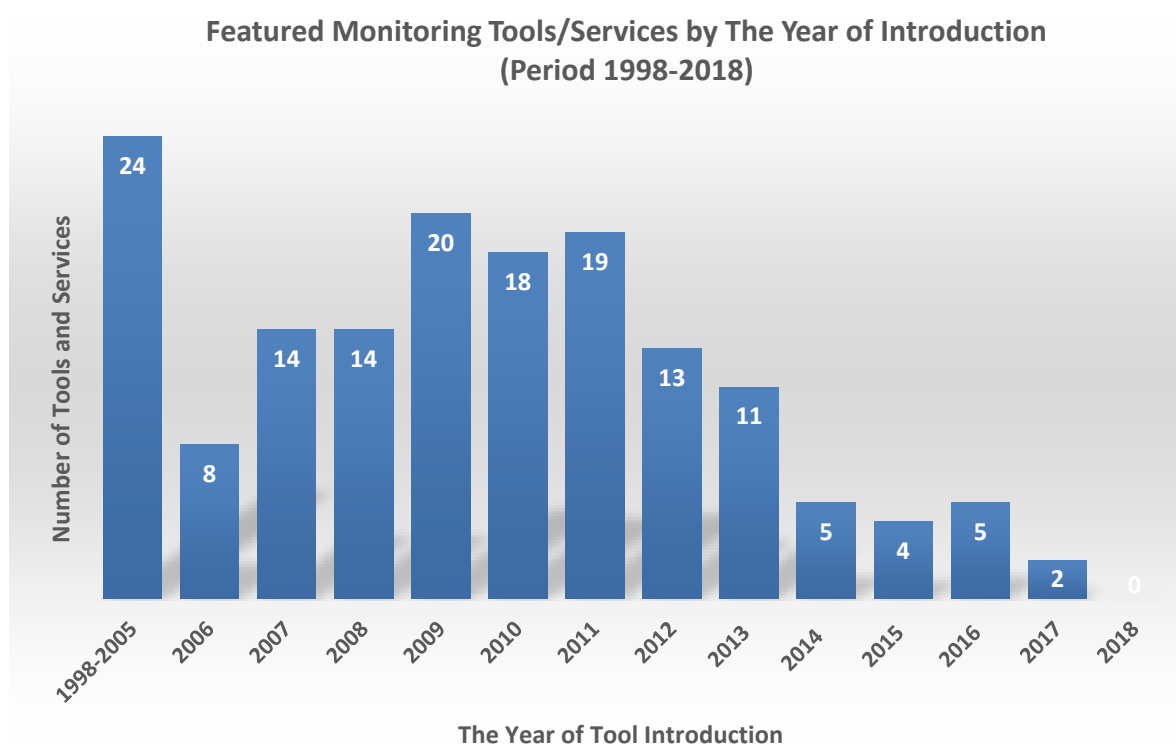
HQs Location	Number of Tools/Service Providers	HQs Location	Number of Tools/Service Providers
United States	64	Spain	2
United Kingdom	19	Austria	1
Germany	13	Brazil	1
Canada	10	Chile	1
France	9	Croatia	1
Netherlands	4	Denmark	1
Poland	3	Finland	1
United Arab Emirate	3	Japan	1
China	3	Norway	1
Luxembourg	3	Russia	1
Australia	2	Saudi Arabia	1
Ukraine	2	South Africa	1
Turkey	2	South Korea	1
India	2	Sweden	1
Italy	2	Switzerland	1

Many SMM technology providers featured in this report have pronounced local and international presence delivering services from multiple locations across the world. Indeed, out of 64 US vendors, 35 (55%) have also offices in the EMEA region and 29 (45%) in the ASPAC region.

Similarly, out of 71 SMM technology providers with HQs in the EMEA Region, 38 (54%) also have offices in Americas Region and 18 (25%) in the Asia Pacific Region. Out of 9 featured companies from the ASPAC Region, 2 have also presence in the Americas Region and 1 in the EMEA Region.

## 2.3 Emergence of the SMM Tools and Services over the Past Decade

The majority of the SMM tools and services featured in this report were introduced in the period from 2009 to 2011. The highest number of the tools (20 tools) were introduced in 2009.



**FIGURE 3. Featured Social Media Monitoring Tools/Services by the Year of Introduction  
(Period 1998-2018)**

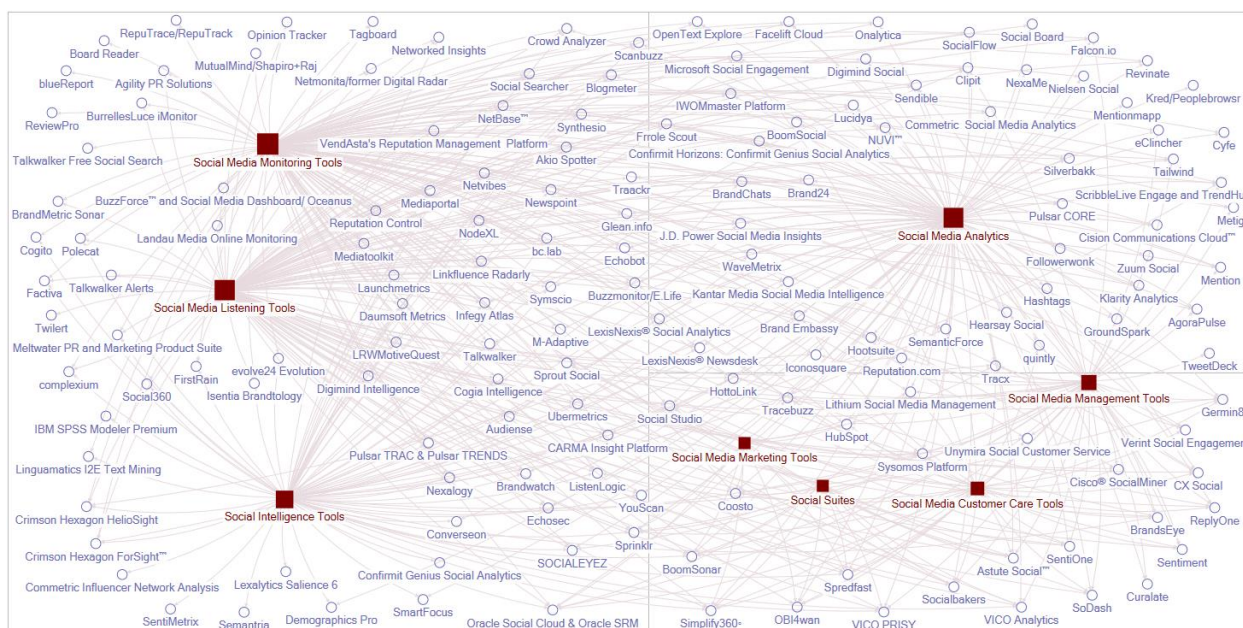
### 3. SOCIAL MEDIA TECHNOLOGIES AND APPLICATIONS

#### 3.1 Definition of Key SMM Concepts

Social media monitoring and analysis technologies concepts refer to the elements that define a social media monitoring and analysis process and technologies it employs.

##### *Definition of SMM and Other Similar Social Technologies*

At the beginning of the selection process, it is essential to know what you want the tool to be able to do. Social media monitoring (SMM), listening, intelligence, analytics, and/or social media management are frequently used as the same term among business community, however, each of these technologies quite differ in terms of their core functions and capabilities. The confusion can be attributed to the highly complex and diverse landscape of SM technologies (FIGURE 4) with the top vendors developing features beyond monitoring, listening, analysis or social media management, and converging gradually with other types of platforms (e.g., content management, social media marketing, social media customer care platform, social advertising) to address specific needs of marketing, customer care or provide comprehensive audience analysis and targeting – or even creating social suites that integrate several social point solutions within one integrated product that can address multiple social business use cases.



**FIGURE 4. Map of Featured Social Technologies and Platforms Based on the Type of Tools They Offer**

- ***Social Media Listening, Social Media Monitoring, Social Media Analytics, Social Media Intelligence, Social Media Management, Social Media Marketing Tools, Social Media Customer Care Tools and Social Suites***

In this report, we try to address this issue by defining each type of social tool and categorize the social technologies and platforms presented in this report based on the type of social tools they offer:



- ✓ **SOCIAL MEDIA or MEDIA MONITORING TOOLS** - The concept of social media monitoring (SMM) is simple. Organizations employ SMM technologies to tap into the vast ocean of social media data to reveal mentions of their brand, topic of interest, companies, and products to gain real time actionable insights and respond appropriately. SMM tools can be defined as software applications, which enable companies to gather, categorize, analyze, monitor, and possibly engage in online conversations about companies, brands, products, competitors, industry and other topics across different social media platforms.

They help businesses analyze data and identify business insights, understand their customers, prospects, key industry influencers and opinion leaders, and discover in real time what they are saying about their brand, products, reputation, and their competitors across the social Web. Significant number of tools offers engagement function, which allows organizations to participate in these conversations in real time, as well as workflow management support to assist with the dissemination of social media data within the organization and coordination of the analysis and responses. Social media monitoring is a real time social listening that goes beyond historical listening for keywords and hashtags, for the purposes of research and insight, to the active monitoring of conversations across the social media platforms and identifying real-time brand buzz with the goal of engagement and participation. This also includes the abilities to tag conversations for further analysis and prioritization and routing of important posts to other stakeholders and departments across the organization for review, processing, and resolution. More advanced SMM tools may provide several functions and offer monitoring, listening, analytics, and/or intelligence capabilities across social and other media channels within one platform.

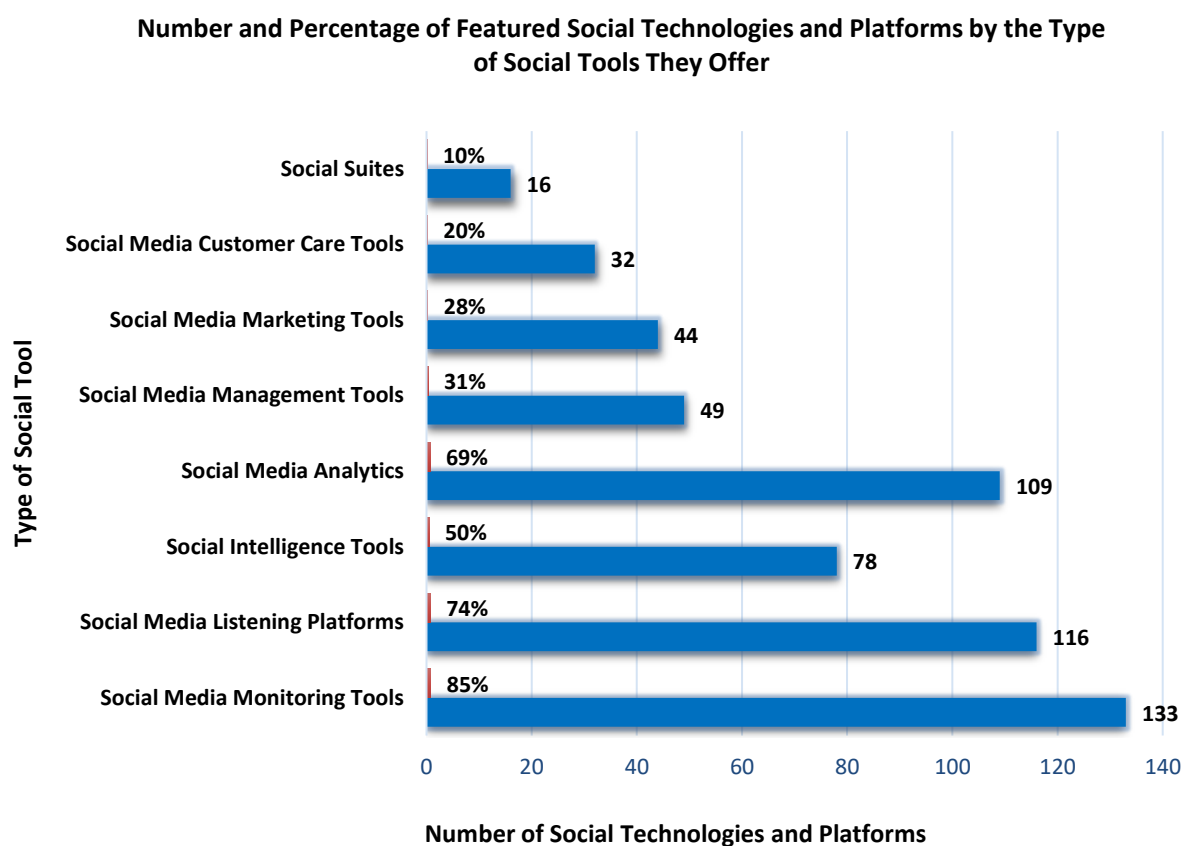
- ✓ **SOCIAL MEDIA LISTENING PLATFORMS** – We define social media listening platforms as tools that provide the basic capability of collecting online conversations based on user specific search query ...

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Based on our research, the majority of the social platforms and services featured in this report employ **social media monitoring tools** (133 tools / 85%), followed by **social media listening** (116 tools / 74%) and **social media analytics** (109 tools / 69%). Seventy eight social platforms (78 tools / 50%) offer **social intelligence tools**.

Among featured products, forty nine social platforms (31%) offer **social media marketing tools**, while thirty two platforms (20%) provide a component for comprehensive **social media customer care**. Sixteen vendors (10%) featured in this report have built **social suites** either from scratch or by bringing together acquired social point solutions into one integrated product.



**FIGURE 5. Number and Percentage of Featured Social Technologies and Platforms by the Type of Social Tools They Offer**

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We strongly advise our clients to consider what they want to use their new social tool for, before proceeding any further. TABLE 5 compares featured social technologies and platforms based on the type of social tools they currently offer.

**TABLE 5. Social Technologies and Platforms Comparison Based on the Type of Social Tools Offered**

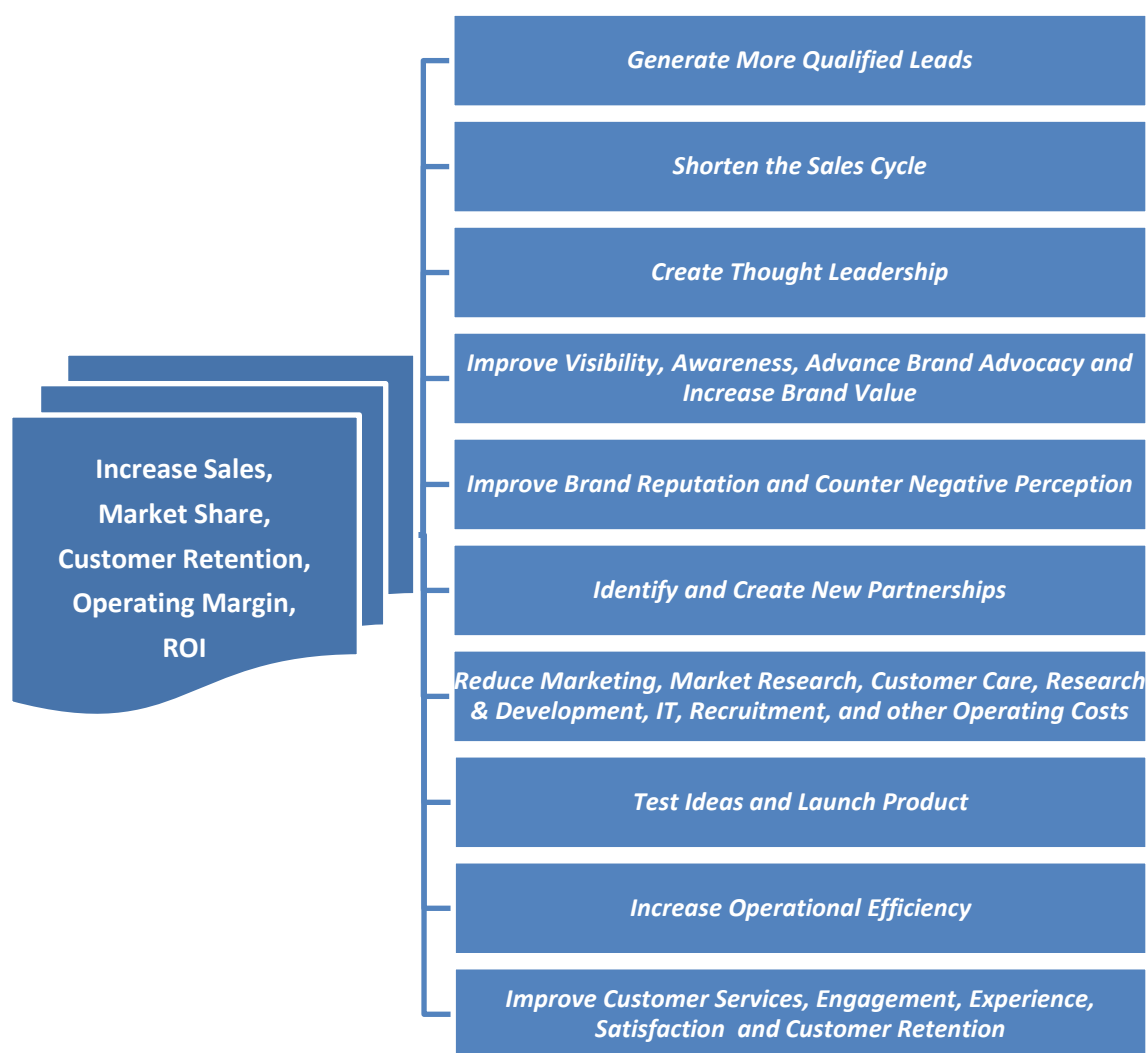
Social Tools	Social Media Monitoring Tools	Social Media Listening Tools	Social Intelligence Tools	Social Media Analytics	Social Media Management Tools	Social Media Marketing Tools	Social Media Customer Care Tools	Social Suites
▪ BoomSonar	y	y	y	y	y	y	y	y
▪ Ubermetrics	y	y	y	y				
▪ YouScan	y	y	y	y				

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

### 3.4 SMM Use Cases and Benefits

Understanding the benefits and possible applications of social media monitoring is of the utmost importance. Relevant social data collected and analyzed by SMM tools has to be available in the context of everyday business processes in order to be useful and actionable. Nevertheless, many companies often use the wrong metrics to measure their performance, particularly when it comes to social media. Metrics generated by SMM tools, such as number of tweets, Facebook likes, unique visitors, page views are only useful if they can be tied to the company's sales as a result of customer liking or tweeting to company's purchasing path.

To measure the value of their social media activities, companies should look at the overall results they are generating, and carefully examine how social media was engaged in increasing their bottom line through growing revenue and increasing efficiency. For that reason, before we get into more detailed discussion about SMM product use cases, it is important to understand the ways the social media can affect your business performance (see FIGURE 7).



**FIGURE 7: The Ways Social Media Monitoring and Engagement Can Impact Your Business Performance (Examples)**

Social media can help companies increase sales, market share, and ROI by fulfilling the following business goals:

- **Generate more qualified leads through social media marketing** by building strong relationships, visibility, and awareness across social media channels that may in a long run, convert to recurring sales in their core business. For instance, companies can use social media to point to a company website, sell directly within social networks, or use social media to gather registrations ....

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

In the following table, we present the list of SMM products and their key functions and product applications:

**TABLE 7. SMM Tools - Key Functions and Product Use Cases**

SMM Tools and Services Product Name	Key Functions/Areas	Key Use Cases
▪ BoomSonar	Business Intelligence, Monitoring, Measurement, Analysis, Reporting, Publishing, Engagement, Social CRM	<b>Marketing &amp; Communications</b> (Marketing Campaigns Monitoring, Social Customer Relationship Management/Social CRM), <b>Public Relations</b> (Online Reputation and Crises Management), <b>Market Research</b> (Business Intelligence, Customer Insights, Competitive Analysis, Perception Analysis), <b>Human Resources</b>
▪ Ubermetrics	Content Intelligence & Analytics, Earned Media Insights, Social Listening, Media Monitoring	<ul style="list-style-type: none"> <li>▪ <b>Public Relations, Corporate Communications &amp; Public Affairs</b> (Earned Media Insights, Campaign Monitoring, Digital Press Reports, Online Reputation Management, Crisis Prevention and Management, Event Performance Monitoring, Influencer Identification, Media Intelligence);</li> <li>▪ <b>Marketing</b> (Campaign Measurement, Competitor Benchmarking, Content Marketing, Influencer Identification, Identification of Industry Trends, Targeting Research);</li> <li>▪ <b>Market Research</b> (Social Listening, Competitive Benchmarking, Customer and Brand Insights, Product Development);</li> <li>▪ <b>Supply Chain Management</b> (Supplier Tracking, Risk mitigation, internal &amp; external risk management)</li> </ul>
▪ YouScan	Visual Insights, Logo Detection, Monitoring, Analysis, Audience Insights, Trends Detection, Smart Alerts, Integrations	<b>Marketing &amp; Communications</b> (Brand Image, Consumer Behavior Insights/Product Usage), <b>Public Relations</b> (Reputation Management), <b>Market Research</b> (Consumer Insights and Trend Discovery, Competitive Analysis), Customer Support

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

## 4. MARKET TRENDS

In this section, we discuss and elaborate on the key market trends in social media monitoring market and present the findings by focusing on four key areas: market growth, market dynamics, technology innovation, and customer position:

### Market Growth, Market Drivers and Characteristics

- SMM market continues to show robust growth

### Market Dynamics

- Big technology companies redefining their social media product strategies
- Partnerships on the rise to deliver more strategic insights for businesses

- Market consolidation continues to reshape SMM software market in 2018
- Increasing number of vendors offering combination of free and fee based SMM tools and services to create demand for paid services

### Technology Innovation

- Continuous advancement in SMM technologies and features
- More SMM tools employing AI and Image Recognition to tackle visual content
- Cloud deployment model continues to grow
- The growing Importance of mobile platforms
- AI-powered social SM Listening, Analytics and Management tools are becoming more prevalent

### Customer Position

- Increasing investment in social media technologies, as social media communication and media consumption change
- Increasing adoption of Social Media Marketing Programs
- Understanding GDPR a priority for social media marketers
- Adoption of Employee Advocacy Programs is growing rapidly
- Choosing between point solutions and integrated social media suites
- Businesses still struggling with the social media monitoring and finding the right tool

## 4.1 Market Growth

### ***SMM market continues to show robust growth***

The SMM market is expanding as a result of the rapid growth of social media content and a strong need to derive actionable business intelligence from social media data, as well as the increasing importance of monitoring and management of online reputation and online risk, and ....

***Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.***

## 5. A GUIDE TO SELECTING AND USING SMM TOOLS AND SERVICES

### 5.1 PLANNING FOR SUCCESS

Investment in SMM requires careful consideration. In order to realize a long-term value from SMM, one needs to integrate SMM with other business processes. This may include measuring the strategic business impact of social media marketing, strengthening initiatives for social customer engagement, understanding customer needs, expanding strategies for increasing retention and revenue from current customers, implementing social media campaigns to acquire new customers, and so forth. By having a clear understanding of how SMM supports business, one can make a transition from tactical to strategic use of SMM. To that effect, the companies should

- ✓ Set clear measurable social media goals (monitoring, intelligence, publishing, content marketing/brand building, customer service, employee advocacy, etc.) and priorities to support core business goals and objectives.
- ✓ Define key business and social media metrics (e.g., reduction of call center traffic and percentage increase of inquiries resolved outside call center through social media, number of new leads and sales generated by campaigns, number of ideas generated for new product development through traditional channels vs. social media, increase thought leadership, operational efficiency, ...

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

### 5.2 CONSIDERATION OF KEY FEATURES

SMM technology providers aim at delivering unique SMM solutions in terms of technologies they apply, key features and pricing they offer. This often presents challenges to organizations that are just embarking on SMM or upgrading their existing SMM activities and it is difficult to make an informed decision without having an overview of the current options and new trends. For that reason, we compiled information about key features of 157 tools and services in our sample:

- **Data management features** such as data coverage, data latency, alerts, data export, Application Programming Interface (API) integration, data archiving,
- **Data analysis and visualization features:** including sentiment analysis, influencer profiling and analysis, viral content tracking and analysis, trend analysis, historical data coverage for trend analysis, topic and theme analysis, audience analysis, competitive monitoring and analysis, predictive analytics, campaign management and measurements
- **Process management and user interface**, including dashboard, workflow management, engagement function, bots, publishing function, Client Relationship Management (CRM), and
- **Factors influencing purchasing decisions**, including pricing, key clients that have been mentioned in online resources, key partnerships, product use cases, industry focus, client support, company size and year when the tool or service was made publicly available, (see FIGURE 10 - Timeline).



## The Tool Key Features and Factors Impacting Selection Process

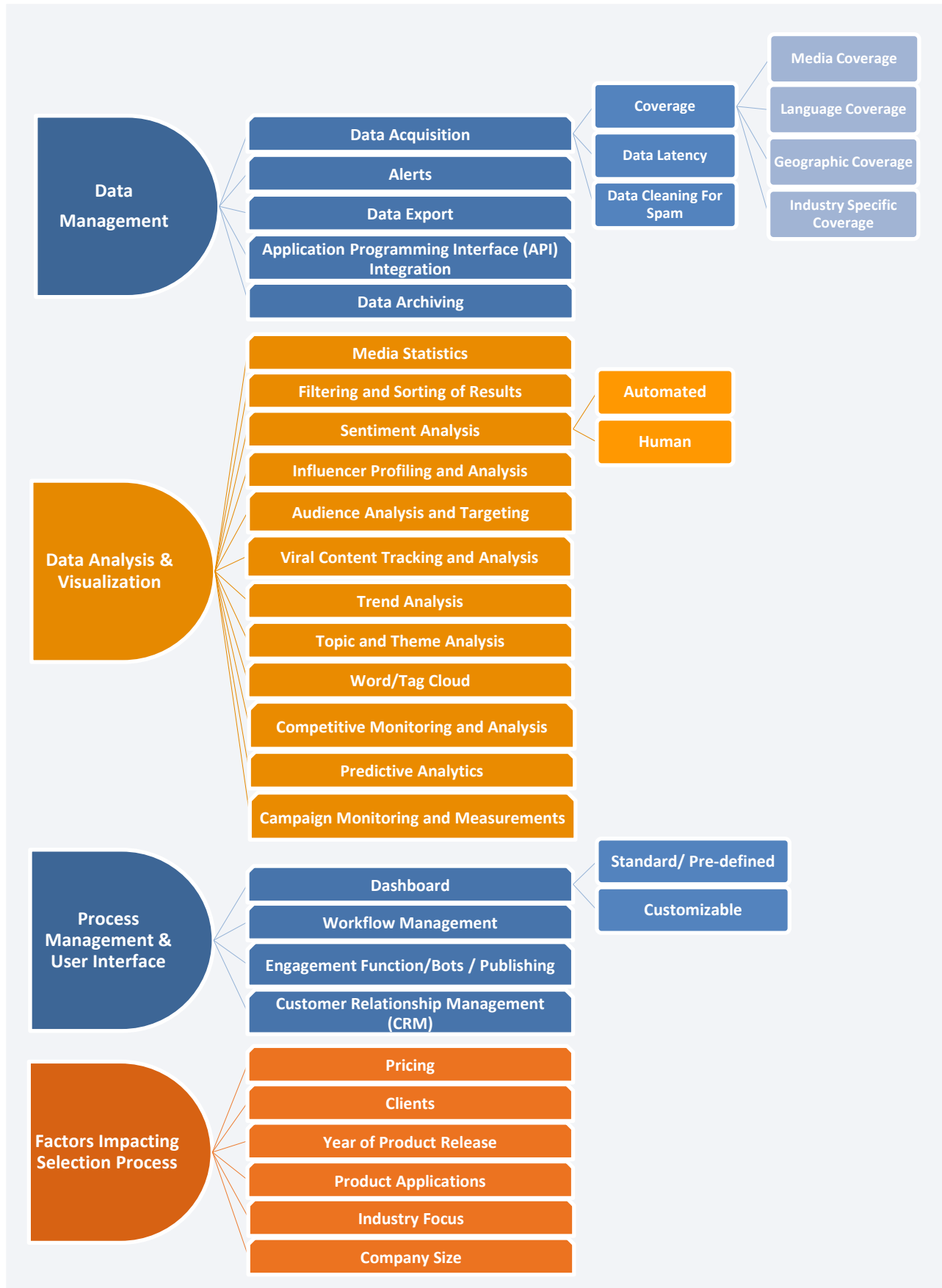


FIGURE 18. The Tool Key Features and Factors Impacting Selection Process

## 5.2.1 Data Management

### 5.2.1.1 Coverage

The coverage of SMM tools and services typically refers to four key aspects: media, language, geographic and industry coverage.

- **Media Coverage** - Each tool tracks and/or manages different social media platforms such as blogs, micro-blogs (e.g., Twitter), social networks (e.g., Facebook, LinkedIn, Instagram, Snapchat, WhatsApp, YouTube, etc.), forums, and others. When deciding which SMM tools and services to use, it is important to consider those that provide adequate coverage and the social media that are of interest. In addition, companies should verify if SMM providers have their own crawlers and data centers or they simply buy their data in.

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

**TABLE. 14 SMM Product Comparisons by Media and Language Coverage**

Product Name	Media Coverage	Language Coverage
▪ BoomSonar	<p><b>Monitoring:</b> All types of web sites, Twitter, Facebook, Google+, Instagram, YouTube, WordPress, VKontakte, Dailymotion, Vimeo, blogs, forums, comments, review sites, sharing and bookmarking sites. Location-based monitoring of Instagram and Foursquare available with BoomExtra subscription.</p> <p><b>Online Reputation Monitoring:</b> Facebook, Twitter, Instagram, and Google,</p> <p><b>Facebook Topic Data:</b> Available as an optional extra,</p> <p><b>Firehose Access to Major Sources:</b> BoomSonar has firehose access to multiple sources, including Twitter and WordPress data for real time monitoring.</p> <p><b>Management/Analytics Media Coverage:</b> Facebook, Twitter, Instagram, YouTube, LinkedIn;</p>	<p><b>Languages:</b> BoomSonar covers all languages. Automated sentiment and topic analysis is available for English, German, French, Spanish, Italian and Turkish. <b>Geographic Coverage:</b> Global</p>
▪ Ubermetrics	<p>Coverage of all major online sources including Twitter, Instagram, Pinterest, Tumblr, Reddit, Facebook, YouTube, Google+, public XING-Groups, news sites and other blogs, forums and websites</p> <p>Print, TV and radio including over 450 international TV and Radio channels, 1,000 podcasts and over 1,000 print publications</p>	<p><b>Languages:</b> (70) The Ubermetrics Content Intelligence and Analytics platform currently can identify and analyse articles in 70 languages. In addition, the platform comes with an automatic translation function.</p> <p>The sentiment analysis is available in 8 languages including English, German, Spanish, Dutch, Italian, French, Indonesian and Tagalog. Additional languages can be added upon request. The user interface is available in 6 languages: English, German, Spanish, Chinese, Russian and Arabic. <b>Geographic Coverage:</b> Europe, Latin America, North America, Middle East and Asia</p>

Product Name	Media Coverage	Language Coverage
▪ YouScan	All major social media platforms (global and regional) including Twitter, Instagram, Facebook, Google Plus, YouTube, VK.com, OK.ru, and others, Public channels and groups in Telegram, Forums, blogs, review sites and online news (~200 000 unique domains).	<b>Languages:</b> (3) Full support for 3 languages (UI, NLP/AI features): English, Russian, Ukrainian; Monitoring in any language. <b>Geographic Coverage:</b> Global

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

#### 5.2.1.8 SMM Product Comparison Based on the Key Data Management Features

In TABLE 18, we compare the SMM products based on the key data management features: Alerts, Data Export, API Integration with 3rd Party Technologies, and Data Archiving.

**TABLE 18. SMM Product Comparison Based on the Key Data Management Features: Alerts, Data Export, API Integration, and Data Archiving – List of SMM Tools and Services**

Product	Alerts	Data Export	API Integration	Data Archiving
▪ BoomSonar	Yes	Yes	Yes	Yes
▪ NodeXL		Yes	Yes	Yes
▪ YouScan	Yes	Yes	Yes	Yes

*Excerpts only - for more detailed description of each of the key product features accompanied with a sample list of companies offering a particular feature, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

#### 5.2.2.12 SMM Product Comparison based on Key Data Analysis and Visualizations Features

In TABLE 27, we compare the SMM products based on the key data analysis and visualization features: sentiment analysis, influencer analysis and profiling, trend analysis, topic/theme analysis, word/tag cloud, competitive analysis, campaign management and monitoring based on the vendor's profiles.

**TABLE 27. SMM Product Comparison Based on the Key Data Analysis and Visualization Features: Automated Sentiment Analysis, Human Sentiment Analysis, Influencer Analysis and Profiling, Trend Analysis, Topic/Theme Analysis, Word/Tag Cloud or Clusters, Competitive Analysis, Social Network Analysis, Audience Analysis and Targeting, Campaign Management and Monitoring**

Product/Company Information	Automated Sentiment Analysis	Human Sentiment Analysis	Influencer Analysis & Profiling	Trend Analysis	Topic /Theme Analysis	Word / Tag Cloud or Clusters	Competitive Analysis	Social Network Analysis (SNA Maps)	Audience Analysis and Targeting	Campaign Mgmt. & Monitoring
▪ BoomSonar	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
▪ NodeXL	Yes	Yes	Yes	Yes	Yes	Yes		Yes		
▪ Ubermetrics	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
▪ YouScan	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes

*Excerpts only - for more detailed description of each of the key product features accompanied with a sample list of companies offering a particular feature, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

### 5.2.3.5 Product Comparison Based on the User Interface and Process Management Features

In TABLE 28, we compare the SMM products based on the process management and user interface product features: customizable dashboard, workflow management, engagement function, publishing function, and CRM System.

**TABLE 28. SMM Product Comparison Based on Process Management and User Interface: Customized Dashboards, Workflow Management, Engagement, Bots, Publishing, and CRM**

Product/Company Information	Customizable Dashboard	Workflow Management	Engagement Function	Publishing	Bots	CRM System or Integration with 3rd party CRM systems
▪ BoomSonar	Yes	Yes	Yes	Yes		Offers Social CRM and integration options
▪ Ubermetrics	Yes	Yes	Yes			Allows integration with third party client CRM systems
▪ YouScan	Yes	Yes	Yes			Allows integration with third party client CRM systems

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

## 5.3 Pricing and Clients

As more organizations are adopting social media monitoring platforms to inform their marketing and business strategy, cost issues and the vendor's experience are becoming quite important.

Social media monitoring budgets might vary based on the level and complexity of organization's business and social media goals, and will include not only the fee and the cost of tools they plan to employ to power their initiatives, but also project and reporting fees, and internal expenses for budgeting time and resources to the social media monitoring goals. SMM tool and service providers offer various pricing models such as:

- Free (pilot/trial, introductory offer)
- Free Commercial Open Source: customers can acquire software for free without having to pay an upfront license fee, but they are responsible for the ongoing maintenance, upgrade, customization, and troubleshooting of the applications ...

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*

Here we provide a partial list of past and current clients, as well as pricing information for more than 150 SMM tool and service providers obtained from the publicly available sources or directly from SMM technology vendors.

**TABLE 29. Pricing and Sample Client List (as of October 2018)**

SMM Tools & Services (Alphabetical Order)	Pricing Information	Key Clients
BoomSonar	Optional keyword, volume or account based pricing starting from \$100/month.	<p>Over 470 brands operating in Energy, Retail, Banking &amp; Finance, Telecommunication, Food, Automotive, Fashion, Pharmaceuticals, Tourism, Insurance, Shopping, Construction, Press &amp; Publishing, Entertainment, Cosmetics, e-commerce and other mainstream sectors use BoomSonar Suite for their digital needs.</p> <p>Clients include Acibadem Hospitals, Acibadem University, Akbank, Alfa Romeo, Arcelik, Atlasglobal, Avis, Avon, Bahcesehir University, Bayer, Beko, Beykent University, Bilgi University, BMW, Boehringer Ingelheim, Bosch, Borusan Group, BP, Budget, Burger King, Castrol, CMC, Demiroren Media Group, Denizbank, Dr.Oetker, ETi, Ferrari, Fiat, Ford, Goodyear, Grundig, IGA Airport, IKEA, Jaguar, Jeep, Kanal D, Koc Holding, Koç University, L'Oréal, Lancia, Land Rover, Maserati, Mastercard, McDonalds, MINI, Motorola, Mudo, New Holland, Novartis, OPET, Procter &amp; Gamble, Pegasus Airlines, Pharmaton, Pinkberry, Range Rover, QNB Finansbank, Sanofi, Shake Shack, SOCAR, Suzuki, Tarkan, TEB BNP Paribas, The Body Shop, Toyota, Turkish Telecom, Victoria's Secret, and others.</p>
Ubermetrics	Ubermetrics offers simple scalable pricing packages based on number of searches, results, reports, and alerts. Packages start at 500 € per month.	Major brands and agencies including: DHL Research & Innovation GmbH, A&O HOTELS and HOSTELS Holding GmbH, TÜV Rheinland AG, Activision Blizzard Deutschland GmbH, RCI Banque S.A. (Germany branch office), World Health Summit Foundation GmbH, Deekeling Arndt Advisors in Communications GmbH, Schott AG, Fink & Fuchs AG
YouScan	YouScan offers one price for full scale monitoring of review sites, social networks, blogs, forums and online news. For the price of \$599/month, YouScan offers unlimited number of mentions up to 5 topics, unlimited numbers of users, dashboards and reports, sentiment detection, influence analysis, spam filtering, smart alerts, and integrations. The company also offers 7-day trial.	<p>YouScan clients include more than 400 global brands and digital agencies:</p> <ul style="list-style-type: none"> <li>▪ <b>Corporate clients:</b> Auchan, The Coca-Cola Company, BNP Paribas, Bosch, Danone, Deloitte, Dyson, Estee Lauder, Ferrero, Google, L'Oréal, Lenovo, McDonalds, Michelin, McKinsey, Nestle, Nutricia, PepsiCo, Samsung, Intel, Unilever, Vodafone, Mercedes, and others,</li> <li>▪ <b>Agencies:</b> IPSOS, GroupM, Mindshare, Kantar TNS, and many others.</li> </ul>

*Excerpts only - to read more, please order the Part1 of the SMM Tool Report or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*





## Social Media Monitoring Tools and Services Report 2018

### Part 1: SMM Tools and Services - Analysis

### Part 2: SMM Tools and Services Directory

**Content:** Profiles of 157 Social Media Monitoring Technologies and Services

## 2. PROFILES OF PAID SMM TOOLS AND SERVICES

In this section we provide information on paid SMM tool and service providers that we compiled from September-November 2018. We carefully examined tool descriptions on the official company and product website and supplemented that information with product reviews, market reports and vendors' comments in order to create a comprehensive profile for each SMM tool and services.

Information in the profiles is laid out in a uniform and structured way to support easy browsing and learning about the SMM tools. In addition, significant number of the product profiles includes one or several screenshots of the product user interfaces that further illustrate the product functionality and increase the reader familiarity with the SMM solution. We also include links to the tool Websites and contact information so that readers can easily access the latest information and obtain the most recent tool updates. As a part of the report excerpts, we have included several sample profiles out of 157 from the Social Media Monitoring Tools and Service Directory 2018:



- **BoomSonar, BoomSonar SA**  
Social Media Monitoring ♦ Social Listening ♦ Social Intelligence ♦ Social Media Analytics ♦ Social Media Management ♦ Social Media Marketing ♦ Social Media Customer Care ♦ Social Suite



- **NodeXL, Social Media Research Foundation**  
Social Network Analysis and Mapping ♦ Social Listening ♦ Social Intelligence ♦ Social Media Analytics



- **Ubermetrics, Ubermetrics Technologies GmbH**  
Social Media Monitoring ♦ Social Listening ♦ Social Intelligence ♦ Social Media Analytics



- **YouScan, YouScan Limited**  
Social Media Monitoring ♦ Social Listening ♦ Social Intelligence ♦ Social Media Analytics

*Excerpts only – To access all 157 SMM Product profiles, please order the full Report - Part 2 Directory or visit our publication page <http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html> for more information.*



## BoomSonar

<b>Company Name:</b>	BoomSonar SA
<b>HQs/Country:</b>	Turkey
<b>Website:</b>	<a href="http://www.boomsonar.com">http://www.boomsonar.com</a>
<b>Company Type:</b>	Private
<b>Number of Employees:</b>	51 - 200
<b>Founded:</b>	2009
<b>Introduction of the Tool:</b>	2009
<b>Types of Media Tracked:</b>	<b>Monitoring:</b> Websites, Twitter, Facebook, Google+, YouTube, Vimeo, VKontakte, WordPress, Instagram, Foursquare, Dailymotion, news sites, blogs, forums, comments, review sites, sharing and bookmarking sites, discussions <b>Management/Analytics:</b> Facebook, Twitter, Instagram, YouTube, LinkedIn
<b>Type of Social Tool:</b>	<input checked="" type="checkbox"/> Social Media Monitoring <input checked="" type="checkbox"/> Social Listening <input checked="" type="checkbox"/> Social Intelligence <input checked="" type="checkbox"/> Social Media Analytics <input checked="" type="checkbox"/> Social Media Management <input checked="" type="checkbox"/> Social Media Marketing Management <input checked="" type="checkbox"/> Social Media Customer Care <input checked="" type="checkbox"/> Social Suites
<b>Key Functions:</b>	Business Intelligence, Monitoring, Measurement, Analysis, Reporting, Publishing, Engagement, Social CRM
<b>Languages</b>	All Languages; Sentiment Analysis in 6 languages;
<b>Key Executives:</b>	Tevfik Bulent Ongun, Co-founder & CEO at Tick Tock Boom Cuneyt Karakaya, Co-founder
<b>Contact:</b>	<b>HQ:</b> BoomSonar SA, Harmanci Giz Plaza, Esentepe Harman 1 Sokak No: 5/2 34394 Sisli, Istanbul, Turkey Tel: (+90) 532 133 23 42 <b>Swiss Office:</b> BoomSonar SA, Route de Boudry 16, CH-2016 Cortaillod, Neuchatel, Switzerland <b>Social Media:</b> Facebook: BoomSonarSuite; Twitter: BoomSonarSuite
<b>Offices:</b>	<b>EMEA Region:</b> Neuchatel (Switzerland), Istanbul (Turkey)
<b>Email:</b>	<b>General Email:</b> <a href="mailto:sonar@boomsonar.com">sonar@boomsonar.com</a> <b>Direct Email:</b> Yuce Aksoy, Business Development Manager, email: <a href="mailto:yuceaksoy@ttboom.com">yuceaksoy@ttboom.com</a>

### Product Overview

BoomSonar Suite is an integrated business intelligence platform that combines web and social media monitoring, social media analytics, social media management, social CRM and online reputation management in one platform and empowers organizations to monitor, measure, manage, analyze, and respond across social media channels and web. BoomSonar Suite offers a real time web and social media platform that helps organizations gain complete understanding of the online conversation about their company, products, topics or competitors, gather data for social CRM, and engage directly from within a single platform.

BoomSonar Suite monitors over 450 million web sites, blogs, forums, review sites, news sites, image and video sites all over the world, combined with major social media channels (e.g., Twitter, Instagram, YouTube, Facebook, Google+, VKontakte, Dailymotion, Vimeo and others); and aggregates the results in a single, easy to use interface in near real time. The platform has direct firehose access to different data sources, including Twitter and WordPress, to reach all the possible results.

BoomSonar Suite provides categorization of both websites and social media users as default, which can be further customized based on the needs of the clients and their target audience. The website categorization includes over 3,000 different subcategories, arranged in a comprehensive hierarchical tree with up to eight levels. This in-depth structure helps users to understand the trends in different website categories, explore the perception of the brand in similar content sources, and find unique points to improve marketing and communication efforts.

BoomSonar's all-in-one social media business platform offers:

<b>BoomSonar</b>	<ul style="list-style-type: none"> <li>• A real time web and social media monitoring platform that offers all the necessary data for analyzing the marketing campaigns, online perception of brands, products and leaders, crisis management, integrated Social CRM, and more in real time. It covers analysis for all major social networks including Twitter, Google+, YouTube and Facebook and comes with a comprehensive set of features for in-depth analysis from web and social media including fast processing options, real time dashboards, spam filters, alerting system, sentiment and competitive analysis, as well as campaign monitoring.</li> </ul>
<b>BoomExtra</b>	<ul style="list-style-type: none"> <li>• Offers monitoring of additional social channels such as Instagram and Foursquare that require a different analysis approach. It provides monitoring of Instagram activities around a brand and marketing campaigns, Foursquare venue comments, offers extensive filtering options, analysis and real time reports.</li> </ul>
<b>BoomManager</b>	<ul style="list-style-type: none"> <li>• A social media account management suite specifically designed to help users create, schedule, and publish their content on Facebook, Twitter, Instagram, YouTube, and LinkedIn; engage with users via posts, comments and direct messages, monitor engagement levels, monitor comments on their posts and of competitors and create exportable reports for sharing or further analysis.</li> </ul>
<b>BoomReputation</b>	<ul style="list-style-type: none"> <li>• A reputation management platform for monitoring online reputation of brands and organizations, including monitoring of fake Twitter accounts, Facebook groups, pages, users and events, Instagram accounts, analyzing Google Search engine ranking, to uncover potential threats and develop actionable strategy.</li> </ul>
<b>BoomStream</b>	<ul style="list-style-type: none"> <li>• A real-time, completely customizable data streaming platform for web, social media, CRM, and other data sources, which can be further expanded to include any real-time client data source; for real-time data analysis, real-time social media management, and taking real-time action.</li> </ul>
<b>BoomTools</b>	<ul style="list-style-type: none"> <li>• A real time social media toolbox for marketing and corporate communication with daily summary e-mails, 24/7 automated Twitter Trending Topic alerts for campaign tracking and crisis management, Twitter user monitoring and Command Center for visualizing research results.</li> </ul>
<b>BoomSocial</b>	<ul style="list-style-type: none"> <li>• BoomSocial is a free social media analytics tool for analyzing, measuring, and comparing social media performance of brands and its competitors. BoomSocial leverages tool's infrastructure and provides social media accounts analysis, brand and competitive analysis, analyses the fan and follower growth and the best content. Users can compare up to 7 different social accounts, review social media performance, and access comprehensive PowerPoint reports. For more detailed information on the BoomSocial platform, please see the BoomSocial product profile.</li> </ul>

An important component of the Suite is the social media account management system. BoomManager provides all necessary tools to manage Facebook, Twitter, Instagram and YouTube accounts in a single platform. Management system includes a unified inbox to easily manage social media assets, real time account monitoring, a publishing module to prepare and schedule content with 1-to-1 previews, a competition module to monitor the activities of competitors and analyze their engagements, and an analysis module to report all activities in a customizable and interactive dashboard with well-designed Excel, PowerPoint, and PDF exports.

The Social CRM system is an integral part to every aspect of BoomSonar Suite. The advanced listening capabilities of BoomSonar Suite can be enhanced with Social CRM to employ social media as a customer service channel, reply and connect with customers, better understand the customers and build deeper relationships by integrating into the operational capacity of the clients' CRM systems.

Another strong capability of the BoomSonar Suite is the Streaming Dashboards. The live, streaming dashboards allow users to add as many live data streams as they want to multiple custom dashboards. The available real-time data sources include not only all social media channels, but also websites, news sites, blogs, forums, review sites, social media accounts, Social CRM opportunities. The platform can be extended with user-provided data streams. All dashboards and data sources can be configured with mission-specific filters, parameters, and integrated machine-learning algorithms from Smart Algorithm. The platform includes user interaction with follow, reply, comment, direct message, like and react options; and users can manually or automatically analyze content by adding notes, highlights, sentiment, categories, tags and more. Customized streams are ideal for real-time marketing, Social CRM, campaign tracking, competitor analyses, lead generation, influencer relations, reputation management and similar professional activities.

A distinguishing advantage of BoomSonar Suite over other monitoring tools is its capable machine learning system, the Smart Algorithm. Smart Algorithm is an advanced Business Intelligence solution that provides instant classification, sentiment analysis, data processing, smart suggestions and business insights. Smart Algorithm provides actionable insights, creates notifications for the most important results, suggests the best courses of action for each and every result, takes action and helps to make the best use of monitoring. BoomSonar's unique Smart Algorithm has numerous functions for each department and activity of your company.

### Industry Focus

BoomSonar caters for companies and brands across all industry segments including Automotive, Banking & Finance, Construction, Energy, Entertainment, Fashion, FMCG, Healthcare, Insurance, Media, Pharma, Retail, Technology, Telecommunication, and Tourism

### Use Cases:

Marketing & Communications (Marketing Campaigns Monitoring, Social Customer Relationship Management/Social CRM), Public Relations (Online Reputation and Crises Management), Market Research (Business Intelligence, Customer Insights, Competitive Analysis, Perception Analysis), Human Resources

### Product and Service Availability

Software Hosted, Value Added Data Services, Research, Digital PR and Marketing Services including Social Media Management, Digital PR, Online Reputation Management, Internet and Social Media Monitoring, Digital Marketing, Digital Strategy Consulting, Online Research

### Key Product Features:

- **SaaS**
  - Software as a Service,
- **Customizable Dashboard:**
  - System offers fully customizable dashboards, and visualized real time data streams from all sources,

- **Data Visualizations:**
  - More than 350 customizable interactive charts and graphs including bar charts, line charts, doughnut, barometer, radar charts, area charts, geo maps, tree maps, heat maps, scatter plots, timelines, word clouds, and others.
  - Geo Maps: Geographical result maps are available for both social media and local news sources,
  - Comparative analysis of multiple keywords and campaigns with Analysis dashboards, side-by-side comparison for all charts and data sources available in the dashboard,
- **Real Time Search, Monitoring and Insights:**
  - Real time web and social media monitoring and measurement platform with crawlers operating in real time,
  - Data Latency: Searches millions of results in near real time and has direct access to real time data firehoses,
  - Actionable Insights: Real time notifications on business opportunities, lead generation, customer relationship management, crisis detection and crisis prevention for brands.
- **Technology - Smart Algorithm:**
  - A fully autonomous learning system to provide instant classification and processing of your results. SmartAlgorithm can analyze all results, find the sentiment of the content, analyze its category, allocate the result to relevant tags, assign Social CRM duties in any real time data stream, and provide actionable insights.
- **Extensive Media Coverage:**
  - **Monitoring:** All types of web sites, Twitter, Facebook, Google+, Instagram, YouTube, WordPress, VKontakte, Dailymotion, Vimeo, blogs, forums, comments, review sites, sharing and bookmarking sites. Location-based monitoring of Instagram and Foursquare available with BoomExtra subscription.
  - **Online Reputation Monitoring:** Facebook, Twitter, Instagram, and Google,
  - **Facebook Topic Data:** Available as an optional extra,
  - **Firehose Access to Major Sources:** BoomSonar has firehose access to multiple sources, including Twitter and WordPress data for real time monitoring.
  - **Management/Analytics Media Coverage:** Facebook, Twitter, Instagram, YouTube, LinkedIn;
- **Search:**
  - Unlimited results from all media channels,
  - Offers standard keyword searches and flexible Boolean searches with logical operators for more relevant results,
- **Website Categorization:**
  - Detailed hierarchical categorization tree of the websites by site content, with over 3,000 site categories,
- **Filtering for Spam:**
  - Machine-learning assisted automatic filtering of spam results with SmartAlgorithm,
- **Data Filtering:**
  - Filtering of results by media type, topic/keywords, category type, channel, domain, user name, time period (today, past week, past month etc.), all Boolean operators, text search, sentiment, and others,
  - Geo Filtering based on result location,
- **Automated Sentiment Analysis:**
  - Automatically assigns sentiment (positive, negative, neutral) to each posts and offers sentiment analysis by media type, competitors, and sentiment trends for English, German, French, Spanish, Italian, and Turkish languages.
- **Influencer Analysis and Profiling:**
  - Identifies the most influential individuals and provides access to influencer data such as name, number of Tweets, followers, following, post rank, and others,
  - Influencers' accounts on different channels can be unified in a single influencer profile,
- **Trend Analysis:**

- Offers key metrics over time including volume of post over time, sentiment trends, trendsetting users, and others,
- **Topic Analysis:**
  - Automatically determines key topics related to user query via machine learning models, semantic analysis, and predetermined industry-related topics,
- **Campaign Monitoring:**
  - Monitoring the performance of marketing campaigns, performance comparison for current and prior marketing campaigns,
- **Competitive Analysis:**
  - Competitor analysis by monitoring brand and competitors' social activity, sentiment, engagement and campaigns,
- **Management and Publishing:**
  - Creation of social media content, scheduling posts, publishing, and interacting with audience,
  - Realistic previews of posts, allowing users to know what their posts will exactly look like before publishing,
  - Publishing functions are available through BoomManager for Facebook, Twitter, Instagram, LinkedIn, and YouTube. Management tools help users to manage all activities in multiple accounts, see and interact with direct messages and mentions, post or schedule content with exact previews and engage in Social CRM activities.
- **Engagement Function:**
  - A feature that allows users to reply, post and share directly from within BoomSonar platform, including monitoring of engagement and moderation,
- **Key Metrics:**
  - Offers a wide range of metrics including
    - BoomRank: All data sources are ranked with regard to popularity, backlinks and SEO ranking,
    - Influencer score,
    - Sentiment,
    - Share of voice,
    - Volume of post/tweets/retweets today, last hour,
    - Average number of posts/tweets per minute,
    - Most shared hashtags and links,
    - Most mentioned users,
    - Most used applications to tweet,
    - Tweet/retweet ratio, and others.
- **Tag Cloud:**
  - Tag Clouds, Mention Clouds, and Hashtag Clouds for all channels, where customized tags are scaled in size depending on frequency of mentions within specific user query,
- **Reporting:**
  - Unlimited reports for all keywords, queries and social media accounts including periodic automated reporting and event-triggered automated reports,
  - Completely customizable dashboard can be used for creating and saving keyword, topic, tag, and query-specific reports,
  - All reports are available in editable Microsoft PowerPoint and PDF formats,
- **Data Export:**
  - Users can download all results in Microsoft Excel format,
- **Real Time Alerts:**
  - Real time 24/7 automated alerts based on user's keywords, queries, rules, automated sentiment, result volume, BoomRank; Influencer, Celebrity, Journalist and other user lists, thresholds, trending topics and others, delivered via email and SMS,
  - Alerts sounds for every activity on user's social media accounts.
- **Command Center:**

- Real time command center, compatible with Smart TV browsers with up to 12 monitor support, focusing on the real time delivery of summarized data to provide all the necessary information for analyzing the web and social media, following marketing campaigns, monitoring competitors' activity, detecting and managing crises, Social CRM activities and more in real time.
- **Workflow Management:**
  - Supports multiple user accounts and dashboard settings, and offers workflow management with admin tools including account management, task assignment, prioritization, routing, and performance monitoring options.
- **Social CRM:**
  - Social CRM is integrated to web and social media monitoring, reputation, account management and publishing modules, allowing all results to be assigned for action. The system keeps track of every interaction, provides workflow options and detailed reports, and easily integrates with third party systems via the API.
- **Data Archiving:**
  - Unlimited archiving of all user data and content,
- **Historical Data:**
  - Historical data for all channels is available on request. BoomSonar offers historical data down to the first tweet on request. It also offers historical data back to 2009 for other sources from its own data archives,
- **API Integration:**
  - Easy API integration with third party clients, including but not limited to Microsoft Dynamics, Oracle RightNow, and Salesforce,
- **Client Support:**
  - Ongoing email and telephone client support available.

### Partners:

Twitter/Gnip (Twitter PowerTrack for real-time Tweet data, Twitter Insights for detailed analysis of Twitter audiences, and full WordPress firehose from Gnip)

### Clients:

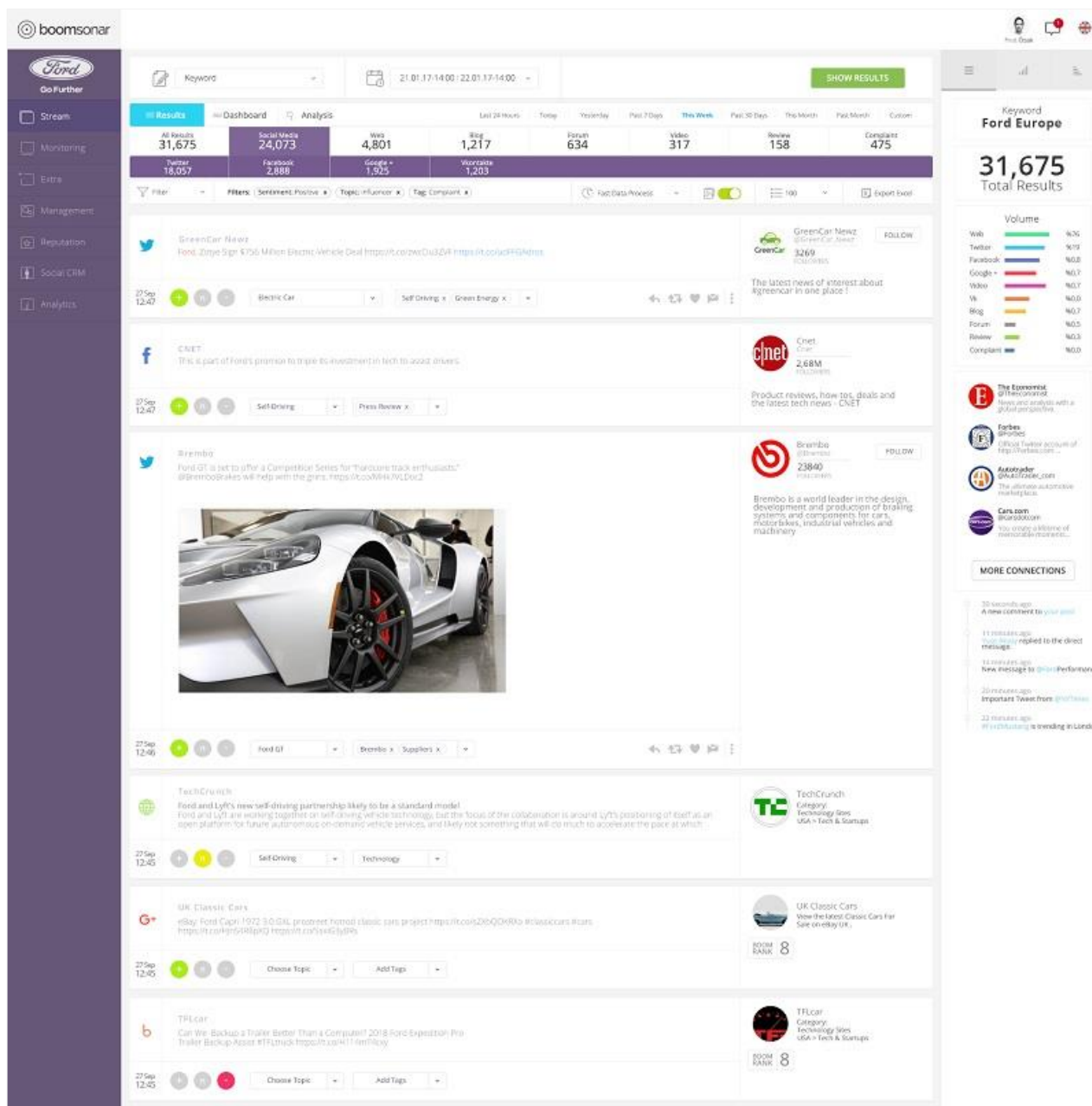
Over 470 brands operating in Energy, Retail, Banking & Finance, Telecommunication, Food, Automotive, Fashion, Pharmaceuticals, Tourism, Insurance, Shopping, Construction, Press & Publishing, Entertainment, Cosmetics, e-commerce and other mainstream sectors use BoomSonar Suite for their digital needs.

Clients include Acibadem Hospitals, Acibadem University, Akbank, Alfa Romeo, Arcelik, Atlasglobal, Avis, Avon, Bahcesehir University, Bayer, Beko, Beykent University, Bilgi University, BMW, Boehringer Ingelheim, Bosch, Borusan Group, BP, Budget, Burger King, Castrol, CMC, Demiroren Media Group, Denizbank, Dr.Oetker, ETİ, Ferrari, Fiat, Ford, Goodyear, Grundig, IGA Airport, IKEA, Jaguar, Jeep, Kanal D, Koc Holding, Koç University, L'Oréal, Lancia, Land Rover, Maserati, Mastercard, McDonalds, MINI, Motorola, Mudo, New Holland, Novartis, OPET, Procter & Gamble, Pegasus Airlines, Pharmaton, Pinkberry, Range Rover, QNB Finansbank, Sanofi, Shake Shack, SOCAR, Suzuki, Tarkan, TEB BNP Paribas, The Body Shop, Toyota, Turkish Telecom, Victoria's Secret, and others.

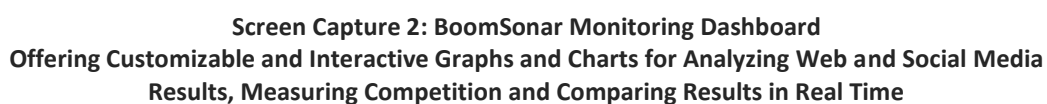
### Pricing:

Optional keyword, volume or account based pricing starting from \$100/month.





**Screen Capture 1: BoomSonar Monitoring Dashboard with Extensive Filtering Options**  
**- BoomSonar Results Can Be Filtered for Time Ranges, Language, Specific Keywords, Site Categories, Influencers, Domains and more**



**Filter**

Sentiment: With Sentiment

Topic: Press Release

Tag: Critical

By Count: Followers 10000 999999

Post Type: Video

Retweet: ☒ Show ☐ Hide

Social CRM Action: Direct Message

Search Field: ☒ Content ☒ Bio ☒ User Name ☐ Screen Name ☒ Location

Contains: Banking

Not contains:

Highlights: ☒ Show

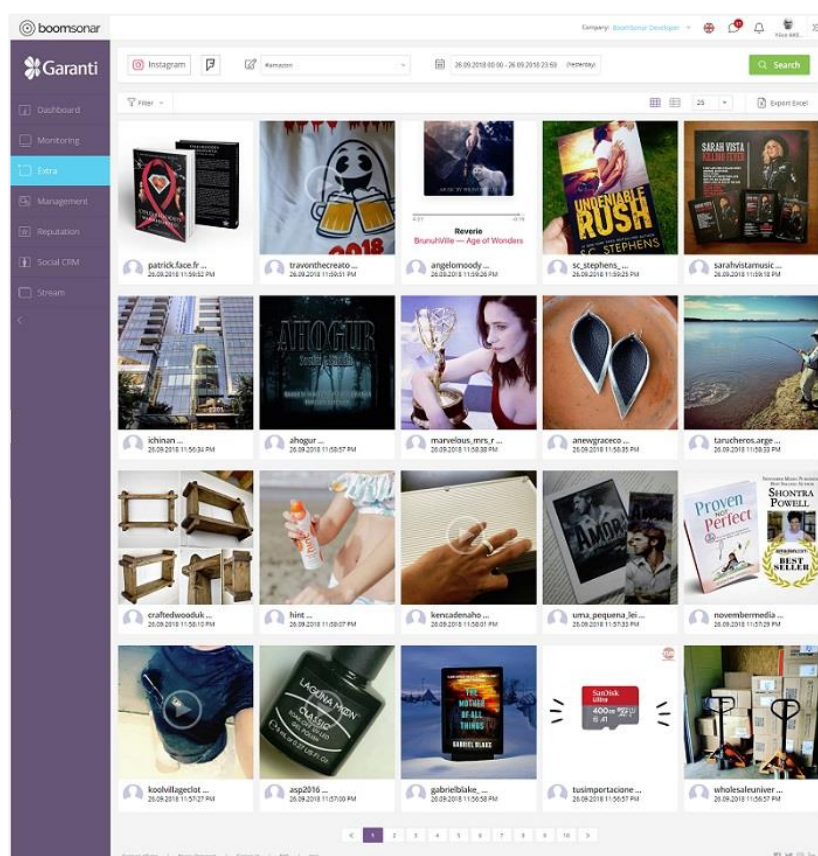
Status: Active

By Rule: By Rule

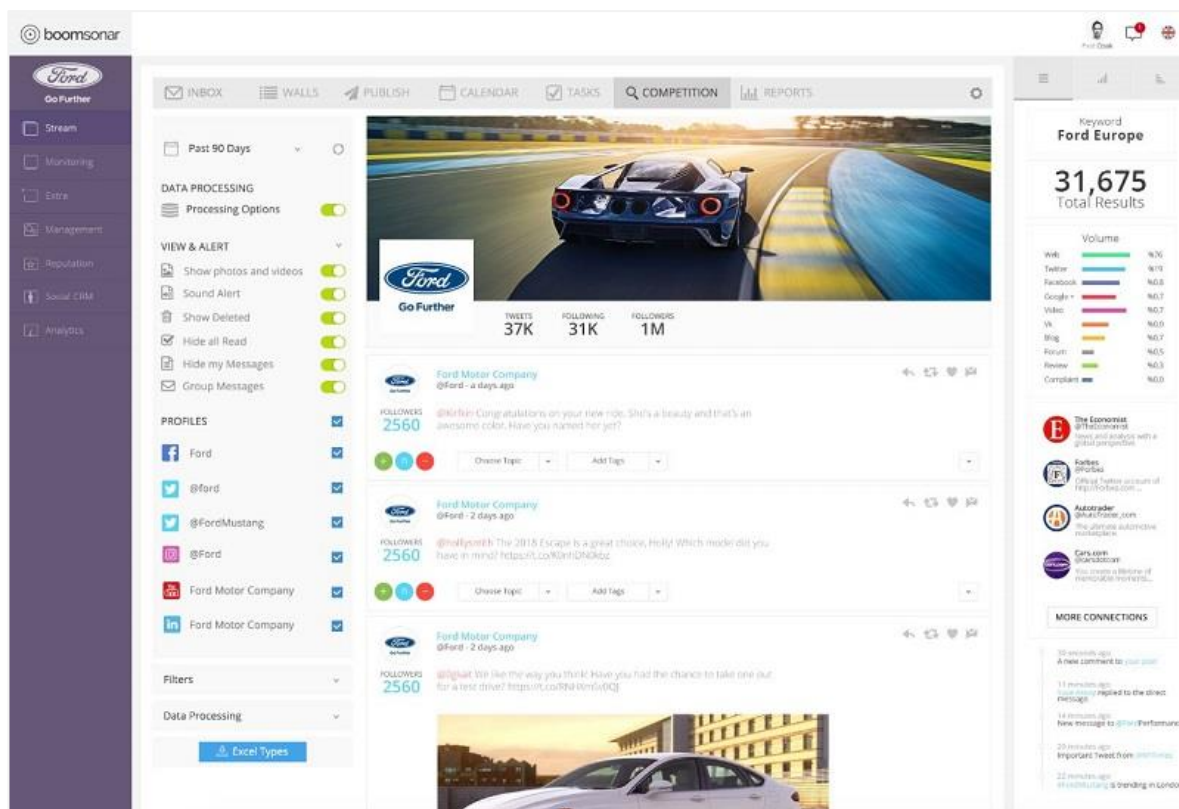
Order by: Date Newest First

- + ☒ Business & Economy (376)
- + ☐ Computers (409)
- + ☐ Culture and Arts (19)
- + ☒ Economy and Business (4335)
- + ☒ Education (28)
- + ☐ Government (33)
- + ☒ Health (2)
- + ☐ Internet (44)
- + ☐ Law (9)
- + ☐ Lifestyle (282)
- ☐ News and Media (13374)
  - ☐ Local News (4687)
  - ☐ Local News (4527)
  - ☒ Aegean (571)
    - ☐ Izmir (158)
    - ☒ Districts (42)
      - ☒ Aliağa (4)
      - ☒ Torbalı (1)

**Screen Capture 3: BoomSonar Filters and Categories -**  
The platform provides over 3,000 categories and numerous filtering options for data analysis.

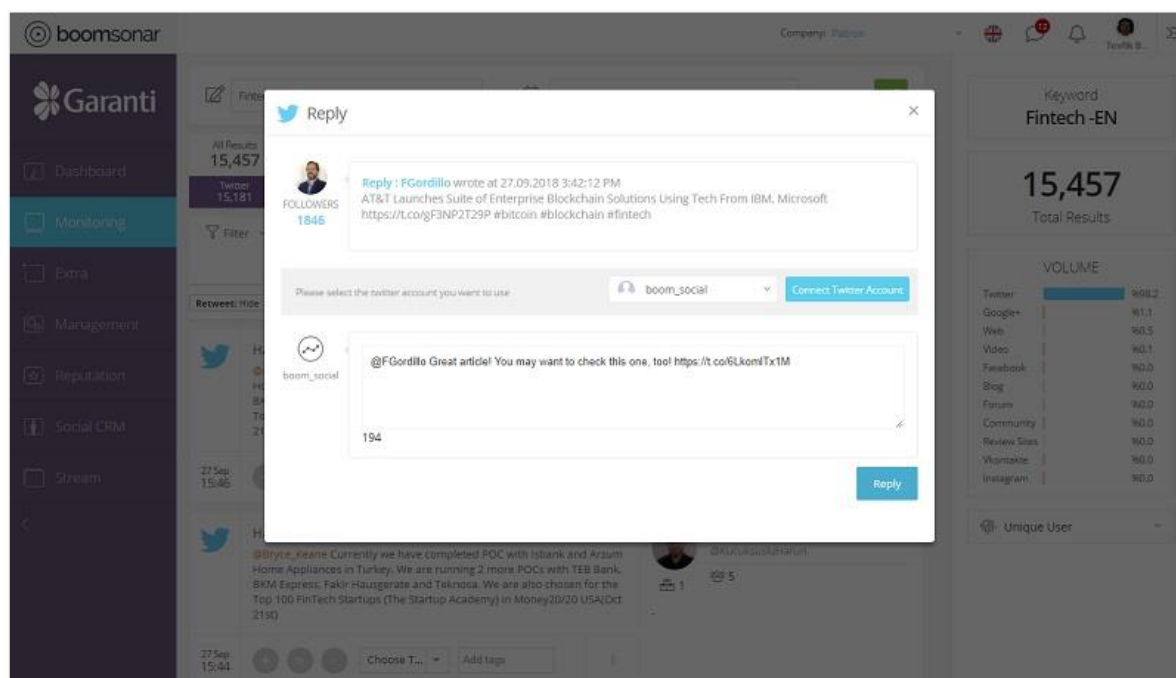


**Screen Capture 4: BoomExtra**  
- Offers Monitoring of Additional Social Channels that Require a Different Analysis Approach



Screen Capture 5: BoomSonar Management Page

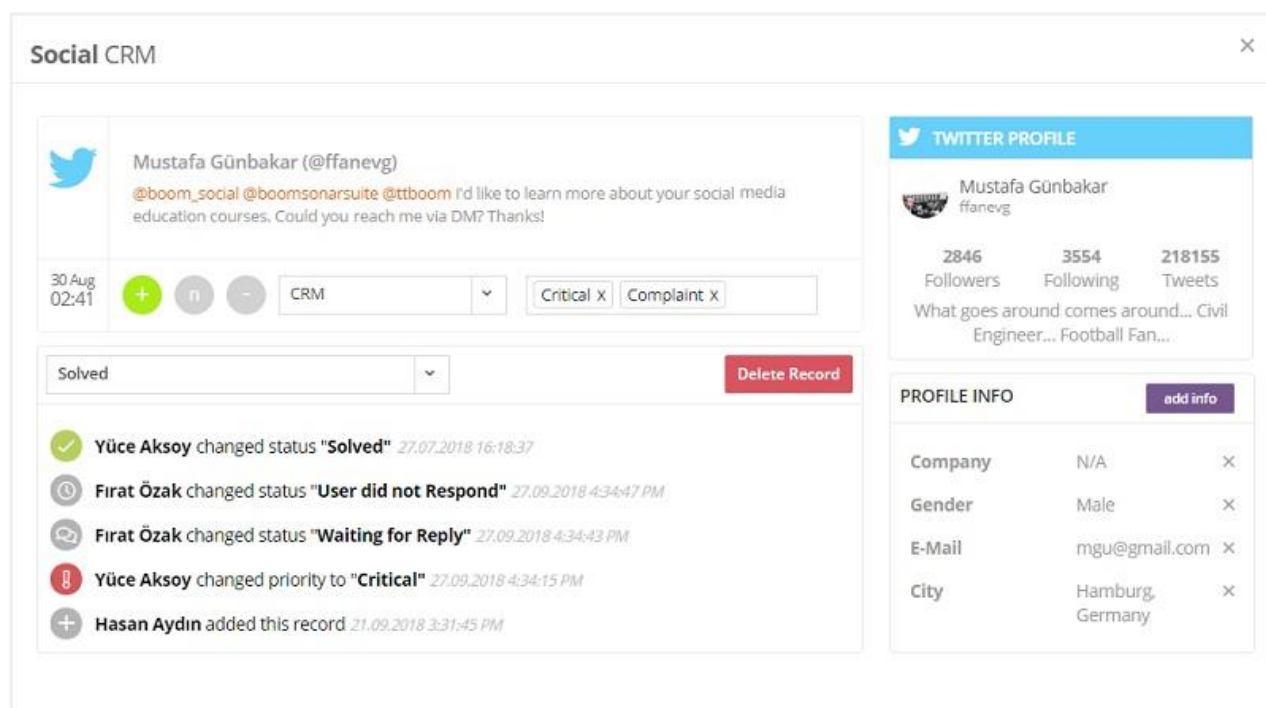
- Allowing Users to Post on Multiple Social Media Accounts, Check Messages and Mentions, Reply to Users and Process Result



Screen Capture 6: BoomSonar Reply to Tweet Pop-Up

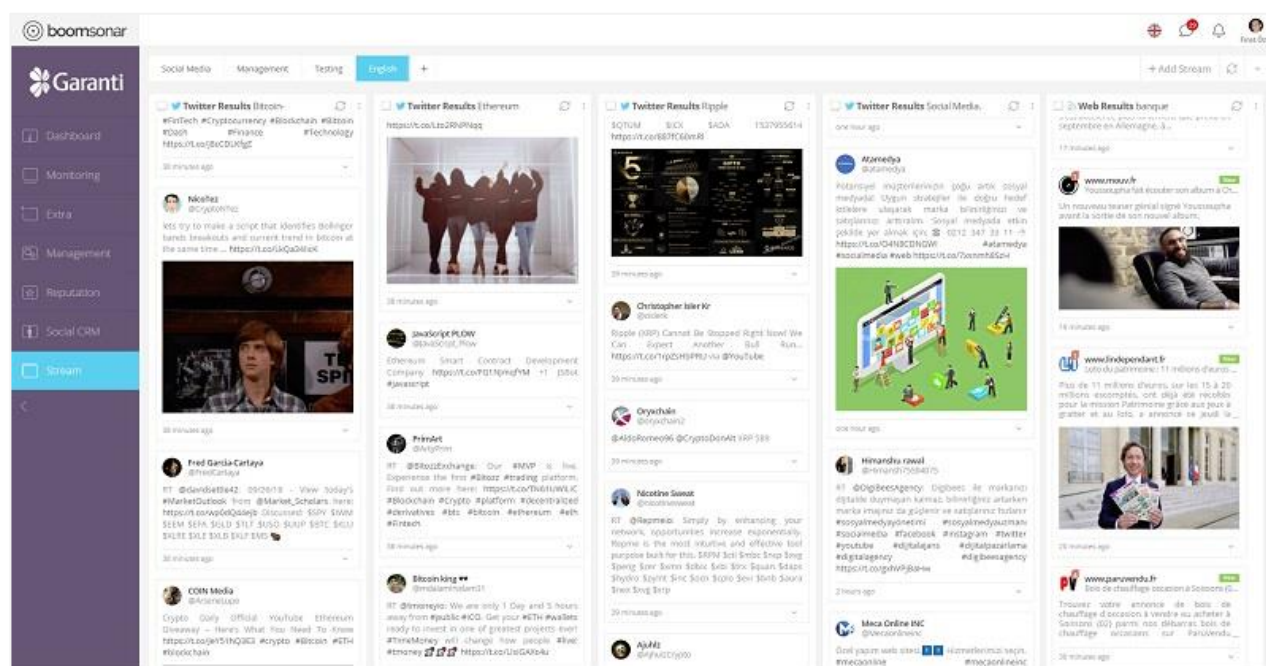
- Users Can Reply, Retweet and Direct Messages to Twitter Users within BoomSonar and Easily Create Social CRM Records





### Screen Capture 7: BoomSonar Social CRM

- Integrated Social CRM Allows Brands to Engage with Customers, Assign Duties to Team Members, Track Customer Relations and Archive Results



**Screen Capture 8: BoomStream – Real Time Data Streams** helps brands to analyze web, social media, account management, social CRM, and reputation management data in real time streams; and take action in real time. The platform can also accommodate user-specific data streams.

**Languages:**

BoomSonar covers all languages. Automated sentiment and topic analysis is available for English, German, French, Spanish, Italian and Turkish.

**Geographic Coverage:**

Global

**NodeXL**

<b>Company Name:</b>	Social Media Research Foundation
<b>HQs/Country:</b>	United States
<b>Website:</b>	<a href="http://nodexl.codeplex.com/">http://nodexl.codeplex.com/</a> <a href="http://www.smrfoundation.org">http://www.smrfoundation.org</a>
<b>Company Type:</b>	Non-Profit
<b>Number of Employees:</b>	11-50
<b>Founded:</b>	2010
<b>Introduction of Tool:</b>	2007
<b>Types of Media Tracked:</b>	Twitter, Facebook, YouTube, Flickr, email networks, plug-ins to import data from Instagram, Exchange Server, MediaWiki
<b>Type of Social Tool:</b>	<input checked="" type="checkbox"/> Social Media Monitoring <input checked="" type="checkbox"/> Social Listening <input checked="" type="checkbox"/> Social Intelligence <input checked="" type="checkbox"/> Social Media Analytics <input type="checkbox"/> Social Media Management <input type="checkbox"/> Social Media Marketing <input type="checkbox"/> Social Advertising <input type="checkbox"/> Social Suites
<b>Key Functions:</b>	Data Collection, Analysis, Visualizing, Measuring, Reporting
<b>Languages:</b>	Any Language; Sentiment Analysis: 1 (English)
<b>Key Executives:</b>	Marc A. Smith, Executive Director, Social Media Research Foundation
<b>Contact:</b>	Social Media Research Foundation, 1161 Grand Street, Redwood City, CA 94061 Tel: +1-425-241-9105
<b>Offices:</b>	<b>North America:</b> Redwood City, CA (USA)
<b>Email:</b>	<b>Direct Contact:</b> Marc A. Smith, Executive Director, Social Media Research Foundation, email: <a href="mailto:marc@smrfoundation.org">marc@smrfoundation.org</a> , Tel: +1-425-241-9105 <b>General Inquiries:</b> <a href="mailto:info@smrfoundation.org">info@smrfoundation.org</a> <b>Technical questions:</b> <a href="mailto:arber@smrfoundation.org">arber@smrfoundation.org</a> or on the Codeplex discussion boards at: <a href="https://www.smrfoundation.org/forums/">https://www.smrfoundation.org/forums/</a>

**Product Overview**

NodeXL (<https://www.nodexlgraphgallery.org/Pages/Registration.aspx>) is an add-in for Excel 2007, 2010, 2013 and 2016 that expands the familiar Excel spreadsheet to support social network data import, content analysis and visualizations via a point and click interface.

No programming skills are required to use NodeXL, it makes the creation of network charts and analysis as easy as making a pie chart. With NodeXL, users can enter a network edge list in a worksheet, click a button to

view a graph, in the familiar Excel application. NodeXL connects users to a range of social media data sources and provides network and content analysis of the text associated with social media exchanges including **Network Overview**, **Discovery** and **Exploration**.

In addition to the NodeXL Basic free software, Social Media Research Foundation offers NodeXL Pro premium solution which requires a license key. NodeXL Pro provides additional features that extend NodeXL Basic with easy access to social media network data streams, advanced network metrics, text and customizable sentiment analysis, Social Network APIs, data export, task automation and powerful report generation. NodeXL Pro can create complex data visualizations and insights into social media streams with just a few clicks. The Social Media Research Foundation provides 12-month NodeXL Pro user licenses for commercial, academic/non-profit and student users.

NodeXL is a project from the [Social Media Research Foundation](#), which is dedicated to Tools, Data, and Scholarship. NodeXL receives generous support from its users. Contributors to NodeXL include Natasa Milic-Frayling from the University of Nottingham, Eduarda Mendes Rodrigues from the University of Porto, Ben Shneiderman, Cody Dunne and others at the University of Maryland, Marc Smith at Connected Action Consulting, Jure Leskovec at Stanford University, Vladimir Barash at Morningside-Analytics, Scott Golder at Context Relevant, Bernie Hogan at Oxford University, and Libby Hemphill at the Illinois Institute of Technology.

#### Industry Focus:

NodeXL caters to businesses across all industry sectors

#### Use Cases:

Marketing & Communications, Market Research, Business Intelligence, Sales and Lead Generation

#### Product and Service Availability:

Software Hosted, On Premise, Consulting

#### Key Product Features:

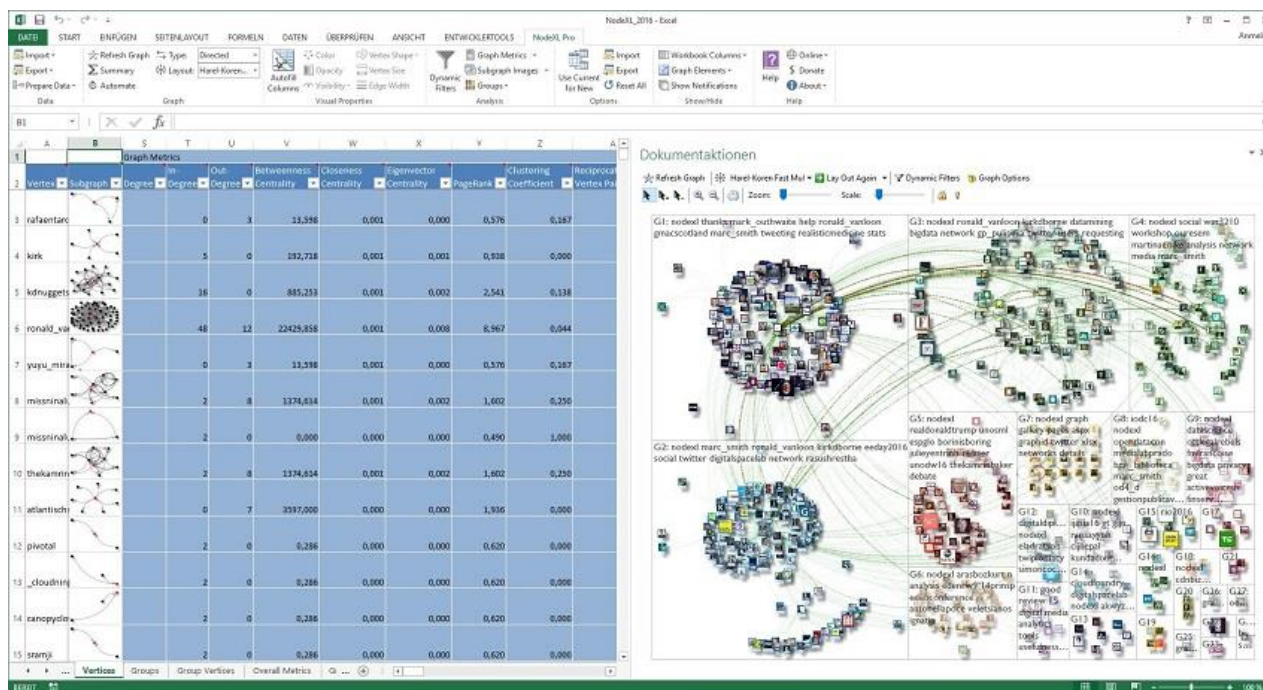
- **Standard Dashboard:**
  - Applies existing spreadsheet knowledge to social media.
- **Media Coverage:**
  - NodeXL Basic allows for limited import of network data from Twitter search.
  - NodeXL Pro adds the ability to import social networks directly from Twitter, Facebook, Exchange, Wikis, YouTube, Flickr and email, or use one of several available plug-ins to get networks from Surveys, WWW hyperlinks and social media cloud storage lockers.
  - Scheduled data collections can trigger automated data processing and delivery (via email or web) of collected networks.
- **Data Import:**
  - Import from Twitter Limited API, GraphML, GEXF, GDF, Pajek, UCINET, and matrix format (offered as a part of NodeXL Basic and Pro Plan), Import from Twitter Full API, Facebook fan pages and groups, YouTube, Flickr, (offered as a part of NodeXL Pro Plan), Import from Instagram, Exchange Server, MediaWiki, vKontake and Odnoklassniki (offered by third parties as plug-ins)
- **Data Filtering:**
  - Dynamic filtering to hide vertices and edges using a set of sliders. E.g. use the time filter to see how a network evolves over time or hide all vertices with degree less than five.
- **Social Network Analysis and Visualizations:**
  - NodeXL allows non-programmers to quickly generate useful network statistics and metrics and create insightful visualizations of network graphs,
  - Enables users to choose from various layout algorithms, set the color, shape, size, label, and opacity of vertices and edges.



- Allows users to set their configurations once and apply those sets of steps to hundreds of other network graphs with a few clicks.
- Handles larger data sets in a Graph Database Server component, automates graph processing, and provides new visual layouts for networks.
- **Key Metrics:**
  - **Network Metrics:** Overall network metrics (e.g., Density, Modularity, etc.), Basic vertex metrics (in-degree, out-degree, degree), Group vertices by cluster of attributes,
  - **Advanced Network Metrics:** Betweenness centrality, Closeness Centrality, Eigenvector Centrality, PageRank and others. Advanced network metrics are available as a part of the NodeXL Pro plan.
- **Influencer Analysis:**
  - Identifies influencers based on social network analysis (SNA). Top influencers are found at the center of visualized social media conversations.
  - Provides a list of top influencers and their username, so users can easily view their accounts and reach out to them with targeted content,
- **Topic Analysis:**
  - Summarizes the most frequently mentioned and most salient user names, hashtags, URLs, and word pairs across a network and within each sub-group and for each user.
  - Cluster Analysis/Topics: identifies the top mentioned words/topics or phrases across a network and displays networked relationship's among the key words/topics,
  - Wide language support available.
- **Trend Analysis / Time Series Analysis:**
  - Time series analysis delivers a visual overview of tweet/post activity categorized by minutes, hours, days, months or years allowing users to examine whether their influencer tactics have any measurable effects.
- **Sentiment Analysis:**
  - Customizable sentiment analysis available as a part of NodeXL Pro,
  - Provides a default collection of American English language "Positive", "Negative", and "Angry/Violent" terms.
- **Marketing Interface:**
  - Twitter Smart Tweets support for user's Twitter networking (NodeXL Pro Plan). Examples can be found at <https://www.nodexlgraphgallery.org/>
- **Reporting:**
  - Network Summary Report available as a part of Basic and Pro versions and publishing reports available as a part of NodeXL Pro version.
  - Allows users to publish NodeXL files and maps to [NodeXL Graph Gallery](https://www.nodexlgraphgallery.org/).
- **Data Export:**
  - Data export available in MS Excel formats, GraphML, GEXF, GDF, CSV, Pajek (.Net), Ucinet (DL), txt, MS Power Point format and matrix formats offered as a part of NodeXL Pro Plan.
  - Export NodeXL maps and reports to NodeXL Graph Gallery (available as a part of the NodeXL Pro Plan).
  - Export to Polinode web platform (available as a part of the NodeXL Pro plan)
- **Task Automation:**
  - Automates data collection, social network and content analysis, visualization and publication.
- **Network APIs:**
  - Twitter, Facebook, Flickr, YouTube, 3<sup>rd</sup> Party Graph data importers
- **Technical Requirements:**
  - NodeXL requires Office 2007, 2010, 2013 and 2016. Other versions of Excel (like 2008 on Mac, or the older 2003) do not work with NodeXL. Large networks may require 64-bit versions of the OS and Office and generous amounts of RAM.
- **Technical Support:**
  - The [SMR Foundation](#) provides advanced tech support for all NodeXL Pro users.

- NodeXL Pro Commercial and Academic/Non-profit licenses include one free consulting hour with a network expert at Social Media Research Foundation.
- Provides up-to-date news on new NodeXL software features and network analysis techniques. See: <https://twitter.com/search?f=tweets&vertical=default&q=nodeXL&src=typd>

## Screenshots:



**Screenshot 1: NodeXL Worksheet Showing Data, Network Metrics, and Visualization of Clustered Nodes**

[Create Account](#) | [Sign In](#) | [Get NodeXL Pro!](#) | [Renew NodeXL Pro!](#)

**NODEXL** GraphGallery  
The Social Media Research Foundation

These are [network graphs](#) created with [NodeXL](#), a template for graphing network data in Excel® (2007, 2010, 2013 and 2016).

Recent graphs:

[bdk16 Twitter NodeXL SN...](#)

[BMO 2016-11-11 20-36-40...](#)

[Amgen 2016-11-12 01-10-...](#)

[@Roche OR \(Roche Pharma...\)](#)

[\(Trump OR \(Hillary OR C...](#)

[\(genentech OR Amgen OR...](#)

[%22Credit Card%22 \(PNC ...\)](#)

[#pr 2016-11-11 23-24-30...](#)

**Screenshot 2: www.NodeXLGraphGallery.org hosts Network Visualizations and Data sets to support a community of practice that improves network analysis**

### Resources:

- Sample data sets and visualizations are on the NodeXLGraphGallery: <http://nodexlgraphgallery.org/>
- Video tutorials for NodeXL can be found on the Connected Action blog: <http://www.connectedaction.net>.
- A book Analyzing Social Media Networks with NodeXL: Insights from a connected world published by Morgan-Kaufmann (2010) describes uses for NodeXL in detail.
- Recent slide decks describing NodeXL: [http://www.slideshare.net/Marc\\_A\\_Smith/](http://www.slideshare.net/Marc_A_Smith/)

### Partnerships:

NA

### Clients:

Universities including University of Maryland, Stanford University, Cornell University, Ohio University, Northwestern University, the Oxford Internet Institute, Carnegie Mellon University, Aachen University, University of California, Berkeley, University of Washington, and others. Several large corporations are making use of NodeXL including Intel, Microsoft, EY - Ernst & Young, Deloitte, and Westat, Inc.

### Pricing:

The Social Media Research Foundation offers several pricing packages:

- **NodeXL Basic:** available freely and openly to all. NodeXL Basic plan allows users to manually enter network edges, visualize network graphs, build one-click network summary reports, and import from Twitter Limited API.
- **NodeXL Pro:** offers advanced features for importing social media data, calculating social network metrics, sentiment analysis, and publishing reports. NodeXL Pro enables users to manually enter network edges, visualize network graphs, build one-click network summary reports, Import from Twitter Full API, import from Facebook fan pages and groups, import from Graph ML, export to GraphML, advanced network metrics (centrality), sentiment and content analysis, and automation. NodeXL Pro is licensed to users on an annual basis:
  - **NodeXL Pro Commercial User License** – \$799.00 per year
  - **NodeXL Pro Academic / Non-Profit User License** – \$239.00 per year
  - **NodeXL Pro Student User License** – \$39.00 per year

For more detailed information, please contact Social Media Research Foundation at [info@smrfoundation.org](mailto:info@smrfoundation.org).

### Languages:

Any Language; NodeXL Pro comes with word lists for sentiment analysis in English Language;

### Geographical Coverage:

Worldwide



## Ubermetrics

<b>Company Name:</b>	Ubermetrics Technologies GmbH
<b>HQs/Country:</b>	Germany
<b>Website:</b>	<a href="https://www.ubermetrics.com/">https://www.ubermetrics.com/</a>
<b>Company Type:</b>	Private
<b>Number of Employees:</b>	51-200
<b>Founded:</b>	2011
<b>Introduction of the Tool:</b>	2011
<b>Types of Media Tracked:</b>	Blogs, News, Social Networks, Microblogs/Twitter, Web, Forums, Pictures, Videos, Press Releases, Review Platforms, Comments, Radio, Print and TV
<b>Type of Social Tool:</b>	<input checked="" type="checkbox"/> Social Media Monitoring <input checked="" type="checkbox"/> Social Listening <input checked="" type="checkbox"/> Social Intelligence <input checked="" type="checkbox"/> Social Media Analytics <input type="checkbox"/> Social Media Management <input type="checkbox"/> Social Media Marketing <input type="checkbox"/> Social Media Customer Care <input type="checkbox"/> Social Suites
<b>Key Functions:</b>	Content Intelligence & Analytics, Earned Media Insights, Social Listening, Media Monitoring
<b>Languages:</b>	70 Languages in 230 Countries - Sentiment Analysis in 8 languages
<b>Key Executives:</b>	Patrick Bunk, CEO Daniel Siewert, CTO Bernd Molzahn, CSO Falk Rehkopf, CMO
<b>Contact:</b>	Ubermetrics Technologies GmbH, Kronenstr. 1, Berlin 10117 Germany, Tel.: +49 30 577 021 336
<b>Offices:</b>	<b>HQ:</b> Berlin (Germany) <b>The Americas:</b> San Francisco, California (USA)
<b>Email:</b>	<b>General Email:</b> <a href="mailto:hello@ubermetrics.com">hello@ubermetrics.com</a> <b>Direct Email:</b> Patrick Bunk, CEO, email: <a href="mailto:patrick@ubermetrics.com">patrick@ubermetrics.com</a> Daniel Siewert, CTO, email: <a href="mailto:daniel@ubermetrics.com">daniel@ubermetrics.com</a> Bernd Molzahn, CSO, email: <a href="mailto:bernd@ubermetrics.com">bernd@ubermetrics.com</a> Falk Rehkopf, CMO, email: <a href="mailto:falk@ubermetrics.com">falk@ubermetrics.com</a>

### Product Overview

Ubermetrics is the leading SaaS platform for Content Intelligence & Analytics, providing state-of-the-art tools for **Social Listening**, **Digital Analytics**, **Media Monitoring** and **Media Analysis**. Communication professionals in PR, Marketing and Media and Business Intelligence teams use Ubermetrics.

The Ubermetrics platform extracts and filters data in real-time from social networks and 400+ million online and offline sources across the globe. The data is analysed with a help of cutting-edge Artificial Intelligence (AI)



technology such as machine learning algorithms and Natural Language Processing (NLP) powering effective sentiment analyses and Named Entity Recognition (NER), a powerful technique that aims to classify named entity mentions in unstructured text into pre-defined categories (e.g., the name of persons, locations, organisations and so on), and understand large chunks of textual content in an automated manner. Over 200 meta data points around data collected are available for further analysis. In combination with the sophisticated in-app virality analysis, communication pros can effectively generate meaningful and actionable earned media insights.

Ubermetrics also supports communicators in other areas such as identification of influencers, topical analyses, trend analyses, competitor monitoring and more. Fully customisable reports with all relevant insights can be intuitively produced and easily shared with colleagues and external stakeholders.

Ubermetrics' powerful API technology allows the integration of Ubermetrics data in many other applications, systems and workflows. Email or text message alerts can be configured in a very focused fashion to ensure no important event, conversation or else is being missed i.e. delivers a holistic and complete view of what is happening within the relevant communication landscape.

Ubermetrics is a powerful tool that meets all needs of modern PR and Marketing experts around media monitoring, content analysis and effective earned media insights. To ensure all clients get the maximum value out of the tool, dedicated success managers support Ubermetrics' clients at every step of their workflow.

## Industry Focus

The Ubermetrics Content Intelligence & Analytics platform is designed for clients across all industries.

## Use Cases

- **Public Relations, Corporate Communications & Public Affairs** (Earned Media Insights, Campaign Monitoring, Digital Press Reports, Online Reputation Management, Crisis Prevention and Management, Event Performance Monitoring, Influencer Identification, Media Intelligence)
- **Marketing** (Campaign Measurement, Competitor Benchmarking, Content Marketing, Influencer Identification, Identification of Industry Trends, Targeting Research)
- **Market Research** (Social Listening, Competitive Benchmarking, Customer and Brand Insights, Product Development)
- **Supply Chain Management** (Supplier Tracking, Risk mitigation, internal & external risk management)

## Product and Service Availability

- **SaaS:** Ubermetrics is a cloud-based ready to use SaaS technology - no installation is required
- **API:** Powerful API allows an effective combination of data collected by Ubermetrics with other data sources, external or company-internal, such as CRM or else
- **White-label:** A white-label solution is available
- **Command Centre:** Ubermetrics' "Listening Center" can be used as showcase tool
- **Consulting:** Various professional services - such as curated press reports, manual media analysis and others - are available

## Key Product Features

- **Real Time Monitoring:**
  - Processes 10X more data than competitors and delivers real-time results regardless of number of searches, terms or content/data volume
  - Leverages the latest front-end technology and back-end infrastructure to process more than tens of thousands relevant mentions per minute
  - Data Latency: delay of only a few minutes for the majority of sources
- **Technology:**
  - Text analysis uses state-of-the-art Natural Language Processing (NLP)

- AI and innovative machine learning algorithms are used to power the Ubermetrics sentiment analysis models and Named Entity Recognition (NER) technology
- **Customizable Dashboard:**
  - Personalised dashboards can be easily configured with drag and drop widgets
  - Widgets are available to compare topics, searches or companies all within one view
  - **Command Center:** Ubermetrics' "Listening Center" enables data visualisations on up to 6 screens
- **Data Visualizations:**
  - A range of interactive graphs and charts including line charts, bar charts, pie charts, diffusion charts with drill-down capabilities
- **Media Coverage:**
  - Coverage of all major online sources including Twitter, Instagram, Pinterest, Tumblr, Reddit, Facebook, YouTube, news sites and other blogs, forums and websites
  - Print, TV and radio including over 450 international TV and Radio channels, 1,000 podcasts and over 1,000 print publications
  - Extensive metadata: over 200 data points available
  - Search data available with just a few clicks
- **Data Filtering:**
  - Text duplicates detection and filtering
  - Easy and comprehensive list of all mentions; easy to tag, filter and sort
  - Filtering of results by keyword/topics, media type, languages, country, sentiment, status and custom tags
  - Individual mention tags to filter and/or cluster data and to curate digital press reports
- **Geo-Location**
  - Visualisation of the geographic distribution of data on a world map
- **Key Metrics:**
  - Extensive range of metrics including volume of mentions/posts (total and across media types), sentiment, reach, share of voice, virality, references, and others
- **Trend Analysis:**
  - Clustering of documents over media segments and visualisation of distribution over time
  - Provides key metrics over time including volume of mentions over time (total and by media type)
  - Historical Data: Historical data of up to 5 years (on request)
- **Source Analysis:**
  - Allows the identification of the most important communication channels
- **Automated and Human Sentiment Analysis:**
  - Individual, customisable and intelligent sentiment models
  - Automatically assigns positive, negative or neutral sentiment to each post. Sentiment detection is conducted on the whole article. Users can also manually override sentiment assigned by the system and train the software to adapt to their subjective sense of sentiment (machine learning). If they change the value of individual mentions, the system will recognize it and use their model of sentiment moving forward
  - Sentiment metrics include sentiment count, share of voice by sentiment and others
- **Topic Analysis:**
  - Topics and top keywords visualised in a tag cloud
- **Influencer Analysis and Profiling:**
  - Allows the identification of influential authors by topic
  - Influencer profile provides details on influencer's viral reach, volume of mentions, references, languages, key topics along with the list of latest posts.
  - To identify key influencers, Ubermetrics employs the following process: 1. identifies which authors are associated with specific article through pattern matching algorithms, 2. identifies how much a specific author writes in particular area (number of posts) and 3. measures virality and credentials of the author's corresponding content (how often the articles with its

corresponding URL have been found in other articles, public Facebook posts, Tweets, etc. (virality) and 4. how many links the author himself has put in his article (number of references)

- **Virality Analysis:**

- A sophisticated reach measure based on links between documents, retweets and comments - includes a visualisation of the distribution, so users can quickly identify the content with the highest impact across media segments



**Screen Capture 1: Ubermetrics Dashboards**

– Virality Chart Measuring How Specific Articles Spread Through Different Media Channels and Identify Those with the Highest Impact

- **Campaign Monitoring and Measurement:**

- Measures volume of communications that specific campaigns generate

- **Named Entity Recognition (NER)**

- Identifies trends and unknown relations between people, locations and organisations



- **Competitive Analysis and Benchmarking:**
  - Easily compare communication volume and insights about specific products or competitors, including share of voice, volume of mentions over time by competitors, distribution of sentiment types by competitors, top 30 topics by competitors and much more
- **Reporting:**
  - Creation of easily customisable reports with drag and drop widgets for graphs, stats, lists and tables, preconfigured templates for reports that can be delivered daily, weekly and monthly via email to an unlimited number of recipients
- **Data Alerts:**
  - Customisable keyword and threshold alerts, to be notified of any change in the respective monitoring activity, available via email or via text message
- **Data Export:**
  - Export of up to 1m mentions per export in Excel, CSV or JSON format
  - Export of graphics as images, PDF or CSV for use in presentations or briefings
- **Data Archiving and Data Privacy:**
  - Full GDPR compliance and server located only in Germany
  - The data is available for the whole contractual period
- **Mobile:**
  - Mobile access to mentions across devices including iOS and Android
- **API Integration:**
  - Powerful API to integrate data from the Ubermetrics Content Intelligence and Analytics platform in CRM tools and many other applications
- **Workflow Management:**
  - Flexible user management system with a range of different user roles and rights available
- **Customer Support and Customer Success Management:**
  - Dedicated success managers actively support clients in achieving their goals. They support clients in all phases, from onboarding and implementation to operations and reporting. Together with the client a roadmap is being defined that covers a customised training plan, objectives and success criteria, as well as key implementation and operational milestones associated with Ubermetrics platform.
  - Customer support is available via phone, email and also through channels such as Twitter, Skype or Chat. All inquiries are typically addressed within one business day. The company also offers free webinars, in-person and online trainings.

## Partners

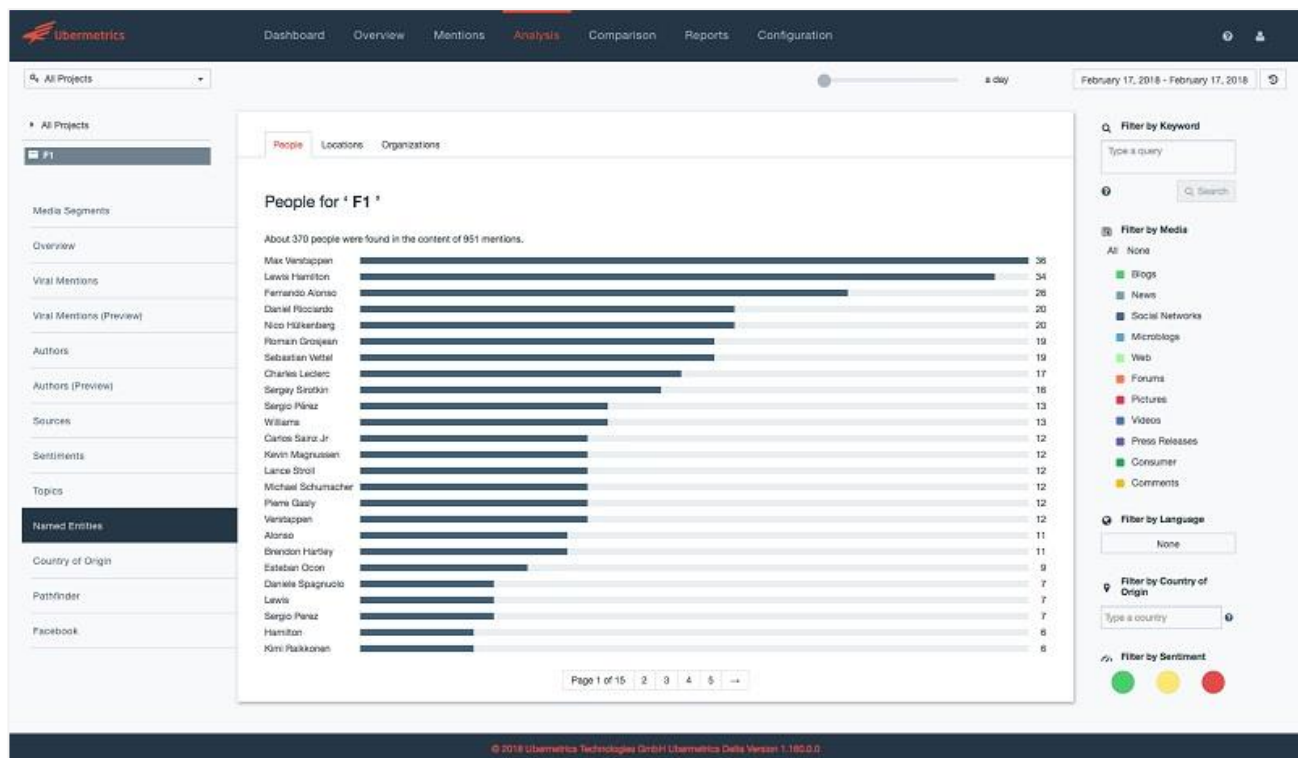
Facelift brand building technologies GmbH (Facelift Cloud), GBI Genios, Media Focus (Switzerland) and others

## Clients

Major brands and agencies including: DHL Research & Innovation GmbH, A&O HOTELS and HOSTELS Holding GmbH, TÜV Rheinland AG, Activision Blizzard Deutschland GmbH, RCI Banque S.A. (Germany branch office), World Health Summit Foundation GmbH, Deekeling Arndt Advisors in Communications GmbH, Schott AG, Fink & Fuchs AG

## Pricing

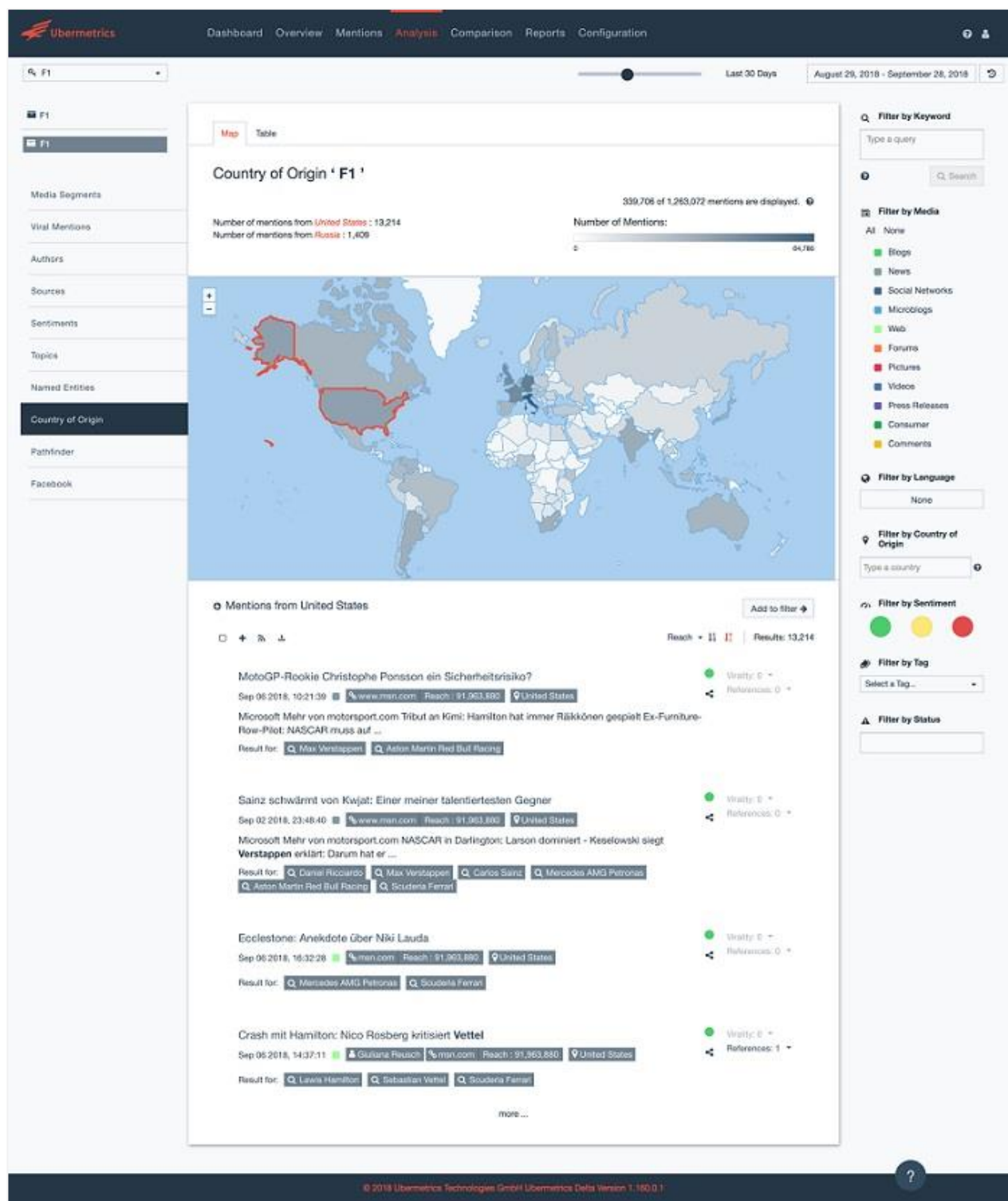
Ubermetrics offers simple scalable pricing packages based on number of searches, results, reports, and alerts. Packages start at 500 € per month.



**Screen Capture 2: Ubermetrics NER-Analysis**  
 – Reveal Unknown Relationships between People, Locations and Organizations



**Screen Capture 3: Ubermetrics Dashboards**  
 – Access Mentions Across any Devices including Desktop, iPhone and iPad



**Screen Capture 4: Ubermetrics Dashboards  
– Geo-Location / Location-based Media Monitoring**

## Languages

The Ubermetrics Content Intelligence and Analytics platform currently can identify and analyse articles in 70 languages. In addition, the platform comes with an automatic translation function. The sentiment analysis is available in 8 languages including English, German, Spanish, Dutch, Italian, French, Indonesian and Tagalog. Additional languages can be added upon request.

The user interface is available in 6 languages: English, German, Spanish, Chinese, Russian and Arabic.

## Geographic Coverage

Europe, Latin America, North America, Middle East and Asia



## YouScan

<b>Company Name:</b>	YouScan
<b>HQs/Country:</b>	Kiev, Ukraine
<b>Website:</b>	<a href="https://youscan.io/">https://youscan.io/</a>
<b>Company Type:</b>	Private
<b>Number of Employees:</b>	51-100
<b>Founded:</b>	2009
<b>Introduction of the Tool:</b>	2009
<b>Types of Media Tracked:</b>	Major social media platforms (global and regional), Messengers, Blogs, Forums, Reviews and Community Sites, Q&A sites, Online news
<b>Type of Social Tool:</b>	<input checked="" type="checkbox"/> Social Media Monitoring <input checked="" type="checkbox"/> Social Listening <input checked="" type="checkbox"/> Social Intelligence <input checked="" type="checkbox"/> Social Media Analytics <input type="checkbox"/> Social Media Management <input type="checkbox"/> Social Media Marketing <input type="checkbox"/> Social Suites
<b>Key Functions:</b>	Visual Insights, Logo Detection, Monitoring, Analysis, Audience Insights, Trends Detection, Smart Alerts, Integrations
<b>Languages:</b>	Full support for 3 languages (UI, NLP/AI features): English, Russian, Ukrainian; Monitoring in any language
<b>Key Executives:</b>	Alexey Orap, CEO
<b>Contact:</b>	YouScan Ukraine Ltd., 20 Velyka Zhytomirska str., Kiev, Ukraine Tel.: +38 (044) 206-4884
<b>Offices:</b>	<b>Europe:</b> Moscow (Russia), Kiev (Ukraine)
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## Product Overview

YouScan is one of the leading social media monitoring and analytics companies in CIS markets (Russia, Ukraine, Belarus, and Kazakhstan) that leverages user-generated content to help clients connect with their audiences, deliver valuable consumer insights to improve products and services and uncover new sales leads.

YouScan's clients include major global consumer brands such as Nestle, L'Oréal, Google, Intel, PepsiCo, McDonalds, Michelin, Samsung, Adidas and others, as well as local and international marketing agencies. In March 2018, YouScan has acquired a reputation management and marketing analytics company Brandspotter that has further strengthened YouScan's leadership position in the CIS market, by expanding its client base, technology offering, trademarks and resources.

YouScan platform offers a real-time monitoring of brands' mentions, their logos, products and personas across a wide range of social media channels including major social media platforms (global and regional), Messengers, blogs, forums, reviews and community sites, Q&A sites, online news (~200 000 unique domains), and offers a range of features including automatic sentiment analysis, automatic detection of spam and commercial content, influencer identification and analysis, competitive analysis, smart alerts, workflow management and much more. YouScan supports integrations with messaging platforms like Slack and Telegram and numerous helpdesk and CRM systems (e.g., ZenDesk, UseDesk, FreshDesk, etc.).

New **"Visual insights"** feature provides image context analysis for all visual content related to the brand's name or their logo offering crucial insights and contextual cues on how, when and where products and company's logos are used, trends on consumer interests and likes, dislikes, and much more. It is based on objects, scene and logo recognition and includes filtering features and special "Visual insights" dashboard. Mentions with brand logo can be collected regardless of the text contents.

The platform provides flexible multi-dimensional data filtering capabilities to help brands gain more relevant and precise insights. For instance, a user may want to choose a data layer *"Women from London who expressed a positive sentiment towards Tesla brand during the last 10 days on Twitter"*, analyse the results and build interactive charts for this data layer with the volume of mentions, engagement, most frequent words and others.

One of the key features of YouScan platform is **"Smart Alerts"** feature, which employs AI models trained based on a customer feedback. Smart Alerts feature informs users about the most important insights about their brand, including posts with the highest user's engagement in terms of likes, shares or comments, mentions from opinion leaders and influencers, or new discussions trends, without a need of specifying any rules. Its AI based systems automate this process by learning and using the knowledge to automatically update the system rules.

YouScan also employs **Intent Intelligence Technology (IIT)**, which, allows users to integrate discovery of sales leads generated from social media and brand monitoring in one unified monitoring tool. IIT solution is based on an advanced NLP (Natural Language Processing) stack with an added layer of artificial intelligence utilizing Machine Learning. It can be customized to uncover leads practically for any verticals and identify all stages of consumer purchasing intent on social media from awareness to purchase.

In addition to the self-service online monitoring dashboard, YouScan provides high quality professional services delivered by its in-house team of analysts in the form of regular analytical reports and ad-hoc social media research, including identification of brand advocates and detractors, discovery of customer segments and actionable consumer insights for brands.

### Industry Focus:

YouScan caters to businesses across all B2C industry sectors including FMCG, Technology, Automotive, Pharmaceutical, Consumer Electronics, Retail, Finance and other industry sectors.

### Use Cases:

Marketing & Communication (Brand Image, Consumer Behavior Insights/Product Usage), Public Relations (Reputation Management), Market Research (Consumer Insights and Trend Discovery, Competitive Analysis), Customer Support

**Product and Service Availability:**

SaaS and Professional Services (Social Media Crisis Investigation, Products Perception Research, Reputation Assessment, Customer Profiles Research, Campaign Feedback Tracking, Ad Hoc Research)

**Key Product Features:**

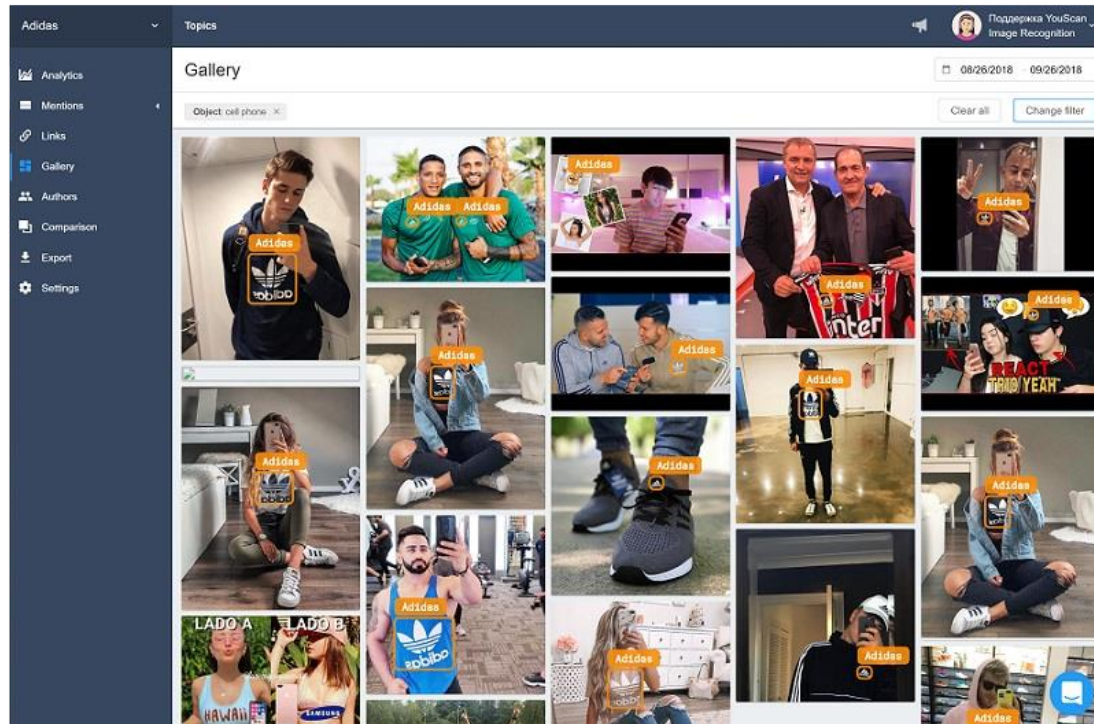
- **SaaS:**
  - Software as a Service with monthly or annual subscription,
- **Real Time Monitoring:**
  - Real time monitoring of brand mentions and logos,
- **Image Detection and Analysis**
  - Visual Insights: context analysis based on objects, scenes and logo recognition
  - Detects and collects images across social Web containing the brand's logo regardless of the text contents
- **Customizable Dashboard,**
  - Dashboards can be configured by users according to their specific needs,
- **Unlimited Users**
- **Extensive Media Coverage:**
  - All major social networks (global and regional) including Twitter, Instagram, Facebook, Google Plus, YouTube, VK.com, OK.ru, and others,
  - Public channels and groups in Telegram
  - Forums, blogs, review sites and online news (~200 000 unique domains).
- **Technology:**
  - Visual Insights (recognition of logos, objects and scenes in images)
  - Natural Language Processing (NLP), Intent Intelligence technology, Machine Learning,
  - Intent Intelligence Technology (IIT) allows customers to integrate discovery of sales leads generated on social media and brand monitoring in one unified tool. It is based on an advanced NLP stack with an added layer of artificial intelligence utilizing Machine Learning.
  - Trends detection
  - Smart-alerts detection system
- **Auto-Categorization:**
  - Auto categorization function based on machine learning, automatic detection of user generated content, commercial, donation posts, intent, articles
  - ML-based auto categorization,
  - Rule-based automatic actions (like deleting all "commercial" posts or sending the notification with the posts from the specific author).
- **Data Filtering Options:**
  - Multi-dimensional filtering of results by media type, source, keyword, topic, specific author, date range, sentiment, post type, and demographics (gender, age, and location).
- **Data Visualizations:**
  - Interactive charts and visualizations including line charts, pie charts, bar charts, word cloud and histograms, tags cloud and histograms, sparklines, geo-maps, with drill-down capabilities.
  - **Drill Down Capability:** Allows users to drill-down into lower level of data and access specific comment/post.
- **Key Metrics:**
  - Extensive range of metrics including volume of mentions over time (down to an hour), average number of mentions per selected period, maximum number of mentions, growth over specified period, share of voice, conversation dynamics, number of duplicates and similar posts, influencers, sentiment, engagement metrics (likes, shares etc.) and others.
- **Trend Analysis:**
  - Automatic detection of trends (clustering mentions by their content),



- Volume of mentions over time for any dimension of data (e.g. by sentiment, tag, specific keyword, location etc., or combination of any filters).
- Historical data: offers 1 year of historical data for free, and 3-5 years on a paid basis.
- **Sales Leads Discovery:**
  - YouScan's Intent Intelligence Technology helps uncover sales leads on social media,
- **Topic/Theme Analysis:**
  - Automatic discovery of trending topics with the most mentioned topics ranked by frequency,
  - Word Cloud: Trending Word Cloud showing the most frequently used terms/topics in news articles, blogs and social media,
  - Tag Cloud: Tagging mentions for categorization – Tag Cloud, showing a visual representation of text data used to depict keyword tags, and shows the importance of each tag with a font size.
- **Automated and Human Sentiment Analysis:**
  - Employs proprietary algorithms for automatic detection of sentiment, which are based on the effective techniques of morphological, syntactical and semantic analysis of the Russian language and human sentiment analysis. Users are allowed to manually tag and replace automatically assigned sentiment by the system in order to achieve more relevant and precise results of sentiment analysis.
- **Influencer Profiling and Analysis:**
  - Identification of the most active/influential authors (advocates and detractors), top sources and online communities. It provides various data such as number of posts by each influencer, number of positive and negative sentiments assigned to their posts, and others.
- **Campaign Monitoring and Measurement:**
  - Monitoring the volume and sentiment for pre and post campaign phase and presenting the data on the chart with specific timeframes markings,
- **Competitive Analysis and Monitoring,**
  - Competing brands comparative analysis, monitoring of competitor's activity and reports,
- **Reporting:**
  - Automatic reports in SaaS dashboard including reports on sources, authors, sentiments, competing brands comparative reports, and others,
  - Social media listening reports provided as presentations or infographics (supplemented with raw data if required), provided by in-house social media analytics team.
- **Data Alerts:**
  - "Smart alerts" – alerts based on proprietary AI-led technology
  - Automated standard and threshold alerts delivered via email. Integration with Slack enables YouScan's Smart Alerts without a need to set up complex rules to be alerted. They can inform users in real time when there is a rapid increase in a number of negative posts, when influencers mention a company's brand, or if unusual topic connected to a company or competitor's brand arises in social conversations.
- **Data Export:**
  - Data export available in MS Excel (xls), Adobe PDF, PNG (graphs/charts), and CSV formats,
- **Data Archiving:**
  - Unlimited data storage from the start of the account: all mentions are stored permanently,
- **Workflow Management:**
  - Support for multiple user accounts with different access rights; offers a range of admin and collaborative tools such as task assignment, notes posting, sharing of documents and insights with other team members, categorization of references (tags), direct answers to Twitter, and others,
- **API integration with third party applications:**
  - Messengers (Slack, Telegram)



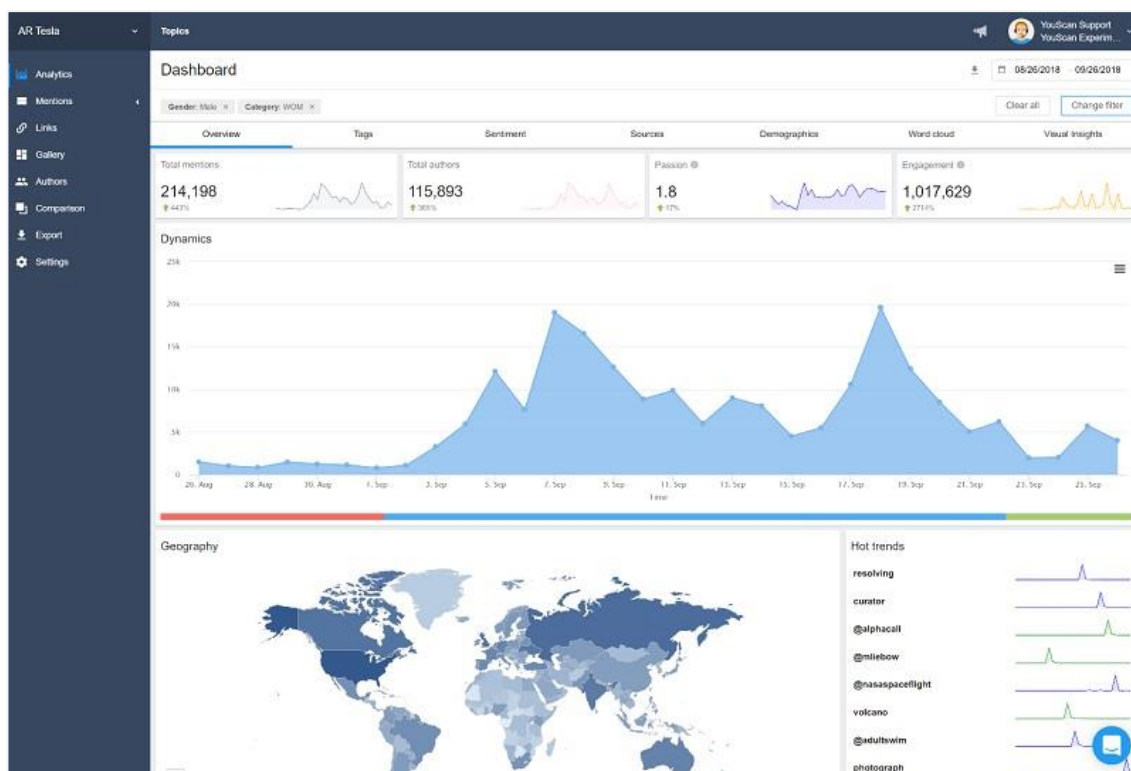
- Optional integration with Helpdesk and CRM solutions (e.g. Zendesk, FreshDesk, BrandEmbassy, BPMOnline, etc.).
- Automated rules can be set up to send mentions to these integrations.
- Extended API for custom integration scenarios.
- **Client Support:**
  - Dedicated account manager 24X7 and free account set-up and training.



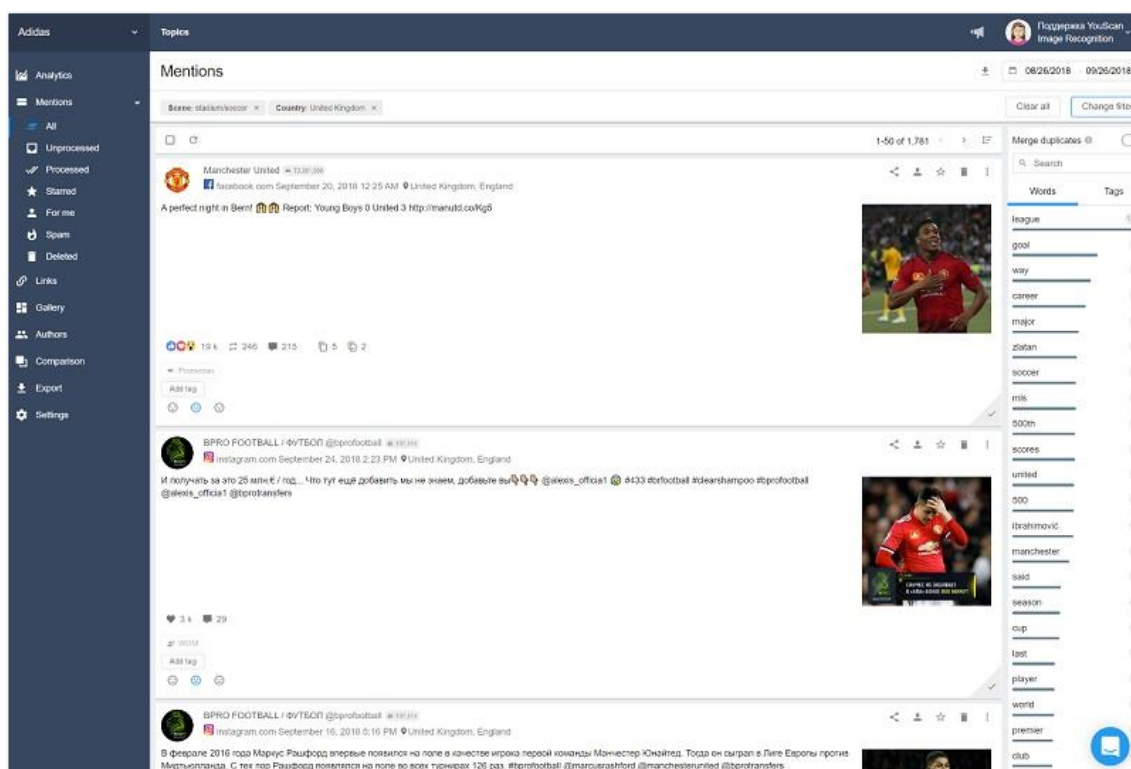
Screen Capture 1: YouScan Gallery – Images with the Adidas Logo Containing a Cell Phone



Screen Capture 2: YouScan Visual Insights – Visual Context Analysis



**Screen Capture 3: YouScan Dashboard with Multi-Dimensional Filtering:**  
 By Media Type (e.g., Only Word-of-Mouth Posts/User Generated Content) and Gender (e.g., Male Authors)  
 Displaying Key Metrics (e.g., Total Mentions, Authors, Passion, Engagement), Mentions' Dynamics, the  
 Geo-map of Mentions and Hot Trends



**Screen Capture 4: YouScan Image Insights – Mentions Filtered by**  
 Scene on the Photo (e.g., Stadium/Soccer) and Country (e.g., United Kingdom), Sorted by Engagement

### Partnerships:

YouScan is seeking new partnerships with reputable agencies and SMM vendors around the world to expand its client base and gain access to new markets and opportunities across geographies and verticals. Partners can benefit from YouScan's world-class technology platform for social media text and image analysis, extensive coverage of market-specific sources in CIS region, customer base that include world's leading consumer brands, as well as YouScan highly skilled technical and research team.

### Clients:

YouScan clients include more than 400 global brands and digital agencies:

- **Corporate clients:** Auchan, The Coca-Cola Company, BNP Paribas, Bosch, Danone, Deloitte, Dyson, Estee Lauder, Ferrero, Google, L'Oréal, Lenovo, McDonalds, Michelin, McKinsey, Nestle, Nutricia, PepsiCo, Samsung, Intel, Unilever, Vodafone, Mercedes, and others,
- **Agencies:** IPSOS, GroupM, Mindshare, Kantar TNS, and many others.

### Pricing:

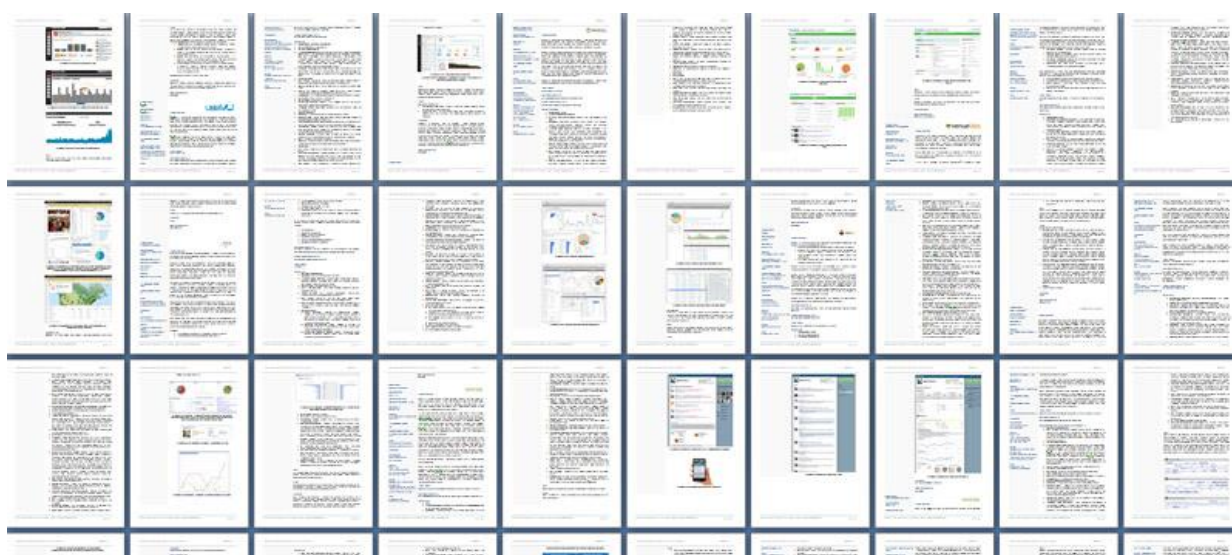
YouScan offers one price for full scale monitoring of review sites, social networks, blogs, forums and online news. For the price of \$599/month, YouScan offers unlimited number of mentions up to 5 topics, unlimited numbers of users, dashboards and reports, sentiment detection, influence analysis, spam filtering, smart alerts, and integrations. The company also offers 7-day trial.

### Languages:

Full support for 3 languages (UI, NLP/AI features): English, Russian, Ukrainian; Monitoring in any language

### Geographic Coverage:

Global



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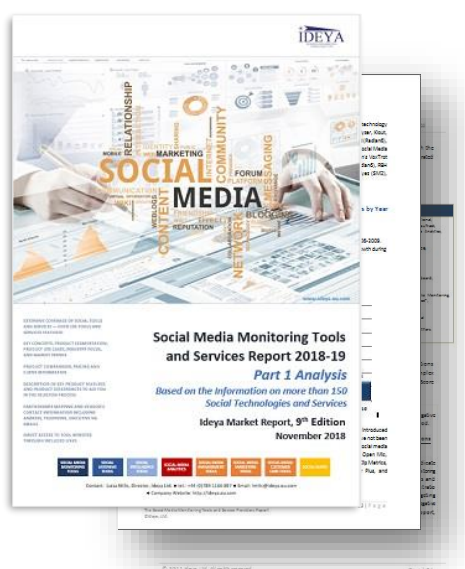
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