IDEYA
BUSINESS AND MARKETING
CONSULTANCY LTD.

EXTENSIVE COVERAGE OF
SOCIAL TOOLS AND SERVICES —
173 TOOLS AND SERVICES
FEATURED

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

PRODUCT COMPARISON,
PRICING AND CLIENT
INFORMATION

DESCRIPTION OF KEY PRODUCT
FEATURES TO AID YOU IN
SELECTON PROCESS

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

Social Media Monitoring Tools and Services Report Public Excerpts 2017

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

**Ideya Market Report, 8th Edition
November 2017**

| 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 |

Dear Readers,

Ideya Ltd. is pleased to share with you the Eighth 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

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.

Luisa Milic, M.Sc. is the Founder and Director of Ideya Business and Marketing Consultancy providing services in the area of market research and analysis, business planning and strategic planning. She has 25 years of international experience, working 12 years at KPMG LLP Market Research in the USA and leading the Ideya consultancy in Europe for 13 years. Luisa works on innovative business and market strategies with clients across industry sectors including manufacturing, retail and consumer goods, tourism, and information technology. She also engages with organizations in the education sector and public services, and collaborates with other consultancies. In Europe, she has developed a network of collaborators from FP6 and FP7 EU projects and develops business strategies for the commercialization of the resulting technical solutions.

Her work also includes projects and seminars on usage of various methods for market research/analysis, facilitation of strategic planning workshops, mentoring start up executives and researchers, and research/advisory support to companies exploring IoT Data Analytics and Social Media Monitoring Technologies.

Table of Contents

Part 1 – Social Media Monitoring Tools and Services Report – Analysis

Part 2 – Social Media Monitoring Tools and Services Directory

Contents

LIST OF TABLES:

LIST OF FIGURES:

1. INTRODUCTION

EXCERPTS FROM THE SOCIAL MEDIA MONITORING TOOLS AND SERVICES REPORT 2017, THE 8TH 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. Continuous learning and new approaches are required to master new technologies and effectively analyze 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. To help businesses understand new technologies and prepare them for social media success, the Social Media Monitoring Tools and Services Report 2017 provides businesses with a clear and thorough 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.

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 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.

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. 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 2017 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 seventy three (173) 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:

SOCIAL MEDIA or 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**

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, YouTube and Google+) affecting SMM technology providers and businesses

PRODUCT ANALYSIS/COMPARISON 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
- 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 year when the tool or service was made publicly available, (see FIGURE 10 - Timeline).

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.

UNDERSTAND KEY SOCIAL MEDIA MONITORING CONCEPTS , FUNCTIONS AND APPLICATIONS
SEE HOW THEY CAN BE APPLIED WITHIN YOUR ORGANIZATION

UNDERSTAND SMM MARKET AND MARKET TRENDS
- MARKET DYNAMICS
- TECHNOLOGY INNOVATION
- CUSTOMER POSITION

LEARN ABOUT SMM TOOL COVERAGE AND KEY FEATURES
QUESTIONS TO ASK AND FACTORS TO CONSIDER WHEN SELECTING SMM TOOL AND SERVICES

PRICING AND PRODUCT AND SERVICE AVAILABILITY
LEARN ABOUT DIFFERENT PRODUCT AND SERVICES, PRICING PLANS AND FREE OFFERS

VENDOR EXPERIENCE:
- CLIENTS SERVED
- # OF YEARS IN SMM BUSINESS
- INDUSTRY FOCUS
- PARTNERSHIPS
- COMPANY SIZE

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:

- *Mature businesses* that want to broaden their understanding of the SMM tools and decide whether to develop their own tools or use external solutions
- *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
- *Providers of SMM tools and service* that are interested in the competitive landscape and possibilities for partnerships, sales, or acquisitions
- *Social media consultants* 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 seventy three (173) 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 173 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), SMM technology providers' 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:	All, Twitter, Facebook, Google+, LinkedIn, Instagram, YouTube, Snapchat, WhatsApp, Forums, Blogs, etc.
✓ Language coverage:	List of languages for text detection and sentiment analysis
✓ Type of Social Tool(s) Offered:	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
✓ Tool functionality:	Listening, Monitoring, Analysing, Engaging, Publishing, Collaboration, CRM, etc.
✓ Third party technology:	Whether a tool is using third party monitoring technology
✓ Partnerships:	List of Partnerships
✓ 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:

- **Akio** (Akio Spotter),
- **bc.lab GmbH** (bc.lab),
- **Blogmeter** (Bloogmeter Social Suite),
- **BoomSonar SA** (BoomSonar, BoomSocial),
- **Brand24** (Brand24),
- **Coosto BV** (Coosto),

- **Cision** (Cision Social Software, Cision Communications Cloud™),
- **Clipit News B.V.** (Clipit),
- **Cogia Intelligence GmbH** (Cogia Web Observer 3.0/ Text Mining /Web Audit / Report / Alerts & News Clipping / MeMo News / Sometoo® Engagement Tool / EmotionsRadar),
- **Commetric Ltd.** (Commetric Media Analytics, Commetric Influencer Network Analysis),
- **Converseon** (Converseon),
- **Crowd Analyzer** (Crowd Analyzer),
- **Curalate Inc.** (Curalate),
- **datenwerk innovationsagentur GmbH** (Opinion Tracker),
- **Echobot Media Technologies GmbH** (Echobot),
- **Echosec Systems Ltd.** (Echosec™),
- **Dow Jones & Co.** (Factiva),
- **IBM Corporation** (IBM® SPSS® Modeler Premium, IBM Watson Analytics for Social Media),
- **Infegy** (Infegy Atlas),
- **Intelligence Technologies Ltd.** (Netmonita),
- **iSentia** (Mediaportal),
- **Landau Media GmbH & Co. KG** (Landau Media Online Monitoring),
- **Linguamatics** (Linguamatics I2E Text Mining Solution for News & Social Media),
- **Lucidya** (Lucidya),
- **Mediatoolkit d.o.o.** (Mediatoolkit),
- **OBI4wan B.V.** (OBIwan, Buzzcapture),
- **Oceanus** (BuzzForce™ and Social Media Dashboard),
- **quintly GmbH** (quintly),
- **Salesforce** (Social Studio/Salesforce Social Media Marketing),
- **SentiOne** (SentiOne),
- **SemanticForce Inc.** *(SemanticForce),*
- **Simplify360** *(Simplify 360),*
- **Social360 Ltd.** (Social360),
- **Social Media Research Foundation** *(NodeXL),*
- **Social Media Monitoring Ltd.** (Brandspotter),
- **Sprinklr, Inc.** (Sprinklr),
- **Sprout Social Inc.** (Sprout Social),
- **Talkwalker** (Talkwalker, Talkwalker Alerts, Talkwalker Free Social Search),
- **Traackr, Inc.** (Traackr),
- **Ubermetrics Technologies GmbH** (Ubermetrics Delta),
- **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 seventy three (173) 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 forty two (142)* are operated as paid tools and services
- ▪ *Twenty one (21)* are currently offering both free and paid services, and
- ▪ *Eighteen (10)* are free tools.
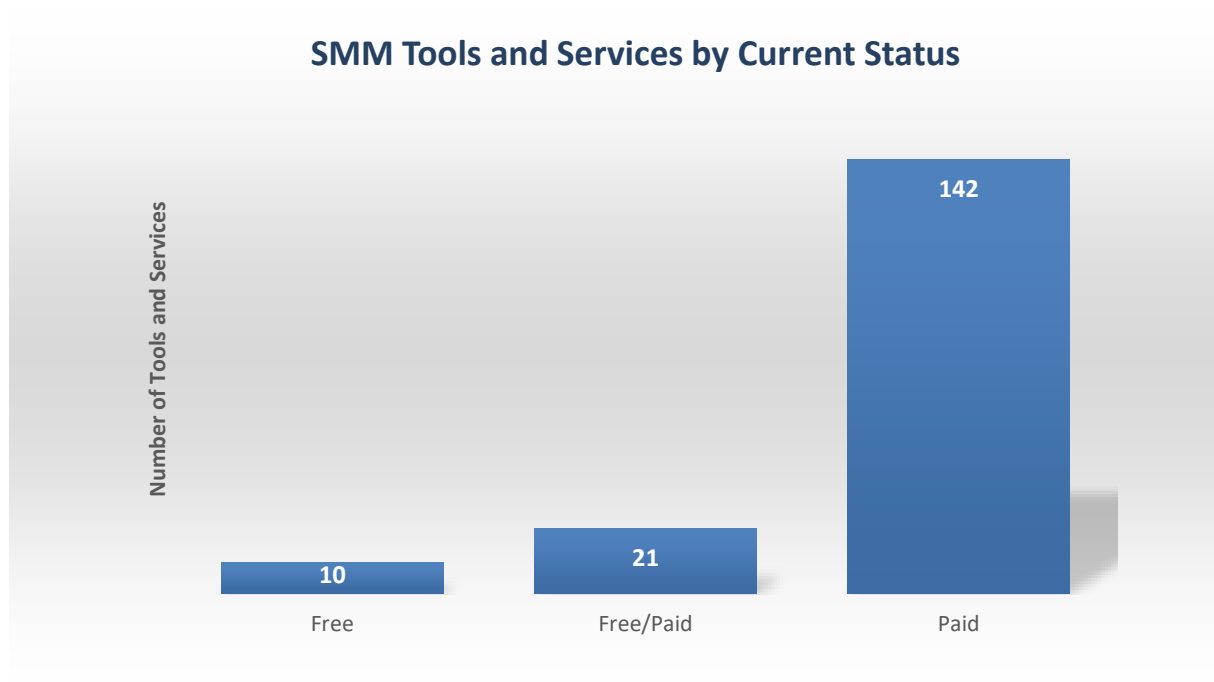
FIGURE 2. SMM Tools and Services by Status

TABLE 1. Paid SMM Tools and Services (Total 142)

- Adobe® Social
- Agility PR Solutions
- Akio Spotter
- Astute Social™
- Audiense
- bc.lab
- BIG Engagement, Publishing and Monitoring
- BirdSong
- Blogmeter Social Suite
- blueReport (Cognita AG)
- BoomSonar
- Brand24
- BrandChats
- Brand Embassy
- BrandMetric Sonar BM
- BrandProtect SMART Platform
- BrandsEye
- BrandSpotter
- Brandwatch
- BurrellesLuce iMonitor
- Buzzcapture
- BuzzForce™ and Social Media Dashboard /Oceanus
- Cogia Web Observer 3.0/ Text Mining /Web Audit / Report / Alerts & News Clipping / MeMo News / Sometoo® Engagement Tool / EmotionsRadar
- Cisco® SocialMiner
- Cision Communications Cloud™
- Cision Social Software
- Clipit
- Cogito
- Commetric Media Analytics
- Commetric Influencer Network Analysis
- complexium MATRIX, GALAXY, KYEPLEX
- Converseon
- Confirmit Horizons: Confirmit Genius Social Analytics
- Coosto

- Crimson Hexagon ForSight™
- Crimson Hexagon HelioSight
- Crowd Analyzer
- Curalate
- CustomScoop Media Monitoring / CARMA
- CX Social /Clarabridge
- Daumsoft Social Metrics™
- Digimind Intelligence
- Digimind Social
- Ebiquity Sonar
- Echobot
- eClincher
- evolve24 Evolution Platform
- Factiva (Dow Jones)
- Falcon.io
- Glean.info
- FirstRain
- Hearsay Social
- HottoLink
- HubSpot
- Iconosquare
- IBM Watson Analytics for Social Media
- IBM® SPSS® Modeler Premium
- iContact Pro Select
- Infegy Atlas
- Isentia Brandtology
- IWOMmaster Platform
- J.D. Power Social Media Insights
- Kantar Media Social Media Intelligence
- Klarity Analytics
- Landau Media Online Monitoring
- Launchmetrics
- Lexalytics Salience
- LexisNexis® Newsdesk
- LexisNexis® Social Analytics
- Linkfluence Radarly
- ListenLogic

- Linguamatics I2E Text Mining Solution for News & Social Media
- Lithium Social Media Management
- Lithium Social Analytics
- LRWMotiveQuest
- Lucidya
- M-Adaptive
- Mediaportal
- Meltwater Media Intelligence Platform
- Mention
- Microsoft Social Engagement
- MutualMind / Shapiro+Raj
- NetBase™
- Netmonita
- Networked Insights
- Nexalogy
- Nielsen Social
- NUVI™
- OBI4wan
- Onalytica
- OpenText Explore
- Opinion Tracker
- Oracle Social Cloud and Oracle Social Relationship Management
- Polecat – Incisive Intelligence
- Pulsar TRAC
- Pulsar CORE
- ReplyOne
- Reputation Control
- Reputation.com
- RepuTrace /RepuTrack
- Revinate
- ReviewPro
- Rio Social Local Platform
- Semantria
- Sendible
- Scanbuzz
- ScribbleLive Insights and Engagement

- SemanticForce
- SentiMetrix
- Sentiment (Sentiment Metrics)
- SentiOne
- Silverbakk
- Simplify360
- SmartFocus
- Social360
- Socialbakers
- SocialFlow
- SocialEye™
- SOCIALEYEZ™
- Social Studio / Salesforce Social Media Marketing
- SoDash
- Spredfast
- Sprinklr
- Sprout Social
- Symscio
- Synthesio
- Sysomos Platform
- Tagboard
- Tailwind
- Traackr
- Tracebuzz
- Trackur
- Tracx
- TrustYou
- Twilert
- uberMetrics Delta
- VendAsta's Reputation Management Platform
- Verint Text Analytics
- VICO Analytics
- VICO PRISY
- WaveMetrix
- YouScan

TABLE 2. SMM Tools with Free and Paid SMM Services (Total 21)

- AgoraPulse
- Appreciation Engine
- Buzzmonitor / E.Life
- Cyfe
- Echosec
- Followerwonk

- Hashtags
- Hootsuite
- HowSociable
- Klout
- Kred
- Mediatoolkit

- Netvibes
- NodeXL
- quintly
- Simply Measured
- Social Searcher

- Talkwalker
- Twingly
- ViralWoot
- Zuum Social

TABLE 3. Free SMM Tools (Total 10)

▪ Board Reader ▪ BoomSocial ▪ Facebook Insights	▪ LinkedIn Analytics ▪ Mentionmapp ▪ NexaMe (Nexalogy)	▪ Search (Facebook) ▪ Talkwalker Alerts	▪ Talkwalker Free Social Search ▪ TweetDeck

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 173 SMM tools and services, 74 (43 %) are offered by companies in the USA. From the remaining ones, 22 (13 %) are in the UK, 13 (8 %) are in Germany, 11 (6 %) in Canada, 9 (5%) in France, 5 (3 %) in Netherlands, 3 (2%) in each China, Luxembourg, 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	74	Turkey	2
United Kingdom	22	Australia	1
Germany	13	Austria	1
Canada	11	Brazil	1
France	9	Chile	1
Netherlands	5	Croatia	1
United Arab Emirate	3	Denmark	1
Luxembourg	3	Finland	1
China	3	Japan	1
Ukraine	2	Norway	1
Spain	2	Saudi Arabia	1
India	2	Singapore	1
Sweden	2	South Africa	1
Russia	2	South Korea	1
Italy	2	Switzerland	1
Poland	2		

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 74 vendors with HQs in the United States, 40 (54%) have also offices in the EMEA region and 32 (43%) in the ASPAC region. Similarly, out of 76 SMM technology providers with HQs in the EMEA Region, 39 (51%) also have offices in Americas Region and 19 (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 2008 to 2011. The highest number of the tools (24 tools) were introduced in 2009.

Featured Monitoring Tools/Services by The Year of Introduction (Period 1998-2017)
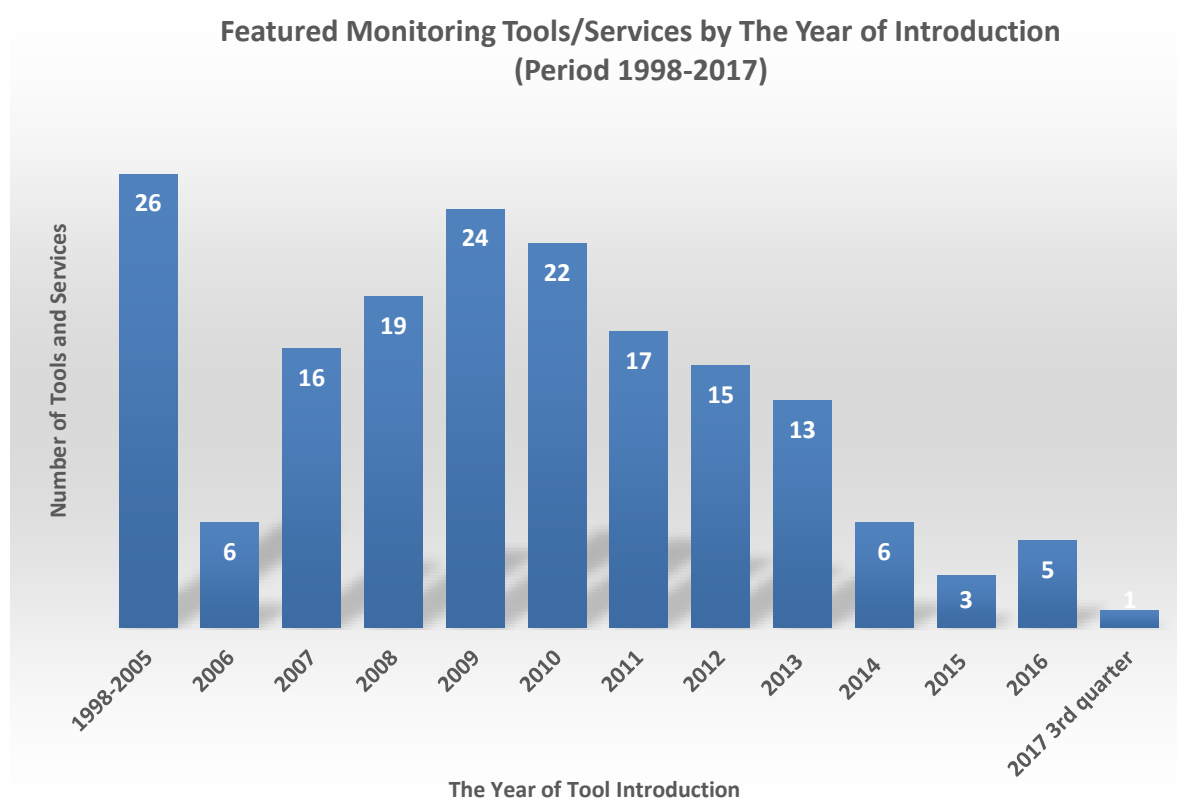
FIGURE 3. Featured Social Media Monitoring Tools/Services by the Year of Introduction (Period 1998-2017)

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

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.
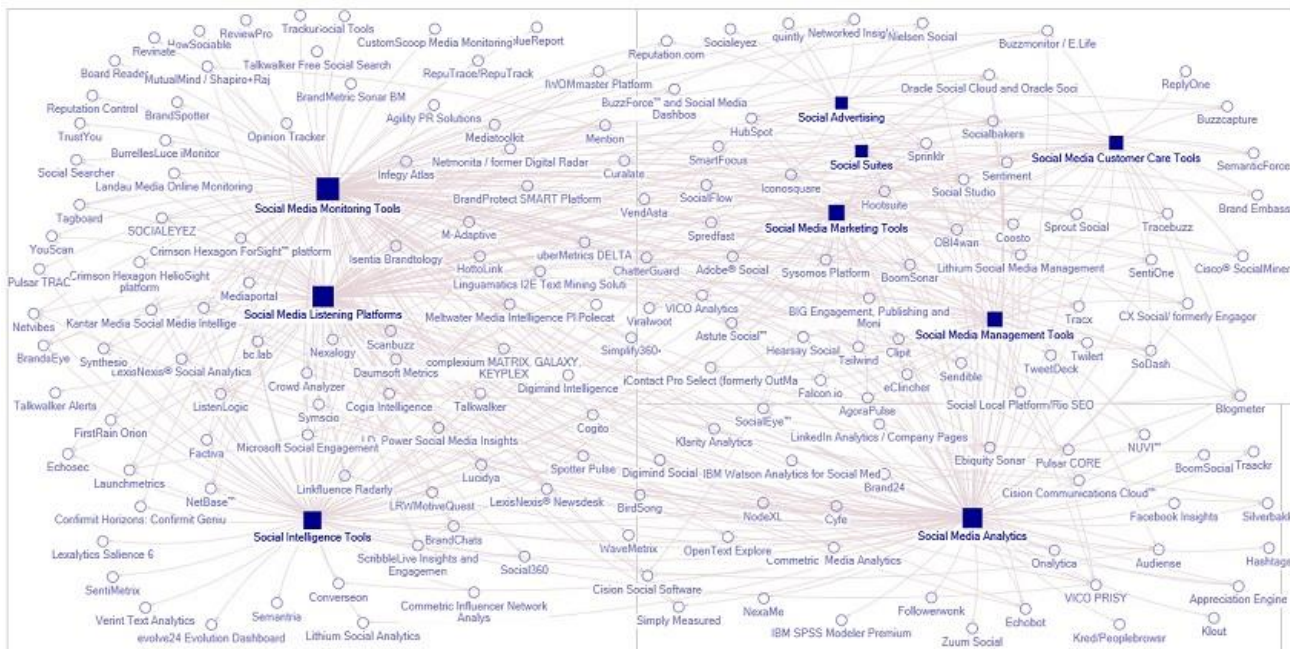
FIGURE 4. Map of Featured Social Technologies and Platforms Based on the Type of Tools They Offer
-   *Social Media Listening, Social Media Monitoring, Social Media Analytics, Social Media Intelligence, Social Media Management, Social Media Marketing Tools, Social Media Customer Care Tools and Social 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	**SOCIAL LISTENING TOOLS**	**SOCIAL INTELLIGENCE TOOLS**	**SOCIAL MEDIA ANALYTICS**
SOCIAL MEDIA MANAGEMENT TOOLS	**SOCIAL MEDIA MARKETING TOOLS**	**SOCIAL MEDIA CUSTOMER CARE TOOLS**	**SOCIAL SUITES**

✓   **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 …

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 5 compares featured Social technologies and platforms based on the type of 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
▪ **Lucidya**	y	y	y	y				
▪ **Sprinklr**	y	y	y	y	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.

The majority of the social platforms and services featured in this report employ social media monitoring tools (137 tools / 81%), followed by social media listening (110 tools / 65%) and social

media analytics (100 tools / 59%). Sixteen vendors (9%) featured in this report have built social suites either from scratch or by bringing together acquired social point solutions into one integrated product.

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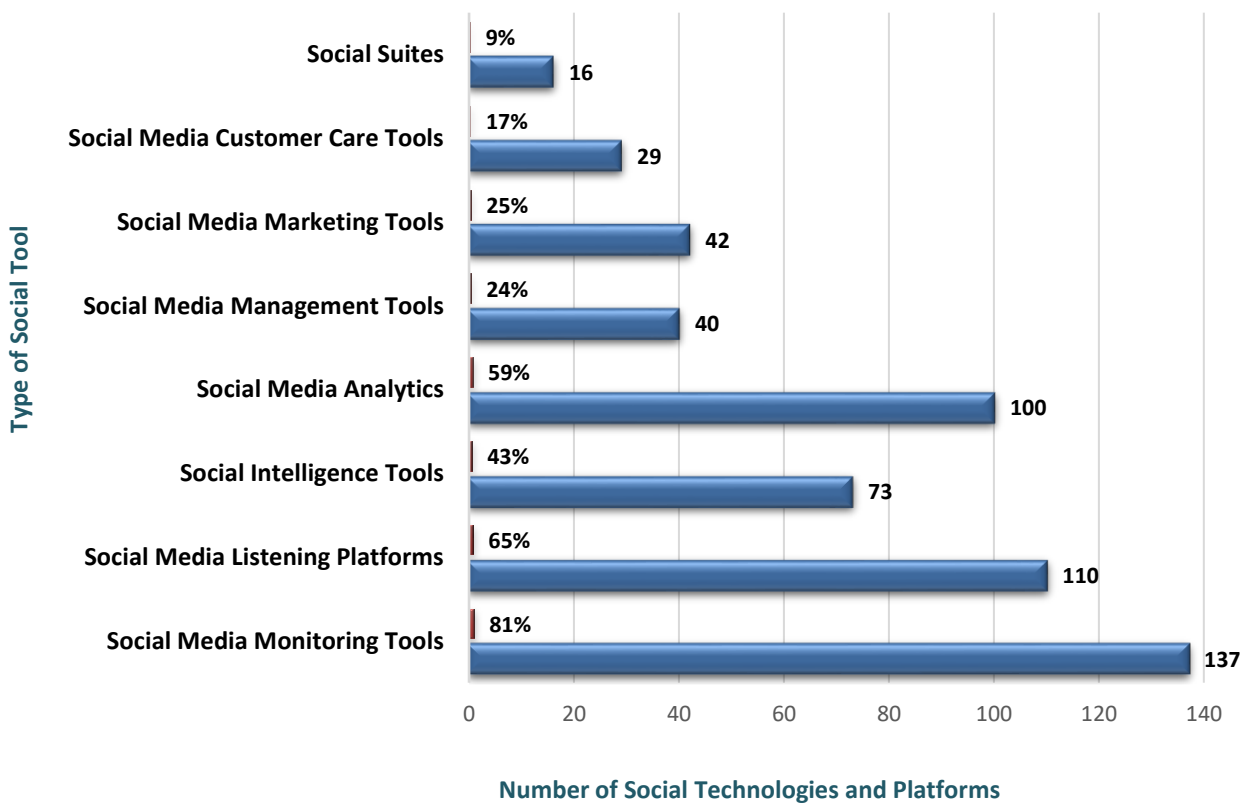
FIGURE 5. Number and Percentage of Featured Social Technologies and Platforms by the Type of Social Tools They Offer

Among featured products, forty two social platforms (25%) offer social media marketing tools, while twenty nine platforms (17%) provide a component for comprehensive social media customer care. TABLE 5 compares featured social technologies and platforms based on the type of social tools they currently offer.

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 lines through growing revenue and increasing efficiency. For that reason, before we get into more detailed discussion about SMM product applications, it is important to understand the ways the social media can affect your business performance (see FIGURE 7).

Increase Sales, Market Share, Customer Retention, Operating Margin, ROI

- Generate More Qualified Leads
- Shorten the Sales Cycle
- Create Thought Leadership
- Improve Visibility, Awareness, Advance Brand Advocacy and Increase Brand Value
- Improve Brand Reputation and Counter Negative Perception
- Identify and Create New Partnerships
- Reduce Marketing, Market Research, Customer Care, Research & Development, IT, Recruitment, and other Operating Costs
- Test Ideas and Launch Product
- Increase Operational Efficiency
- Improve Customer Services, Engagement, Experience, Satisfaction and Customer Retention

FIGURE 7: The Ways Social Media Monitoring and Engagements Can Impact Your Business Performance

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	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
▪ **Talkwalker**	Listening, Analysis, Reporting, Social Data Intelligence, Image Analytics	▪ Marketing (Campaign Measurement, Advertising Effectiveness, Brand Analysis, Content Discovery, Content Marketing, Event Performance, Influencer Management, Media Buying, Media Measurement, Product Launch, Social Channel Analytics, Social TV) ▪ Public Relations (PR)/Communications/Social (Campaign Measurement, Reputation Analysis, Crisis Tracking, Event Performance, Hashtag Tracking, Influence Management, Investor Relations, Media Monitoring, Media Research, Media Buying, Media Measurement, Newsjacking, Social TV) ▪ Market Research (Audience Research, Consumer Behavior, Customer Experience, Brand Analysis, Competitive Benchmarking, Industry Trends, Product Perception, Social Listening, Media Research), ▪ IT/Innovation (Social Data) ▪ Customer Care (Customer Service, Customer Experience, Customer Behavior) ▪ Social Selling (Lead Generation, Targeting and streamlining social selling processes - Talkwalker App for Hootsuite) ▪ Human Resources (Recruiting) ▪ Risk Management (Crisis Tracking, Investor Relations, Partner Management, Supplier Tracking)

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

- SMM market continues to demonstrate further growth

Market Dynamics

- Big technology companies expected to dominate the market in terms of innovation and market share
- Partnerships on the rise to deliver more strategic insights for businesses
- Increase in merger and acquisition activity in 2017
- 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 on the rise
- The growing Importance of mobile platforms
- AI-powered social SM Listening, Analytics and Management tools are becoming more prevalent

Customer Position

- Increasing adoption and investment in social media technologies
- Increasing adoption of Social Media Marketing Programs
- 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 demonstrate further 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 increase…

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, 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 and priorities against core business objectives and 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 173 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, topic and theme analysis, word/tag cloud, competitive monitoring and analysis, predictive analytics, audience analysis and targeting, 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, product applications, industry focus, client support, company size and year when the tool or service was made publicly available, (see FIGURE 10 - Timeline).

We expect that these aspects will be important for outlining the SMM strategy and selecting specific providers.

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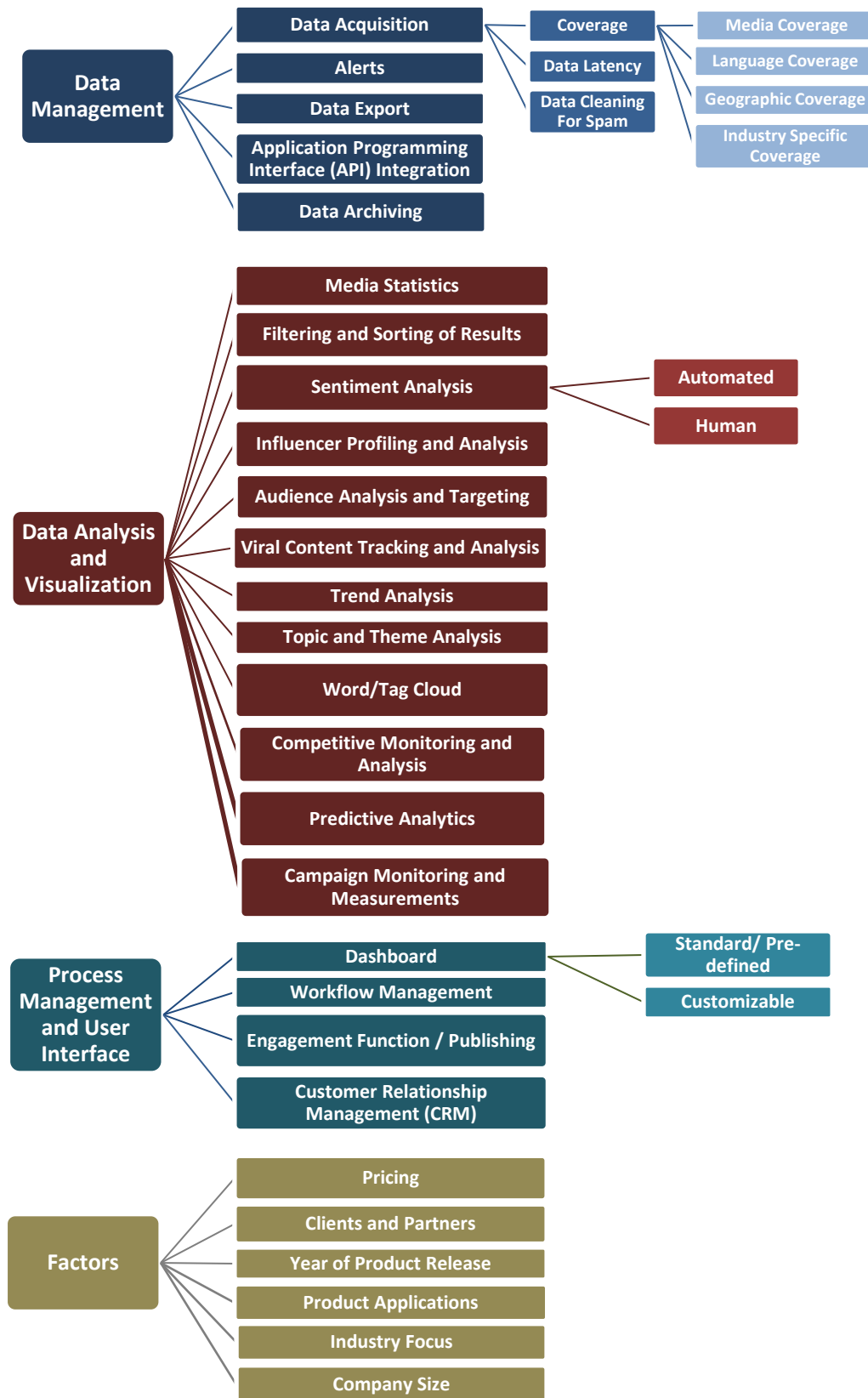
FIGURE 18. The Tool Key Features and Factors Impacting Selection Process

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, Google+, 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
▪ **Sprinklr**	**Listening/Monitoring**: covers mainstream social networks primarily through direct API relationships with vendors such as Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, Google+, YouTube, Sina Weibo, Tencent Weibo, Renren, Flickr, Vimeo, Youku, VKontakte, & others; can access content broadly via blogs and blog posts, forums, mainstream news sources, review sites, rating, and others; holds multiple badges for channel management, advanced analytics, paid media, and other capabilities with each of the mainstream social networks. Both inbound and outbound messages can be analyzed through the Listening module for any owned social accounts, as well as content identified via broad search where such functionality is available. **Sprinklr Apps:** expand unified ecosystem and connect social to existing enterprise systems such as CRM, marketing automation, asset management, reporting and analytics, profile and message enrichment systems, and much more; Sprinklr Marketplace – integrations with social sources like WordPress and Jive, chat tools, customer service ticketing systems, and web analytics providers. **Publishing** for over 20 social networks including Facebook, Twitter, LinkedIn, Google+, YouTube Instagram, Jive, Flickr, Pinterest, RenRen, Sina Weibo, Tencent Weibo, Foursquare, Slideshare, Tencent Weibo, LiveChat, Tumblr, Vkontakte, Zendesk, SurveyMonkey, and WordPress.	**Languages**: Users can identify, translate, or filter 65 languages to engage with global audiences. Sprinklr also performs text analytics in over 65 languages including Arabic, Danish, Dutch, English, French, German, Hebrew, Indonesian, Italian, Japanese, Korean, Malay, Mandarin/Chinese Traditional, Mandarin/Chines Simplified, Norwegian, Polish, Portuguese, Russian, Spanish, Singlish, Swedish, Turkish, and others. Sentiment Analysis available for 22 languages including English, Arabic, Danish, Dutch, French, German, Hebrew, Indonesian, Italian, Japanese, Korean, Malay, Mandarin/Chinese Traditional, Mandarin/Chines Simplified, Norwegian, Polish, Portuguese, Russian, Spanish, Singlish, Swedish, and Turkish. **Geographic Coverage**: Worldwide;

Product Name	Media Coverage	Language Coverage
▪ **Talkwalker**	**Monitoring:** Facebook, Twitter (full firehose), Pinterest, Flickr, Google+, Instagram, Foursquare, YouTube, Vimeo, as well as blogs, forums, and online news sites. Users can expand their monitoring environment beyond online and social media by adding print, newswires (LexisNexis), TV and radio broadcast monitoring. It provides the most complete global coverage of owned and earned media in 187 languages. Users can also add their own data to combine social data with lead gen figures, sales, weather data, and much more. All search results can be automatically translated in the language selected by user. **Analytics:** Users can also set up Twitter profiles, Facebook pages, YouTube channels, Instagram profile and Google+ profiles in the system and discover insights about relevant content, influencers, geography, sentiment, trending topics and much more.	**Language:** Talkwalker aggregates 187 languages with a possibility to add more languages based on a client needs. Talkwalker's user interface is available in five languages: English, German, French, Spanish, Italian and Turkish. Sentiment analysis is offered in 25 languages including English, Arabic, Chinese, Croatian, Czech, Danish, Dutch, Finish, French, German, Hungarian, Indonesian, Italian, Malay, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish, Turkish, and others. **Geographic Coverage:** Worldwide

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
▪ **SemanticForce**	Yes	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	Audience Analysis and Targeting	Campaign Mgmt. & Monitoring
▪ BoomSonar	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
▪ Lucidya	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
▪ NodeXL	Yes	Yes	Yes	Yes	Yes	Yes		Yes		
▪ Sprinklr	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes as a part of Advertising Cloud	Yes
▪ Talkwalker	Yes	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, Publishing, and CRM

Product/Company Information	Customizable Dashboard	Workflow Management	Engagement Function	Publishing	CRM System or Integration with 3rd party CRM systems
▪ **BoomSonar**	Yes	Yes	Yes	Yes	Social CRM and integration options
▪ **SemanticForce**	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 2017)

SMM Tools & Services (Alphabetical Order)	Pricing Information	Key Clients
Sprinklr	The Sprinklr's platform is priced based on the number of enterprise users and work groups and typically ranges from $75 to $200 per user per month. Sprinklr price can starts at around 100k a year for global brands, depending on number of users.	More than 1,000 globally recognized clients including Bayer, Cisco, Dell, Deloitte, DuPont, French Connection, Frontier Airlines, Groupon, Hearst Digital, Hewlett Packard, Intel, Imax, JP Morgan Chase & Co, KPMG, Listerine, McDonalds, Microsoft, NASA, Nasdaq, Nestle, Newell Rubbermaid, NHL, Nike, North Face (The), P&G, Pfizer, Prestige Brands, Praytell Strategy, Samsung, SAP, Starwood Hotels and Resorts, Timberland, Toro, Trend Micro, Virgin America, and many others.
YouScan	The company currently offers 3 plans: ▪ **Monitoring Plan** for £3,990/year of $399/month. The plan covers unlimited results and users, 5 monitored topics, engagement tracking, automatic sentiment detection, Smart Alerts about important mentions, emerging trends discovery, and unlimited mentions tagging. ▪ **Analytics Plan** for $8,990/year or $899/month. The plan covers unlimited results and users, 10 monitored topics, all features of Monitoring Plan plus multi-dimensional analytics, audience insights and automatic detection of commercial mentions. The plan is intended for companies and agencies who need social media monitoring and deep analytics of discussions. ▪ **Enterprise Plan** for $23,990/year or $2,399/month. The plan covers unlimited results and users, 25 monitored topics, all features of Analytics Plan plus API access, CRM integration, and users' access rights. The plan is intended for companies and agencies who need all features of social media monitoring, deep analytics and integration of data to business process. Each pricing plan includes: Monitoring of social networks, blogs, forums and reviews, Data filtering by authors' geo and gender, Slack integration, Reports on sources, authors and sentiments, Competing brands comparative reports, Trending words clustering, Spam sources and authors filtering, Teamwork features, Data export, and Free account setup and training	YouScan clients include leading global brands and digital agencies: ▪ ***Corporate clients***: Coca-Cola, Danone, Dyson, Ferrero, L'Oréal, Lenovo, McDonalds, Michelin, Nestle, PepsiCo, Estee Lauder, Vodafone, McKinsey, Deloitte, Auchan, and others, ▪ ***Agencies:*** GroupM, Mindshare, Kantar TNS, IPSOS, and many others.

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 2017

Part 1: *SMM Tools and Services - Analysis*

Part 2: *SMM Tools and Services Directory*

Content: *Profiles of 173 Social Media Monitoring Technologies*

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 2017. 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 173 from the Social Media Monitoring Tools and Service Directory 2017:

▪ **BoomSonar,** *BoomSonar SA*

Social Media Monitoring ◆ Social Listening ◆ Social Intelligence, ◆ Social Media Analytics ◆ Social Media Management ◆ Social Media Marketing ◆ Social Suite

▪ **Lucidya,** *Lucidya*

Social Media Monitoring ◆ Social Listening ◆ Social Intelligence ◆ Social Media Analytics

▪ **NodeXL,** *Social Media Research Foundation*
Social Network Analysis and Mapping

▪ **Sprinklr,** *Sprinklr Inc.*
Social Media Monitoring ◆ Social Listening ◆ Social Intelligence ◆ Social Media Analytics ◆ Social Media Management ◆ Social Media Marketing ◆ Social Media Customer Care ◆ Social Suite

▪ **SemanticForce,** *SemanticForce, Inc.*
Social Media Monitoring ◆ Social Listening ◆ Social Media Customer Care

▪ **Talkwalker,** *Talkwalker*
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 173 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

BoomSonar

Company Name:	BoomSonar SA
HQs/Country:	Turkey
Website:	http://www.boomsonar.com
Company Type:	Private
Number of Employees:	51 - 200
Founded:	2009

Introduction of the Tool:	2009
Types of Media Tracked:	**Monitoring:** Websites, Twitter, Facebook, Instagram, Google+, YouTube, Vimeo, WordPress, Foursquare, VKontakte, Dailymotion, news sites, blogs, forums, comments, review sites, sharing and bookmarking sites, discussions **Management/Analytics**: Facebook, Twitter, Instagram, YouTube

Type of Social Tool:	☒ Social Media Monitoring ☒ Social Listening ☒ Social Intelligence ☒ Social Media Analytics ☒ Social Media Management ☒ Social Media Marketing ☐ Social Media Customer Care ☒ Social Suites
Key Functions:	Business Intelligence, Monitoring, Measurement, Analysis, Reporting, Publishing, Engagement, Social CRM
Languages	All Languages; Sentiment Analysis in 6 languages;

Key Executives:	Tevfik Bulent Ongun, Co-founder & CEO at Tick Tock Boom Cuneyt Karakaya, Co-founder

Contact:	**HQ:** BoomSonar SA, Harmanci Giz Plaza, Esentepe Harman 1 Sokak No: 5/2 34394 Sisli, Istanbul, Turkey Tel: (+90) 532 133 23 42 **Swiss Office**: BoomSonar SA, Route de Boudry 16, CH-2016 Cortaillod, Neuchatel, Switzerland

Offices:	Neuchatel (Switzerland), Istanbul (Turkey)

Email:	**General Email:** sonar@boomsonar.com; **Direct Email:** Yuce Aksoy, Business Development Manager, email: yuceaksoy@ttboom.com **Social Media:** Facebook: BoomSonarSuite; Twitter: BoomSonarSuite

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 300 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:

BoomMonitoring	• 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.
BoomExtra	• Offers monitoring of additional social channels such as Instagram and Foursquare that require a different analysis approach,
BoomManager	• A social media account management suite specifically designed to help users create, schedule, and publish their content, 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.
BoomReputation	• Offers necessary tools for monitoring online reputation 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 to guard online reputation.
BoomTools	• A real time social media toolbox for marketing and corporate communications with 24/7 automated alerts based on user defined keywords, rules, result volumes, BoomRank, user lists, trending topics and more; delivered via e-mail and SMS.
BoomSocial	• 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.
Newshub	•BoomSonar Newshub is a command center for brands to visually analyze their online activities in real-time. Newshub reveals all vital information on web and social media, and helps brands to dynamically adapt to the latest and most relevant information. It's ideal for real-time campaign management with its 12-monitor support.
BoomStream	•BoomStream is a data stream service for following results from multiple sources in real-time. The completely customizable streams can be used to visualize real-time data from all BoomSonar Suite modules, including web and social media monitoring, social media account management, reputation management, and Social CRM.

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.

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, 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 Agency (Social Media Management, Digital PR, Online Reputation Management, Digital Marketing), Digital Consulting (Digital Strategy)

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 300 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 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,
- **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:**

- o 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, and assign Social CRM duties in any real time data stream,
- ▪ **Extensive Media Coverage:**
    - o **Monitoring:** All types of web sites, Twitter, Facebook, Google+, YouTube, WordPress, VKontakte, Dailymotion, Vimeo, blogs, forums, comments, review sites, sharing and bookmarking sites. Monitoring of Instagram and Foursquare available with BoomExtra subscription.
    - o **Online Reputation Monitoring:** Facebook, Twitter, Instagram and Google.
    - o **Facebook Topic Data:** Available as an optional extra.
    - o **Twitter Audiences:** Available as an optional extra for the monitoring, management, Social CRM, reputation, market research, and similar Twitter follower data.
    - o **Firehose Access to Major Sources:** BoomSonar has firehose access to multiple sources, including Twitter and WordPress data for real time monitoring,
    - o **Management/Analytics media coverage**: Facebook, Twitter, Instagram, YouTube, LinkedIn;
- ▪ **Search:**
    - o Unlimited results from across media channels,
    - o Offers standard keyword searches and flexible Boolean searches with logical operators for more relevant results,
- ▪ **Website Categorization:**
    - o Detailed hierarchical categorization tree of the websites by site content, with over 3,000 site categories,
- ▪ **Filtering for Spam:**
    - o Automatic filtering of spam with BoomSonar *SmartAlgorithm* that blocks all spam content.
- ▪ **Data Filtering:**
    - o Filtering of results by media type, topic/keywords, category type, channel, domain, user name, time period (today, past 7 days, etc.), Boolean operators, text search, sentiment, and others,
    - o Geo Filtering based on result locations,
    - o Automatic filtering of spam with BoomSonar *SmartAlgorithm* that blocks all spam content.
- ▪ **Automated Sentiment Analysis:**
    - o 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:**
    - o Identifies the most influential individuals and provides access to influencer data such as name, number of tweets, followers, following, post rank, and others,
    - o Influencers' accounts on different channels can be unified in a single influencer profile,
- ▪ **Trend Analysis:**
    - o Offers key metrics over time including volume of post over time, sentiment trends, trendsetting users, and others,
- ▪ **Topic Analysis:**
    - o Automatically determines key topics related to user query via machine learning models and semantic analysis,
- ▪ **Campaign Monitoring:**
    - o Monitoring the performance of marketing campaigns, and performance comparison of current and prior marketing campaigns,
- ▪ **Competitive Analysis:**
    - o Facilitates competitor analysis by monitoring brand and competitors' social activity, sentiment, engagement and campaigns,
- ▪ **Management and Publishing:**
    - o Creation of social media content, scheduling posts, publishing, and interacting with audience,

- o Realistic previews of posts, allowing users to know what their posts will look like before publishing,
- o Publishing functions are available through BoomManager for Facebook, Twitter, 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:**
  - o A feature that allows users to reply, post and share directly from within BoomSonar platform, including monitoring of engagement and moderation,
- **Key Metrics:**
  - o 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:**
  - o 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:**
  - o Unlimited reporting including automated dashboard reporting and exportable reports,
- **Data Export:**
  - o Users can download results and reports in PDF, Microsoft Excel and Microsoft PowerPoint formats,
- **Real Time Alerts:**
  - o 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 etc. delivered via email and SMS,
  - o Alerts sounds for every activity on user's social media accounts.
- **Command Center:**
  - o 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:**
  - o 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:**
  - o 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:**
  - o Unlimited archiving of all user data and content,
- **Historical Data:**

- o 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:**
    - o Seamless API integration with third party client applications and systems,
- ▪ **Client Support:**
    - o 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), Disqus, Tumblr, and Intensedebate.

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
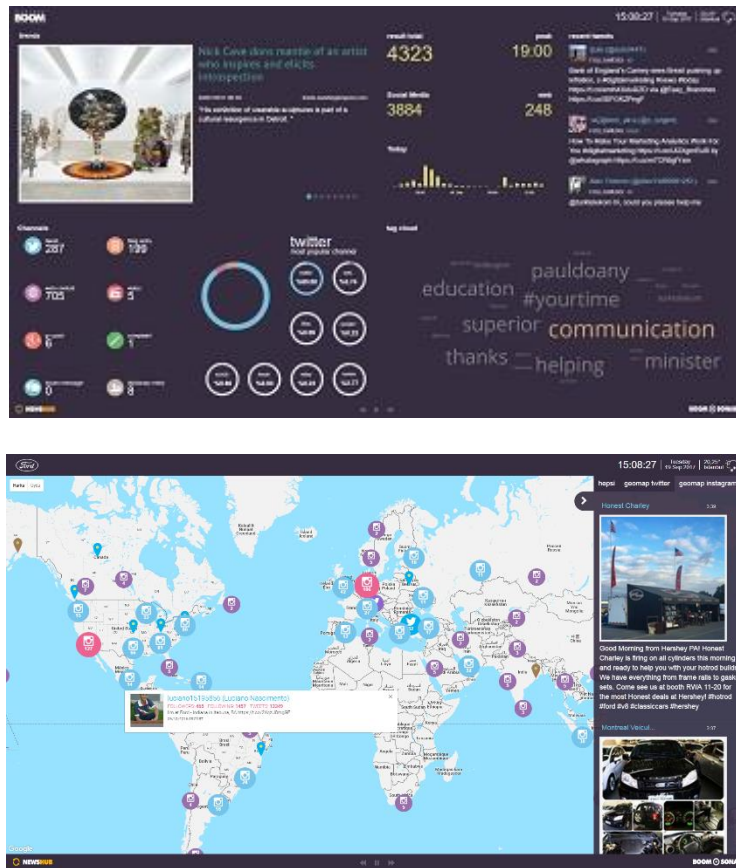
Screen Capture 2: BoomSonar Newshub -
A Real Time Command Center, Designed to Provide a Real Time Summary of Brands' Online Assets.
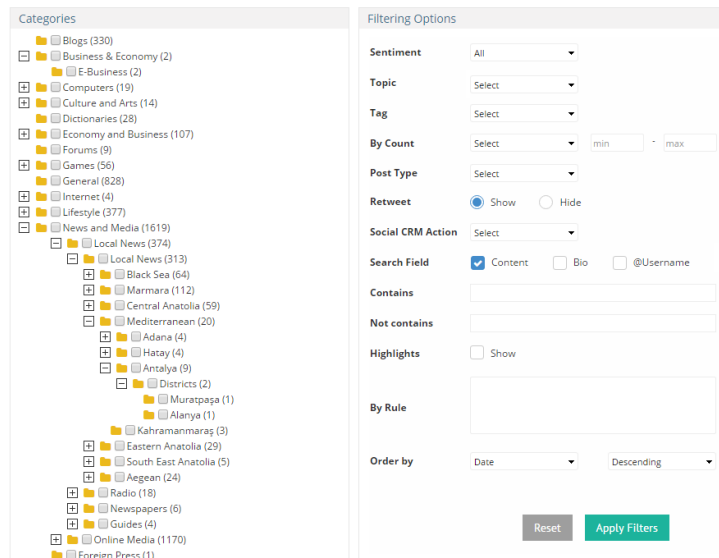
Screen Capture 3: BoomSonar Filters and Categories -
The platform provides over 3000 categories and numerous filtering options for data analysis.

Screen Capture 4: BoomSonar Monitoring Dashboard Offering Customizable and Interactive Graphs and Charts for Analyzing Web and Social Media Results in Real Time
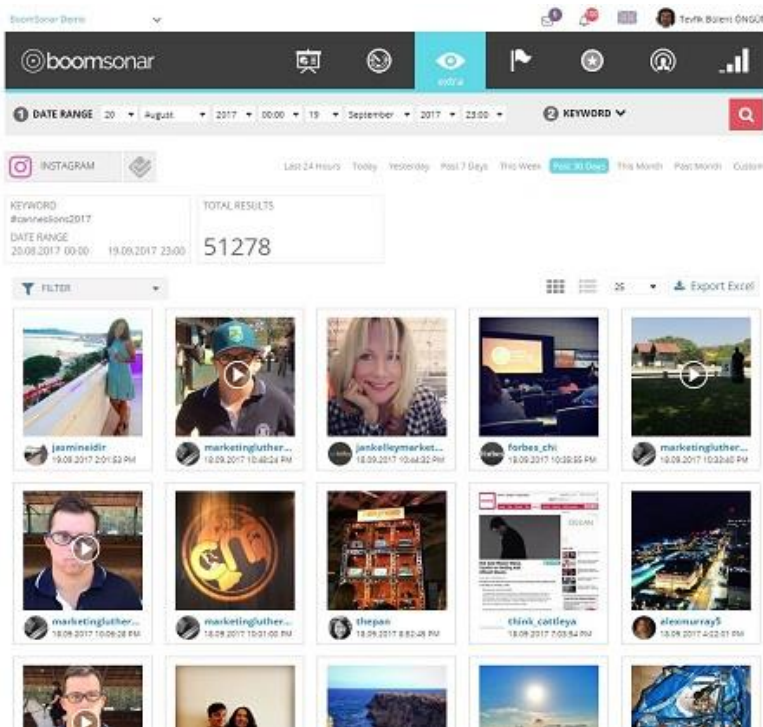
Screen Capture 5: BoomExtra
- Offers Monitoring of Additional Social Channels that Require a Different Analysis Approach
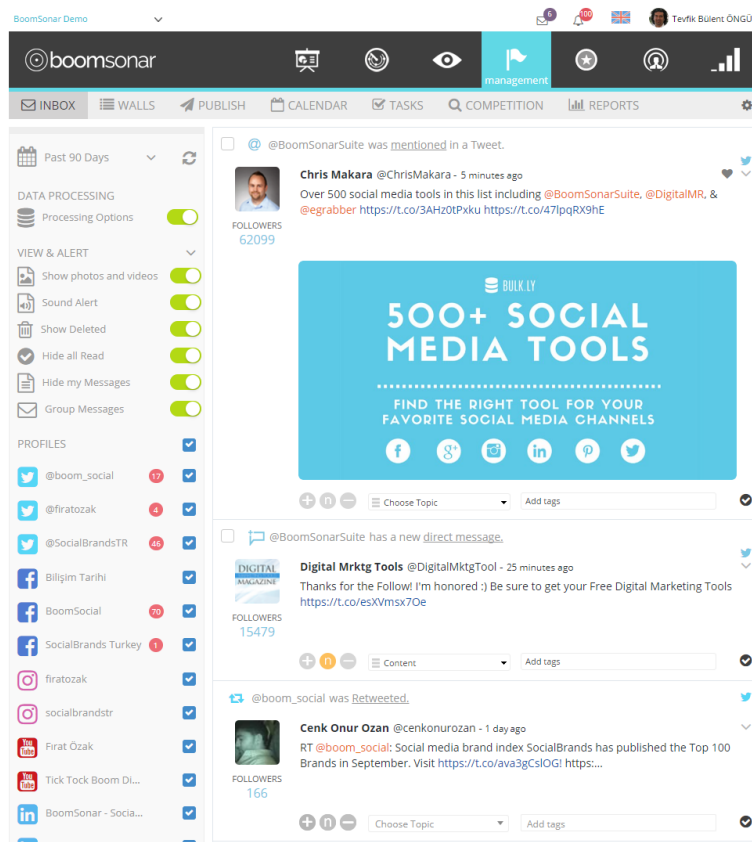
Screen Capture 6: BoomSonar Management Page
- Allowing Users to Post on Multiple Social Media Accounts, Check Messages and Mentions, Reply to Users and Process Result
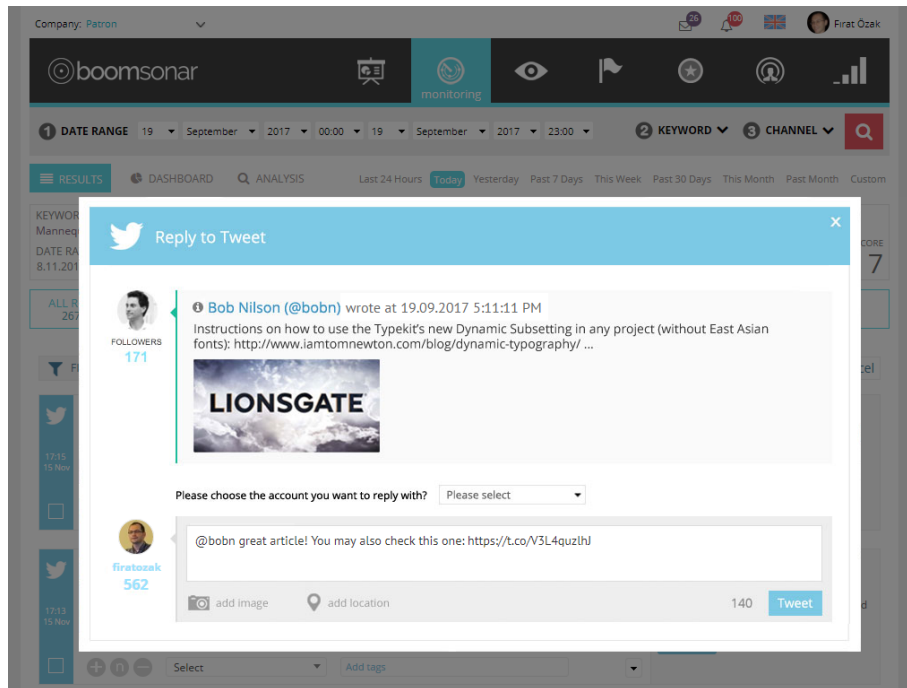
Screen Capture 7: BoomSonar Reply to Tweet Pop-Up
- Users Can Reply, Retweet and Direct Messages to Twitter Users within BoomSonar and Easily Create Social CRM Records
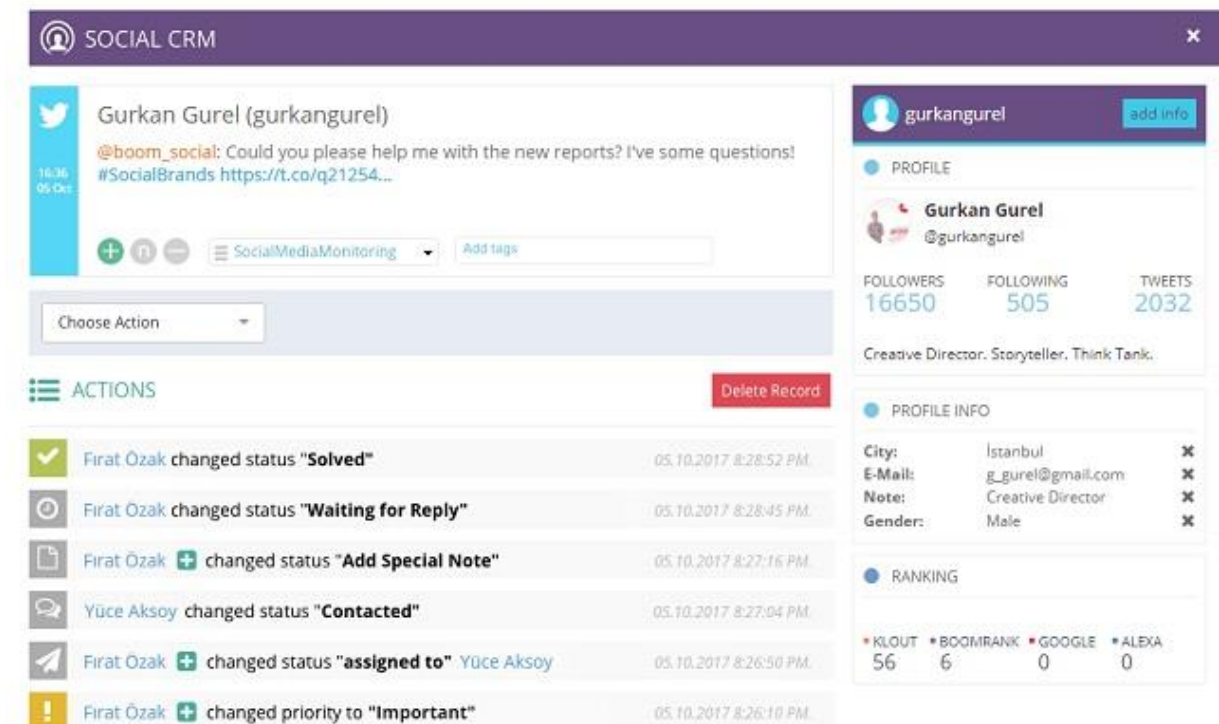
Screen Capture 8: BoomSonar Social CRM
- Integrated Social CRM Allows Brands to Engage with Customers, Assign Duties to Team Members, Track Customer Relations and Archive Results
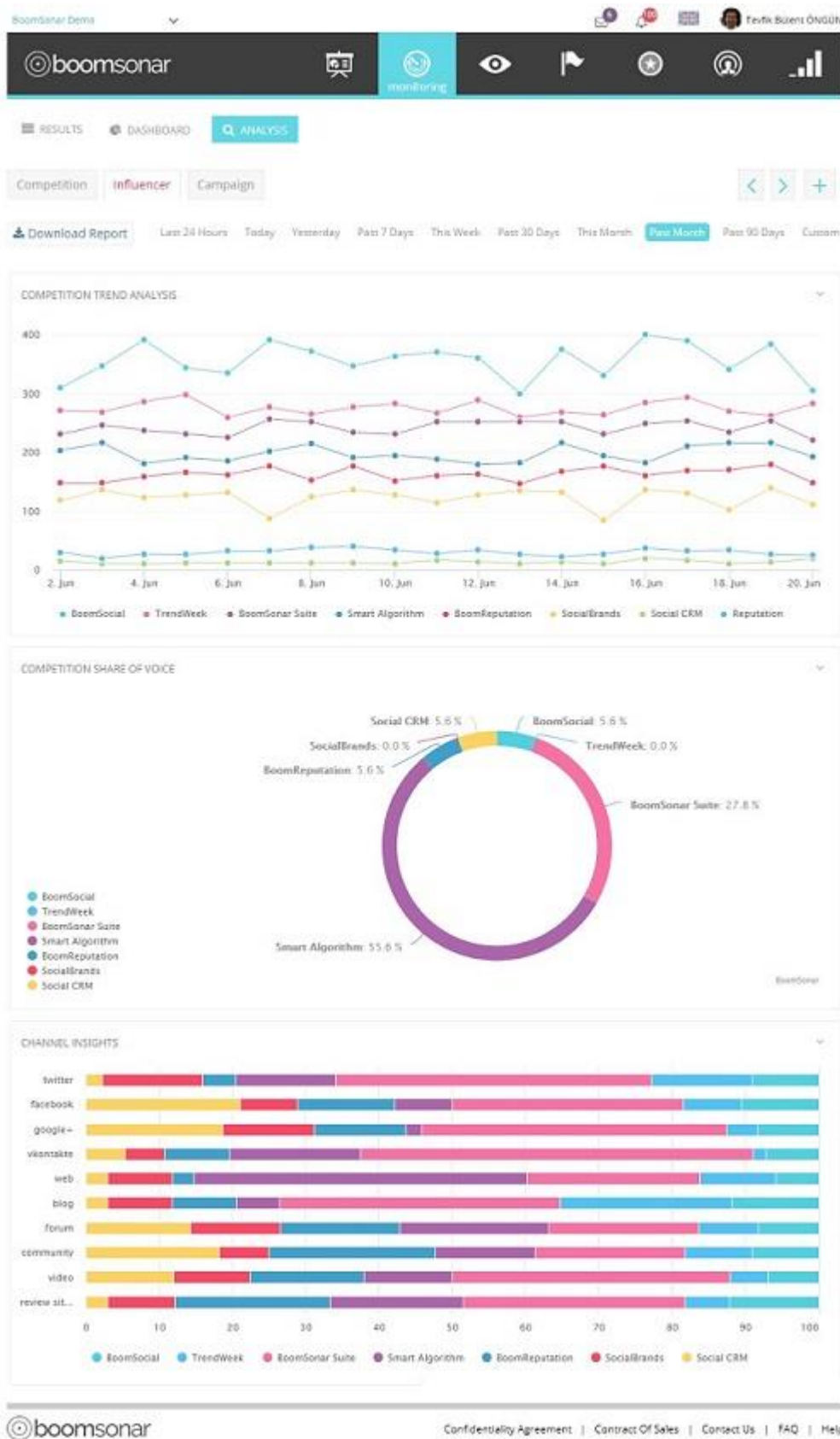
Screen Capture 9: BoomSonar Analysis Dashboard
- The Comparison Dashboard Allows Brands to Analyze Competition, the Influencing Users on All Results, and Measure Web and Social Media Campaigns.
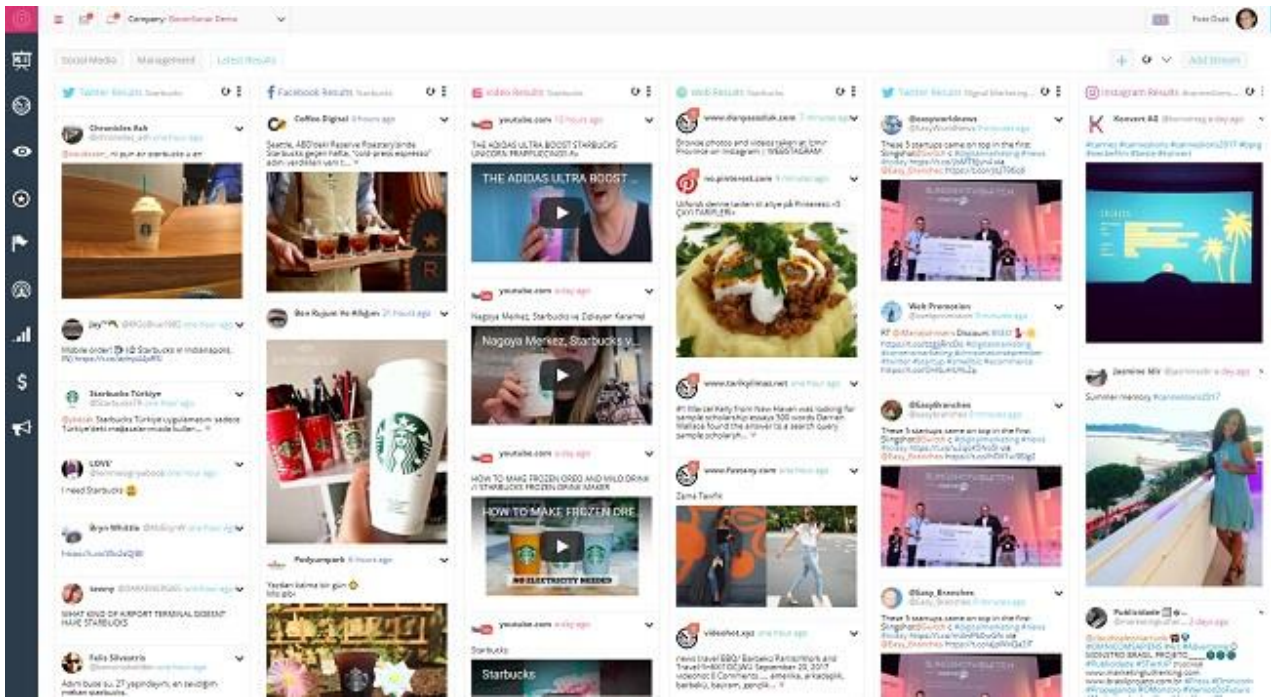
**Screen Capture 10: BoomStream Analysis Dashboard
- The Streaming Dashboard Helps Brands to Aggregate New Results in Each and Every BoomSonar Suite
data Source in Real Time.**

Clients:

Over 400 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 Acıbadem Hospitals, Akbank, Alfa Romeo, American Hospital, Arçelik, Atlasglobal, Avon, Bayer, Beko, Body Shop, Boehringer Ingerheim, Bosch, CMC, Denizbank, Dogan Media Group, Eti, Ferrari, Fiat, Ford, IKEA, İGA Airport, İstanbul Chamber of Commerce, Jeep, Kanal D, Koc Holding, Koc University, Lancia, Le Pain Quotidien, L'Oréal, Maserati, McDonalds, Motorola, Novartis, Odeabank, Opet, Pegasus Airlines, Pinkberry, Setur, Shake Shack, SOCAR, Tarkan, TEB BNP Paribas, Turk Telekom, Victoria's Secret, and others.

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

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

Geographic Coverage:
Global

LUCIDYA
Lucid Insights

Lucidya

Company Name:	Lucidya
HQs/Country:	Saudi Arabia
Website:	http://lucidya.com/en/
Company Type:	Private
Number of Employees:	11-50
Founded:	2015

Introduction of the Tool: 2016

Types of Media Tracked: +200 Million data sources which includes major social networks such as (Twitter, Facebook, Instagram, YouTube, Pinterest, LinkedIn), Blogs, News Websites, Forums and more.

Type of Social Tool: ☒ Social Media Monitoring ☒ Social Listening ☒ Social Intelligence ☒ Social Media Analytics ☐ Social Media Management ☐ Social Media Marketing ☐ Social Media Customer Care ☐ Social Suites

Areas: Search, Monitoring, Analysis, Reporting

Languages: 112 languages with focus on Arabic

Key Executives: Abdullah Asiri. Founder & CEO
Hatem Kameli, Founder and Head of Marketing and Business Development

Contact: Lucidya, 788 Bahr Al Arab, Al Hamra District, Jeddah 23212 6949, Saudi Arabia

Offices: **EMEA Region:** Jeddah (Saudi Arabia)

Email: **General Email:** see@lucidya.com
Direct Email: Abdullah Asiri. Founder & CEO, email: Asiri@lucidya.com)
Hatem Kameli, Founder and Head of Marketing and Business Development, email: hatem@lucidya.com

Product Overview

Lucidya is an AI-powered media listening and analytics tool aiming to empower businesses to make smarter and more informed business decisions with social insights. Lucidya provides a Software-as-a Service (SaaS) solution that analyses both current and historical social media data in over 112 languages, including Arabic language in multiple dialects. Its engine organizes and classifies data, which allows it to analyse the user's sentiments via artificial intelligence (AI) techniques.

The Lucidya team has developed a search engine that uses machine learning to monitor and analyse social media data depending on the geographic location. The company employs pending patented big spatial data search engine – *SpatialSwift* and cutting edge technology, a street-level location-based analysis using Hawk Eye, which visualizes billions of live streaming and historical posts on maps in real-time to discover patterns and deliver insights on target markets.

With Lucidya's platform, users can identify top influencers and top content, measure the impact of their published content across different locations, and monitor conversion rates resulted from their marketing campaigns. Through Lucidya, organizations can easily filter data by keyword, location, date range and other criterions to get more relevant and accurate analysis, analyse competitor's activities, identify trends and detect trend spikes. The platform also offers an alert system, automated reports delivered via email, and customized reports developed by Lucidya team, specifically tailored to their client needs.

In January 2017, Lucidya started to work directly with Twitter which allowed them to extract Twitter archived data since 2006.

Industry Focus:
Lucidya caters to businesses and brands across all industry segments, with special focus on Media & Journalism, Retail, Telecoms, Finance, FMCG, and Marketing Agencies

Use Cases:
Marketing (Brand Monitoring, Campaign Measurement, Brand Health), Market Research (Consumer and Brand Insights, Competitive Analysis & Benchmarking), PR (Reputation Management/Crisis Management), Product Development, and Customer Care

Product and Service Availability:
Software as a Service (SaaS) and On Premise, Agencies,

Key Product Features:
- **Real Time Monitoring 24/7**,
    - Real-time streaming and monitoring of social data with a tracker for the keywords or region,
    - Data latency less than a second,
- **Customizable Dashboards:**
    - Unlimited number of custom dashboards only displaying metrics and charts that are selected by users,
- **Extensive Media Coverage:**
    - +200 Million data sources which includes major social networks (such as Twitter, Facebook, Instagram, YouTube, Pinterest, LinkedIn), Blogs, News Websites, Forums and more.
- **Historical Data:**
    - 11 years of historical data (full access of Twitter data since 2006); Historical data availability depends on the plan (e.g., Pro plan offers 3 months of historical data, Power plan offers 6 months of historical data, while Enterprise plan offers Twitter data since 2006).
- **Technology:**
    - A search engine that employs machine learning to monitor and analyses social media data depending on the geographical location.
    - Patented big spatial data search engine, SpatialSwift, and a cutting edge technology, street-level location-based analysis using Hawk Eye, which visualizes live streaming and historical posts on a map in real-time,
- **Data Search:**
    - The search can be based on a region, keyword or both keyword and region (hybrid monitor). *Regional monitor* collects all posts within a defined region, while *keyword monitor* collects all posts mentioning selected keywords. Hybrid monitor collects all posts mentioning the set of selected keywords within defined region.
    - Number of searches/monitors available depends on the subscription plan. Lucidya Pro plan provides 4 concurrent monitors (searches), while Pro Plan provides 10 concurrent monitors. The Enterprise plan offers custom number of monitors.
- **Data Filtering:**

- o Filtering of results by keywords, region, language, time (last 7 days, 30 days, lifetime, days, weeks, and months), influence level, and others.
- ▪ **Automated and Human Sentiment Analysis:**
  - o Automated sentiment analysis in 112 languages including Arabic language in multiple dialects.
  - o In order to achieve more accurate and relevant results, Lucidya also allows users to manually assign or override the sentiment that were automatically assigned by the system.
- ▪ **Audience Analysis and Segmentation**
  - o Audience Segmentation goes beyond traditional sentiment analysis by uncovering true feelings of the audience using advanced machine learning technology. The system automatically classifies posts as "Support vs. Oppose", "Happy vs. Sad" or "Price criticism vs. Quality Endorsement" to show how audience is segmented.
- ▪ **Hawk Eye (Geo Analysis):**
  - o Lucidya's interface embodies an industry mapping technology, Hawk Eye, to provide visualizations of posts on maps and identify posts and trends by country, city and district.
  - o Users can easily zoom from a global view right down to the street level. The maps can be displayed in three different views (clusters, heat map and pins) and can display share of voice by selected topics (keyword or hashtag).
- ▪ **Spikes detection and analysis**
  - o Automated trend detection and cause analysis to inform users about emerging trends: what is about to trend, who started it and who is endorsing it.
- ▪ **Influencer Analysis:**
  - o Identification of top active authors (influencers), top sites, and content to build targeted outreach programmes. Users can identify influencers by Influence level (Klout score).
  - o The company also offers automated influencers alerting system that notifies users whenever an influencer is posting about them.
- ▪ **Topic Analysis:**
  - o Automated detection of key topics discussed by the audience including Arabic topic discovery,
  - o **Word/Tag Cloud**: displays the most frequent words and tags in conversations around to the selected topic,
- ▪ **Key Metrics:**
  - o An extensive range of metrics including volume of mentions (tweets), share of voice, potential impression, unique potential impression, reach, unique authors, top hashtags, top images, top videos, top URLs, influence level (Klout score), language distribution, sentiment and others,
- ▪ **Trend Analysis:**
  - o Trending chart illustrating key metrics over time (e.g., volume of mentions over time) and Spikes Detection and analysis, which offer automated trend detection and cause analysis to inform about trends, who initiated these trends, and who is endorsing them.
- ▪ **Competitive Analysis and Benchmarking:**
  - o Lucidya's dedicated Competitive Analysis dashboards enable users to monitor competitors and benchmark their performance against competition. Some metrics include: volume of mentions by competitors, volume over time, top hashtags by competitor, language distribution by competitors, and latest posts by competitors,
- ▪ **Campaign Management and Monitoring:**
  - o Analyzes and benchmarks the performance of marketing campaigns to see which are bringing the most ROI and what locations are impacted the most,
  - o Measures the impact of user's published content across different locations, and monitor conversion rates resulted from their marketing campaigns,
- ▪ **Reporting;**
  - o Fully automated reports delivered in user Inbox on a daily, weekly, or monthly bases. The company also offers customized report developed by Lucidya team specifically tailored to client needs,
- ▪ **Data Export:**

- o   Reports and summary statistics can be exported in Adobe .pdf and Microsoft PowerPoint .ptt format,
  - ▪ **Data Alerts:**
    - o   Real-time alerting system with influencer's alert that keeps users ahead of key events and crises that can affect their business interests and reputation.
    - o   Threshold alerts triggered by a sudden increase or decrease in volume of mentions or if the number of followers of a Twitter user, mentioning the user's brand, has exceed the threshold set up by a user,
  - ▪ **Users Management:**
    - o   The platform supports multiple users accounts,
  - ▪ **Customer Support:**
    - o   Provides email and telephone support, dedicated account manager, and training.

Clients:

Client list includes SMEs, agencies, and large enterprises from different industries.
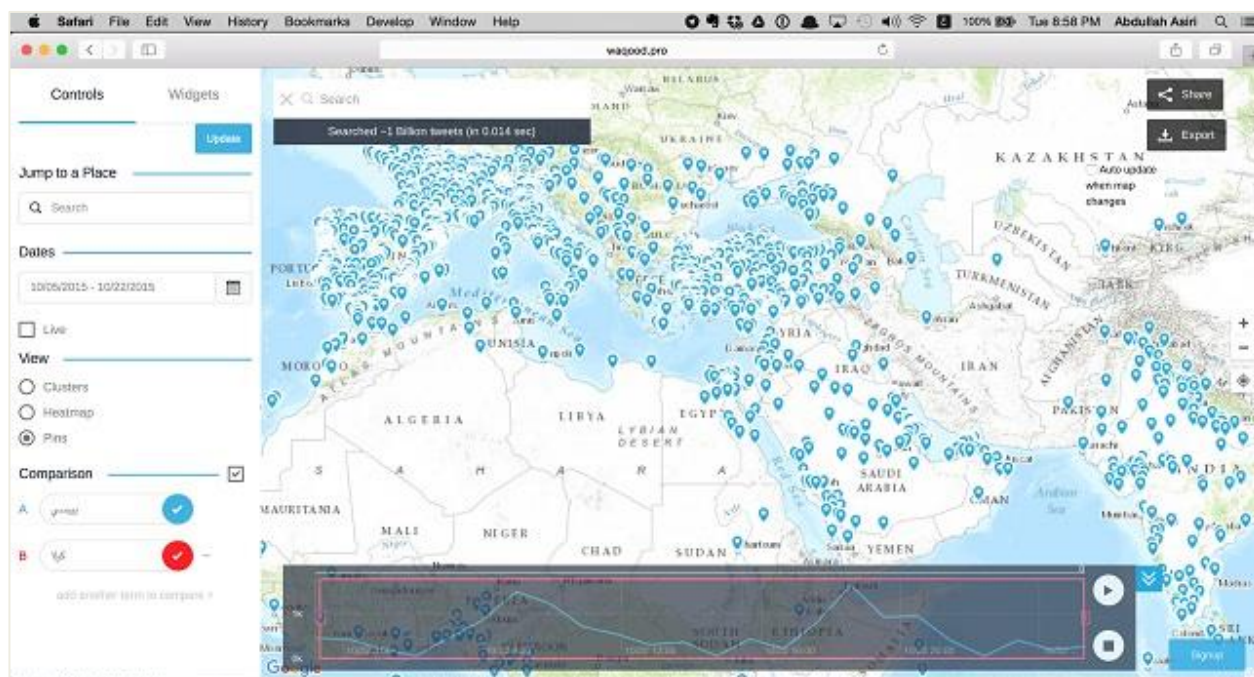
Screen Capture 1: Lucidya Dashboard: Hawk Eye Geo-Analysis
- Visualization of Live-Streaming and Historical Posts in Real-time on Maps with Clusters, Heat-map or Pins Views and Option to Display Share of Voice by Selected Topics (Comparison)
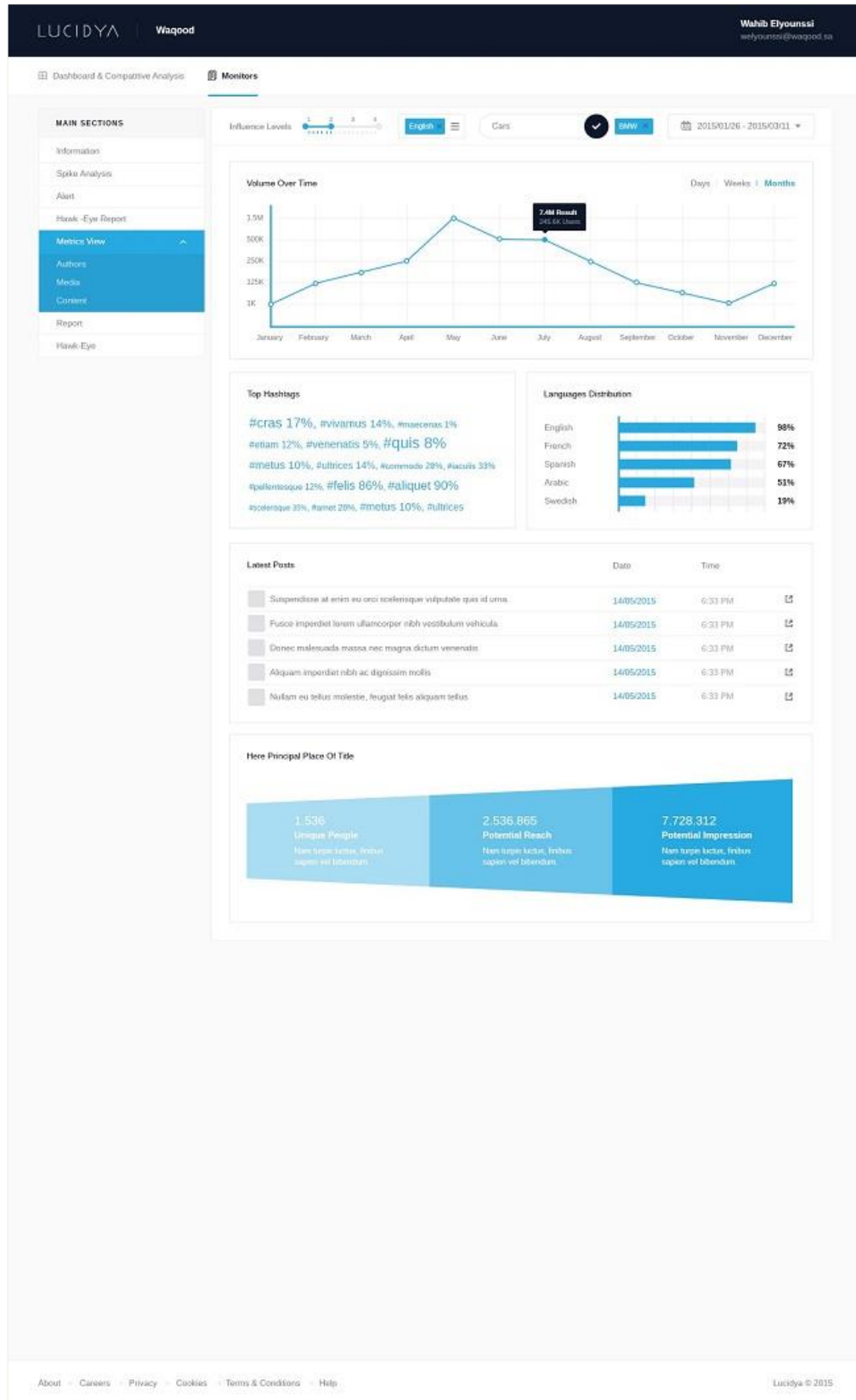
Screen Capture 2: Lucidya Dashboard: Metrics View
- Trend Analysis, Top Hashtags, Language Distribution, Latest Posts, Key Metrics Including Unique People, Potential Reach, Potential Impression
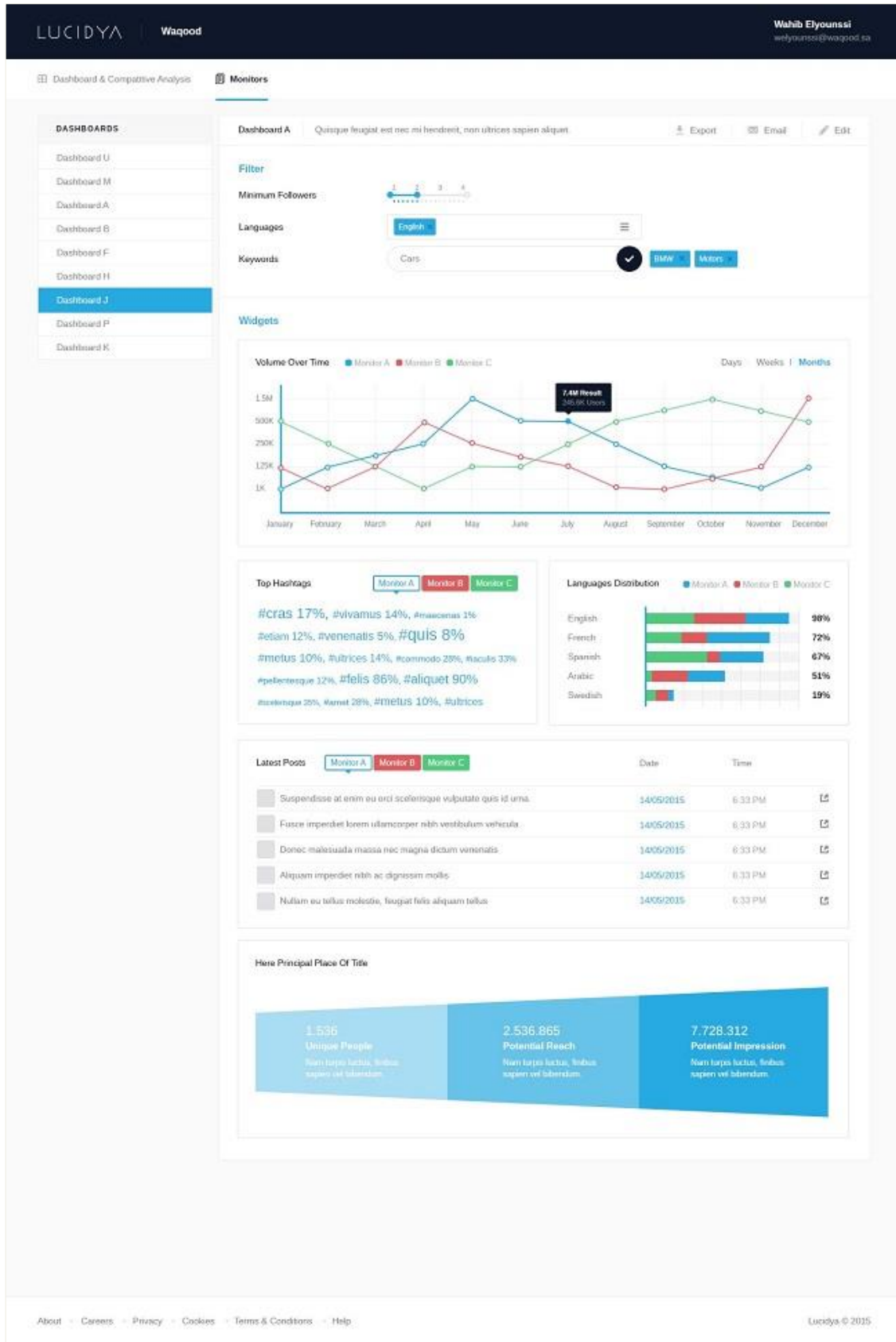
**Screen Capture 3: Lucidya Competitive Analysis Dashboard
– Featuring Comparison of Volume of Mentions over Time, Top Hashtags, Latest Posts, Language
Distribution, Unique People, Potential Reach and Potential Impression**
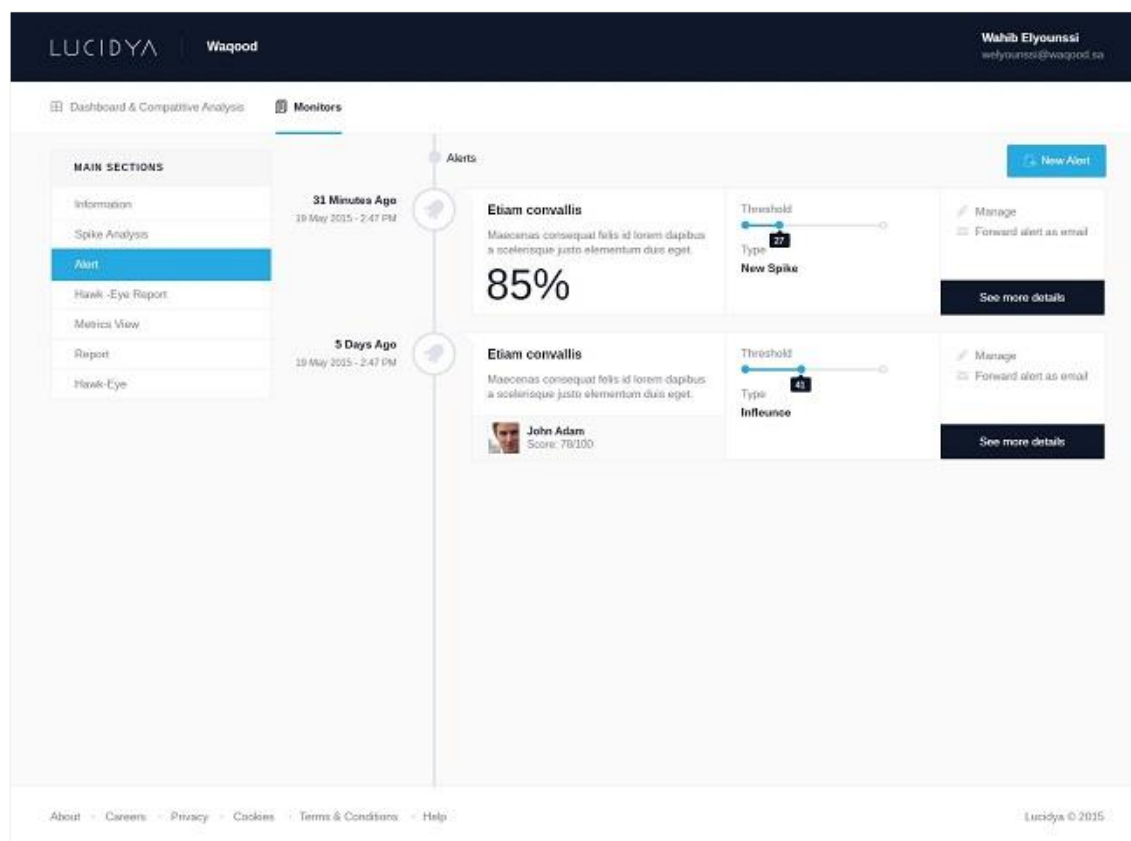
Screen Capture 4: Lucidya Alerts
- Real-Time Threshold Alerts Based on Volume of Mentions and Influence

Pricing:

Lucidya offers 3 plans:

- **Pro plan** that covers 1 Million Tweets & Mentions Per Year, 3 Months Historical Data Access, 4 Concurrent Monitors, 1 User, True Sentiment Analysis – All languages including Arabic, Topics Discovery, Unlimited Automated Reports, Unlimited Dashboards, Profile Analysis, Spikes Detection & Analysis, Influencers Alert, Geo Analysis, Email Support
- **Power Plan** that covers 3 Million Tweets & Mentions Per Year, 6 Months Historical Data Access, 10 Concurrent Monitors, 3 Users, Sentiment Analysis – All languages including Arabic, Arabic Topics Discovery, Unlimited Automated Reports, Unlimited Dashboards, Profile Analysis, Spikes Detection & Analysis, Influencers Alert, Geo Analysis, Email Support, Premium Hawk Eye,
- **Enterprise Plan** that covers: Custom Number of Tweets & Mentions Per Year, Access to 100% of Twitter data since 2006, Custom Number of Monitors, Unlimited Users, Sentiment Analysis – All languages including Arabic, Arabic Topics Discovery, Unlimited Automated Reports, Unlimited Dashboards, Profile Analysis, Spikes Detection & Analysis, Influencers Alert, Geo Analysis, Email Support, Premium Hawk Eye, Real-Time Dashboard, Phone Support, Dedicated Account Manager, and Training.

For more specific information on pricing, please contact Lucidya directly.

Language:

Lucidya supports search and sentiment analysis in 112 languages including English, German, French, Arabic and other languages.

Geographical Coverage:

Worldwide

NodeXL

Company Name:	Social Media Research Foundation
HQs/Country:	United States
Website:	http://nodexl.codeplex.com/
	http://www.smrfoundation.org
Company Type:	Non-Profit
Number of Employees:	11-50
Founded:	2010

Introduction of Tool:	2007
Types of Media Tracked:	Twitter, Facebook, YouTube, Flickr, email networks, plug-ins to import data from Instagram, Exchange Server, MediaWiki, VKontakte and Odnoklassniki
Type of Social Tool:	☐ Social Media Monitoring ☐ Social Listening ☐ Social Intelligence ☒ Social Media Analytics ☐ Social Media Management ☐ Social Media Marketing ☐ Social Advertising ☐ Social Suites
Key Functions:	Data Collection, Analysis, Visualizing, Measuring, Reporting
Languages:	Any Language; Sentiment Analysis: 1 (English)
Key Executives:	Marc A. Smith, Executive Director, Social Media Research Foundation
Contact:	Social Media Research Foundation, 1161 Grand Street, Redwood City, CA 94061
	Tel: +1-425-241-9105
Offices:	**North America:** Redwood City, CA (USA)
Email:	**Direct Contact:** Marc A. Smith, Executive Director, Social Media Research Foundation, email: marc@smrfoundation.org; Tel: +1-425-241-9105
	General Inquiries: info@smrfoundation.org
	Technical questions: arber@smrfoundation.org or on the Codeplex discussion boards at: http://nodexl.codeplex.com/Thread/List.aspx

Product Overview

NodeXL (http://nodexl.codeplex.com) is an open 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 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 Open Tools, Open Data, and Open 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, YouTube, Flickr and email, available plug-ins to get networks from Instagram, Exchange Server, MediaWiki, VKontakte and Odnoklassniki
  - 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, 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, Flicker, (offered as a part of NodeXL Pro Plan), Import from Instagram, Exchange Server, MediaWiki, VKontakte 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.
  - Lets users set their configurations once and apply those sets of steps to hundreds of other 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)
- **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,
- **Data Export:**
  - Data export available in MS Excel formats, GraphML, 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 Plinode 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, Flicker, YouTube, 3rd 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.

Resources:
- A recent report from Pew Research Internet Project features the insights possible with NodeXL: http://www.pewinternet.org/2014/02/20/mapping-twitter-topic-networks-from-polarized-crowds-to-community-clusters/
- 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/

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** – $749.00 per year
    - **NodeXL Pro Academic / Non-Profit User License** – $199.00 per year
    - **NodeXL Pro Student User License** – $29.00 per year

For more detailed information, please contact Social Media Research Foundation at info@smrfoundation.org.

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

Geographical Coverage:
Worldwide

Screenshots:
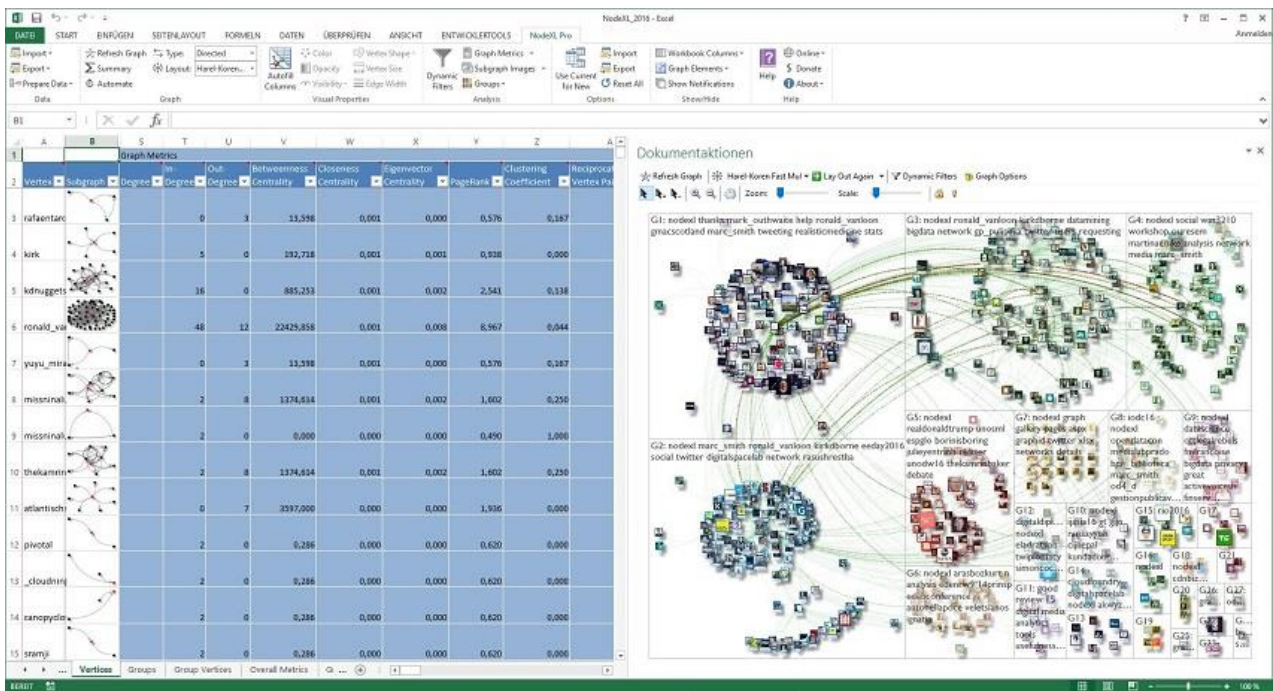
Screenshot 1: NodeXL Worksheet Showing Data, Network Metrics, and Visualization of Clustered Nodes
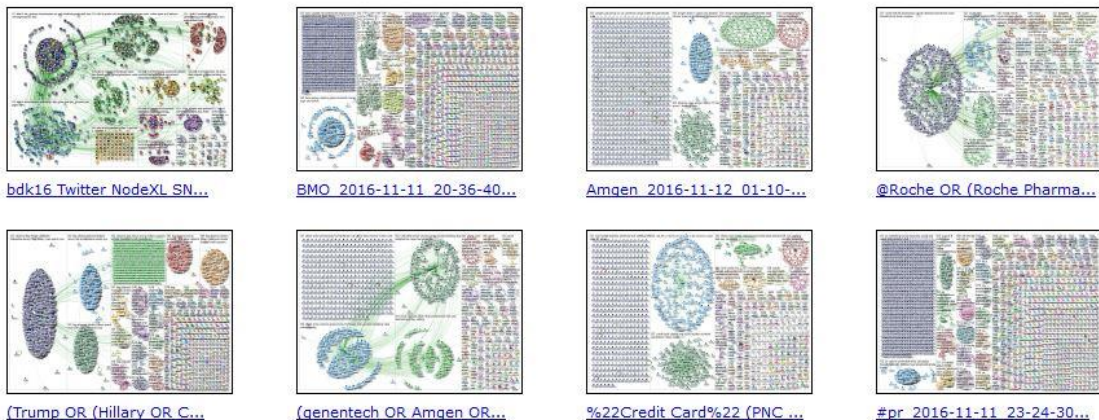
Screenshot 2: www.NodeXLGraphGallery.org hosts Network Visualizations and Data sets to support a community of practice that improves network analysis

Sprinklr

Company Name:	Sprinklr, Inc.
HQs/Country:	United States
Website:	http://www.sprinklr.com/
Company Type:	Private
Number of Employees:	1,001-5,000 employees
Founded:	2009

Introduction of the tool: 2009

Media Coverage: **Listening/Monitoring:** Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, Google+, YouTube, Sina Weibo, Tencent Weibo, Renren, Flickr, Vimeo, Youku, VKontakte, blogs, forums, news, reviews, comments, Sprinkler Marketplace (e.g., Baazarvoice, WordPress, Jive, etc.) and others
Publishing: for over 20 social networks including Facebook, Twitter, LinkedIn, Google+, YouTube Instagram, Jive, Flickr, Pinterest, Renren, Sina Weibo, Foursquare, Slideshare, Tencent Weibo, Tumblr, VKontakte, and WordPress.

Type of Social Tool: ⊠ Social Media Monitoring ⊠ Social Listening ⊠ Social Intelligence ⊠ Social Media Analytics ⊠ Social Media Management ⊠ Social Media Marketing ⊠ Social Media Customer Care ⊠ Social Suites

Key Functions: Listening/Monitoring, Management, Publishing, Engagement, Analysis, Reporting

Languages: Listening/Monitoring: 85 languages; Sentiment Analysis: 22 languages

Key Executives: Ragy Thomas, CEO
Carlos Dominguez, President
Thomas Butta, CMO

Contact: **HQs:** Sprinklr, Inc.**,** 29 W35 Street, Floor 7, New York, NY 10001, United States; Tel: (917) 933-7800

Offices: **Americas Region:** Austin (TX), New York (NY), Boston (MA), Portland (OR), San Francisco (CA), Washington (DC); Sao Paulo (Brazil)
EMEA Region: London (UK), Paris (France), Hamburg (Germany), Amsterdam (The Netherlands), Lausanne (Switzerland); Dubai (United Arab Emirates)
Asia Pacific Region: Bangalore (India), Delhi (India), Sydney (Australia), Melbourne (Australia), Tokyo (Japan), Shanghai (China), Singapore (Singapore)

Email: **General Email:** info@sprinklr.com
Direct Email: Thomas Butta, CMO, email: tom.butta@sprinklr.com

Product Overview

Sprinklr offers a unified and complete customer experience management platform designed for global brands to enable them to collaborate, manage and deliver seamless customer experience across departments, markets and silos in real time. The platform provides end-to-end social functionality spanning paid media, owned media, and earned media for large enterprise clients.

Sprinklr Experience Cloud™, a complete, integrated, and collaborative platform, launched by Sprinklr in 2015, enables brands to manage social media, marketing, advertising, research, customer care, and commerce from one integrated platform by providing 6 core solutions:

Social Management	Marketing	Advertising	Research	Customer Care	Commerce

- **Experience Cloud for Social Media Management**: the most complete solution that consolidate point solutions and enables enterprises to listen, engage, and reach their customers and deliver a seamless customer experience across 25+ social channels,
- **Experience Cloud for Marketing**: empowers organizations to deliver compelling content wherever customers reside, identify influencers and plan their campaigns across more than 21 social channels, apps, and email, and collaborate across the organization with media and content agencies within a single platform,
- **Experience Cloud for Advertising**: the most effective social advertising solution that helps organizations to plan, buy, and optimize media across Facebook, Instagram, Twitter, Snapchat, Pinterest and LinkedIn, through comprehensive paid media planning, integrated audience management, and all-inclusive reporting.
- **Experience Cloud for Research**: Enables organizations to capture actionable feedback and insights about customers, stores, products or brands via social channels, physical locations, survey responses, ratings, reviews, to understand what customers are saying, how they feel, and instantly, empathetically engage.
- **Experience Cloud for Care:** Enables organizations to serve their customers across more than 21 social networks, SMMS, apps and email, by utilizing a unified customer view that contextualizes the conversations, manages the case and facilitate efficient personal customer care with rules-based routing, tagging and programmable macros.
- **Experience Cloud for Commerce**: Unlocks the power of social selling by influencing pre- and post-purchase decisions, bringing products to life at every touch point, and gaining valuable customer insights via shoppable galleries, amplified consumer content and cohesive customer experiences/

Sprinklr Experience Cloud™, connects all of brand's social touch points. It offers a complete integrated and collaborative set of social capabilities for managing social media, brand websites, content, paid advertising, and listening. The Sprinklr Experience Cloud™ platform features social media listening, workflow management, compliance, multi-level enterprise-grade governance and campaign management capability to help brands manage multi-channel conversations, digital content, audiences and campaigns across multiple channels, functions and brand divisions. It provides a comprehensive set of social metrics on engagement, reach and social activity and empowers companies to collaborate as a team and prioritize responses, maintain consistency in brand messaging, facilitate real-time customer support and identify and mitigate potential crisis.

Sprinklr currently offers a comprehensive range of products including:

Sprinklr Platform	Social Experience Core	Social Advertising	Listening	Content Marketing	Display
	social Hub	Community	Audience	Benchmarking	Apps
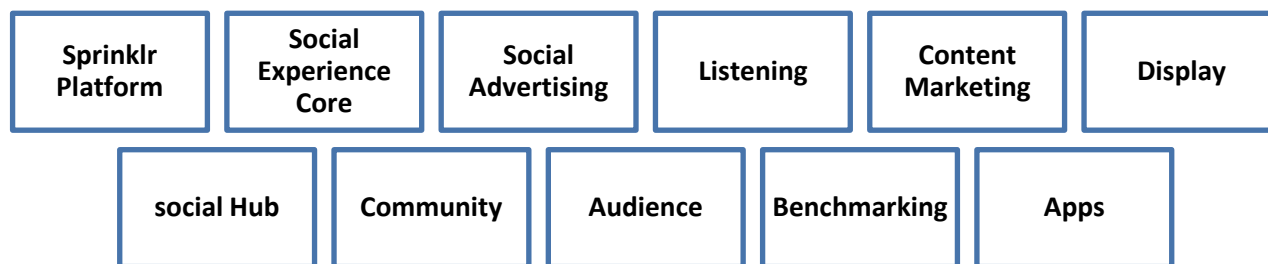
- ▪ **Sprinklr Platform:** a social engagement platform that offers end-to-end functionality from listening, engagement, publishing, moderation to advertising and analytics.
- ▪ **Social Experience Core**: is the foundation of the Sprinklr platform that enables companies to plan, publish, and measure customer engagement consistently across channels. The solution provides 12 modules including smart content planning and publishing, engagement, reporting, automation, governance, distributed user management, asset management, audience management, campaign management, case management and mobile optimization.
- ▪ **Social Advertising**: an efficient solution that increases effectiveness of advertising program, integrates paid efforts with owned and earned content strategies to deliver consistent and relevant customer experience across social channels (e.g., Facebook, Yahoo, Line, LinkedIn, Twitter, Instagram, YouTube, Tumblr, Pinterest, and Snapchat), consolidate reporting across paid, owned, and earned activities, simplify ad management and optimize paid budget,
- ▪ **Listening**: offers listening to conversations – both text and images - a fully integrated social media monitoring allowing users to find, analyze and engage with the most important conversations across any geography, language, and social network. It offers comprehensive visual analytics and monitoring across more than 20 social networks, trend analysis, topic analysis, competitive and industry analysis, share of voice, sentiment analysis, trend discovery, social curation with visual displays, distribution command center for both war room and distributed scenarios and reporting.
- ▪ **Content Marketing**: allows users to plan, create, approve and publish strategically targeted, relevant, and on-brand content, across every channel: TV, social, email, web, SMS, and activate content.
- ▪ **Display**: visualization of key social data and user-generated content on any digital screen, such as desktop, mobile, command centres or live event large multi-screen displays.
- ▪ **Social Hub**: provides enterprises with a complete content curation platform that brings the voice of the customer to user's digital properties in an engaging branded experience.
- ▪ **Community**: enables users to activate community to increase engagement, offer or receive a valuable feedback to their brand, gain insights or advice and much more in order to increase effectiveness of customer care service or their inform business or social media marketing strategies.
- ▪ **Audience**: helps users reach the right audience with the right message, by offering holistic view of their customers by centralizing data across web, social, email, ecommerce and CRM.
- ▪ **Benchmarking**: provides analysis of competition activity across social channels to optimize engagement strategy and stay ahead of competition,
- ▪ **Apps**: to expand unified ecosystem and connect social to existing enterprise systems such as CRM, marketing automation, asset management, reporting and analytics, profile and message enrichment systems, and much more.

In 2014, Sprinklr acquired three companies: Dachis Group to enrich its product offering with competitive intelligence, social business consulting services and content optimization, TBG Digital to enhance its paid social advertising capability, and Branderati to add a comprehensive advocacy suite to its capabilities. In 2015, the company continued its expansion strategy with acquisition of Get Satisfaction, Scup, NewBrand Analytics, and Booshaka, and Postano and Little Bird in February and November 2016.

Sprinklr has been the most innovative companies in SMM market space. In 2017, Sprinklr has been working on expanding its platform bot capability on Messenger and has launched a tool to leverage Facebook Messenger Bots to improve customer experience management by connecting bots and human in those cases when bot cannot automatically respond to customer inquiries.

In 2017 Sprinklr has been named a leader in *Social Ad Tech Report*, received *the Microsoft 2017 US Independent Software Vendor (ISV) of the Year Award for Top Sales Engagement*, and named a leader of the *Social Media Management Solutions Forrester Wave: Q2 2017 in June 2017* and a leader of the *Content Marketing Platforms Wave: Q2 2017* in April 2017.

Industry Focus

Sprinklr caters to agencies and large, global organizations across industry sectors with special focus on Financial Services, Hospitality and Travel, High Tech, Consumer Products, Manufacturing, Media & Publishing, Pharmaceutical, and Retail verticals

Use Cases:

Marketing and Communications, PR/Crisis Management, Customer Care, Advertising, Sales, Human Resources/Recruitment, Market Research, Compliance

Product and Services Availability

A Cloud-based SaaS, Mobile, Command Centre, Agency, White Label, Consulting (Enablement, Transformation Services, Strategy and Analytics, Managed Services, Moderation Services)

Key Product Features:

- **Real Time Listening, Monitoring and Management,**
    - Built-in listening and management solution for supported social media network sites, news, review sites, blogs, and others.
    - Real time Text and Image listening
    - Data Latency: Depends on the source
- **Customizable Dashboards:**
    - Easily shared across teams and users,
- **Technology:**
    - Built on a unified code base, Sprinklr enables seamless data integration across paid, owned, and earned channels, allowing businesses to manage social engagement and customer care initiatives across both first- and third-party experiences in one place.
- **Extensive Media Coverage:**
    - **Listening/Monitoring**: covers mainstream social networks primarily through direct API relationships with vendors such as Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, Google+, YouTube, Sina Weibo, Tencent Weibo, Renren, Flickr, Vimeo, Youku, VKontakte, & others; can access content broadly via blogs and blog posts, forums, mainstream news sources, review sites, rating, and others; holds multiple badges for channel management, advanced analytics, paid media, and other capabilities with each of the mainstream social networks. Both inbound and outbound messages can be analyzed through the Listening module for any owned social accounts, as well as content identified via broad search where such functionality is available.
    - **Sprinklr Apps:** expand unified ecosystem and connect social to existing enterprise systems such as CRM, marketing automation, asset management, reporting and analytics, profile and message enrichment systems, and much more; Sprinklr Marketplace – integrations with social sources like WordPress and Jive, chat tools, customer service ticketing systems, and web analytics providers.
    - **Publishing** for over 20 social networks including Facebook, Twitter, LinkedIn, Google+, YouTube Instagram, Jive, Flickr, Pinterest, Renren, Sina Weibo, Tencent Weibo, Foursquare, Slideshare, Tencent Weibo, LiveChat, Tumblr, VKontakte, Zendesk, SurveyMonkey, and WordPress.

- o A Twitter Certified Partner, LinkedIn Social Media Management Partner, LinkedIn Company Page Partner, Pinterest Marketing Developer Partner, Bitly Certified Partner, Snapchat Ads API Partner, and an Instagram Preferred Developer.
- ▪ **Content Planning and Publishing**:
  - o **Publishing:** Allows users to plan, source, share, preview, target, and publish content across more than 20 social networks, organizational silos and geographies, by offering content planning and publishing, content and digital asset management, social apps, and social analytics.
  - o **A Global Editorial Calendar:** enables companies to plan the right content for the right audiences across channels, brands, and locations with extensive filtering options by channel, campaign, account, status and date,
  - o **Workflows:** enables users to set up publishing workflows and custom approval paths for different individuals and teams,
  - o **Asset Management**: Allows creation of templates for global application deployment, curation of content and automation of publishing via RSS feeds, multi-channel publishing, and central management of all digital assets. Sprinkler offers Digital Asset Management (DAM), which empowers companies to build their own library of media assets including photos, videos, PDFs, Word documents, spreadsheets and more available within the Sprinklr platform to access and attach to outbound posts. There is no need to upload media resources every time users want to share it. Sprinklr's users are also able to sort digital assets by creation date, Facebook comments, likes, shares, reach, people talking, virality, impression, engagement, number of retweets, number of Twitter replies or engagements.
  - o **Targeting:** allows geo-targeted filtering available in Facebook and Twitter, plus targeting by zip code, targeting by gender, language, keywords, hashtags, etc.
  - o Native URL shorteners (spr.ly), or via Bit.ly, Goo.gl., Awe.sm, and others to simplify posting messages.
- ▪ **Engagement Function:**
  - o Uniquely engineered to facilitate comprehensive, secure, scalable social engagement and real-time customer support across multiple social media channels, functions, divisions and geographies from a single platform,
  - o Easily scales across complex enterprise organizations while maintaining comprehensive workflow with rich admin and collaboration tools including approval flows and auditing, allowing archiving of every interaction.
  - o Engagement features include audience management, audience engagement, and automation,
  - o **Audience Management:** aggregates customer data across digital and traditional media channels in a singular view providing 360 degree profile of customers over time,
  - o **Audience Engagement:** Automate complex workflows and evenly distribute workload, enforce compliance rules to ensure unified, on-brand and legally approved engagement,
  - o **Case Management**: provides instant collaboration around case details and progress by automatically grouping inbound messages into designated cases with a unique ID, assigning specific owners and priority to each case.
  - o **Automation**: automatically route and tag inbound messages to streamline customer engagement, trigger advertising activities based on volume thresholds and enforce compliance requirements.
- ▪ **Campaign Monitoring and Management**:
  - o Offers detailed drill down reporting data on campaign effectiveness including engagement and conversion across multiple channels,
  - o Distributes and promotes smart campaigns to targeted audiences across 20+channels, supports planning of the right omni-channel campaigns and content with a global calendar, enabling collaboration across the organization to produce brand content
- ▪ **Reporting:**
  - o Standard and customized visual reporting and analytics across various KPIs such as engagement, reach, and activity across various messages.

- o Offers centralized reporting across all branded social accounts, earned engagements, and paid ad results and customized reports with more than 1,000 metrics, contextual tags and library of visualizations.
- o Tracks campaign-level metrics and operational metrics such as SLAs.
- o Automated exports and alerts let users keep a pulse on activity outside the platform
- o White Label: enables agencies and brands to implement domain white-labelling,
- ▪ **Listening:** Monitoring of relevant social conversations in digital and social channels across the Social Web. Sprinkler's social listening abilities combines text and image listening to help organizations use facial expressions and the intersection of text and visual analytics to understand deeper nuances of communication such as sarcasm or colloquialisms.
  - o **Filtering for Spam and Duplicates**
  - o **Data Filtering and Tagging:** Filtering of results by a number of data attributes, such as keywords, location, influence, participation, demographics, etc. or by custom tags (applied either manually or automatically), as well as the ability to drill down and further explore data,
  - o **Data Sorting:** Sorting of data by name, follower count, following count, participation index, influencer index, spam index, date, tweet account, and a number of other options, including custom tags, brand or topic groupings, and more
  - o **Key Metrics:** Sprinklr offers a comprehensive analytics and reporting suite with data analytics and visualizations to deliver enterprise reporting spanning all of company's social initiatives, competitive intelligence, and monitoring. It offers in-depth reports on paid, owned and earned media performance, centralization of company's reporting from every channel, account and medium, and benchmarking to compare social performance metrics of internal teams and competitors.
    - ▪ Create custom metrics or adjust the measurement (sum, min, max, % change) of any standard metric.
    - ▪ Sample metrics include: Influence Index, Engagement Index, Participation Index (looks at the type and frequency of user messaging), Sentiment, Reach, and Activity by social media channels. Some channels metrics provided include:
      - ● **Facebook:** e.g., Number of Likes, Comments, Shares, Reach, number of Album Photo Comments, Album Photo Comment Clicks, Facebook Page Views, Facebook Stream Story Impressions, Photo Views, Video Plays, Wall Posts, Domain Feed Clicks, Domain Widget Comments, Facebook Page Active Users, Total number of Fans Trends, Un-Fans Trends, Fans' Friends Trends, and others;
      - ● **Twitter**: e.g., Number of Retweets, Replies, Spam Replies, Spam Retweets, Direct Messages, Twitter Mentions, Spam Mentions, Twitter Followers Trends, Following Trends, Unfollowers' Trends, and much more;
      - ● **YouTube**: e.g., number of Video Views, Likes, Dislikes, Ratings, Raters, Favourites, Unique Users, Insights Comments;
      - ● **SlideShare.net:** e.g., number of Views, Downloads, Favorites, Comments;
      - ● **Tumblr**: e.g., # of Followers, Notes;
      - ● **LinkedIn**: e.g., number of LinkedIn Group Comments, LinkedIn Group Followers;
      - ● **WordPress**: e.g., Number of Comments, News, Video Played, Clicks and much more.
  - o **Trend Analysis:** Tracks volume over time (e.g., mentions over time, engagement over time, friends activity over time, and much more) on a daily, weekly, monthly basis or over specific period selected by a user;
  - o **Historical Data:** up to 1 year of historical trending data, archiving for 7 years available as required by clients. Additional data may be available upon request.
  - o **Automated and Human Sentiment Analysis:** Sprinklr's platform leverages internally developed NLP engine **to** enable organizations to determine sentiment of posts (positive, negative, neutral) via automated and manual scoring. The system allows users to manually override the sentiments that were automatically assigned by the system. Sprinklr's proprietary technology also analyzes images for facial sentiment, allowing users to compare the two values side by side, identifying

potential issues before they get big. (For example, a tweet with text saying, "Oh great, thanks." might be classified as positive text, but may show an unhappy person to qualify as negative facial sentiment.) Sprinklr also offers deep, categorical text analytics fine-tuned to not just uncover instances of positive or negative sentiment, but to understand *why*. For example, understanding the granularity of sentiment in the phrase "great burgers, slow service" -- and decoding the object of that sentiment for clear, actionable customer experience improvements.

- o **Influence Analysis and Profiling:** Allows users to identify key influencers, brand advocates and detractors and to segment, organize and target their audience through customizable audience profile properties (e.g., customer data, interests, tags, past interactions, etc.) and profile lists.
  - ▪ Allows users to sort audience by recent engagement, reach, following, posts, participation/influencer/spam index, etc.
  - ▪ Its language-independent algorithms enable users to measure the Audience Member's Influence, Participation, Quality and Spam ratings.
    - **Influence Index** measures the impact of the brand conversations with their audience ranging from "none", "low", "medium", "high", and "very high".
    - **Engagement or Participation Index**: rates sentiment related to individual accounts ranging from "agnostic" (minimum participation), "curious", "interested", "engaged", "loyal" (maximum participation).
    - **Quality Index**: looks at the type and frequency of user messaging;
    - **Spam Index**: a proprietary index that indicates previous spamming behaviour of specific individual. In addition, Sprinklr enables organizations to access influencer's social bio, conversation history, recent stats updates and who is following or being followed by the influencer, as well as offers metrics such as share of voice by influencers, share of voice by engaged users and other metrics. Users may also create custom Profile Tags and automated rules to detect incoming messages from specific users or user types and assign them to identified agents and/or queues.
- o **Audience Segmentation:** offers comprehensive audience profiling and analytics capability that offer granular audience data and allows seamless integration with major CRM platforms to offer a 360-degree view of an audience customers and prospects. Users can view message sentiment to easily identify promoters and detractors, view the full engagement history customers have with a brand, group social profiles into specific audience segments and process first party data to automatically update audiences on Facebook and Twitter.
- o **Competitive Analysis:** Benchmarks company's engagement, brand, and content performance against the competition,
- o **Topic and Theme Analysis:** Surface emerging topics through topic clusters, top hashtags, and word clouds,
- o **Alerts:** Automated standard keywords and threshold alerts based on multiple triggers.
- o **Data Export**: Easily export reporting to the Microsoft Excel XLS, .csv file format, Adobe pdf, image png file format and others.
- ▪ **Data Archiving:**
  - o Unlimited storage of user content
- ▪ **Workflow Management:**
  - o Supports multiple user accounts and offers robust and automated content workflow with queues, message assignments, notifications and customized approval workflows based on user permissions.
  - o **Governance:** Sprinklr's governance tools enable brands to implement custom approval workflows, oversee outbound messaging and maintain detailed audit trails and effectively manage crisis situation by closely controlling social media. Sprinklr provides distributed management of users based on the roles, location or department and enabling organizations to manage, monitor and govern thousands of distributed users and accounts, and report on team and organization user activities.
  - o Organizations can limit access by user role, accounts, and individual features and manage access control at the division, social account, and user role level.

- o The platform also offers agents' performance statistics including: profile property updates count by agent, outbound messages per agent, user log-in overtime and much more.
- o Provides detailed audit trails and compliance tracking.
- ▪ **API Integration**:
  - o Sprinklr's open APIs provide seamless integration with web analytics (e.g., Adobe Analytics, Coremetrics, GeoRiot, Google Analytics), CRM systems and customer service platforms (e.g., Salesforce, SAP Hybris Cloud, Zendesk etc.), content marketing (e.g., Opal), community management platforms (e.g., Jive), marketing sales automation software (e.g., Marketo, SAP Hybris), Audience source vendors (e.g., Bronto, Chargify, Exact Target, Hubspot, IBM Marketing Cloud, Magneto, MailChimp, Marketo, Shopify, Stripe), and other third party client's applications,
- ▪ **Mobile Applications:**
  - o Offers Apple iOS, Android, Windows Phone and BlackBerry apps so enterprise users can securely engage with their communities at scale, collaborate with their teams, monitor campaigns and trends, and immediately take charge of crisis situations from a mobile platform,
- ▪ **Benchmarking:**
  - o Benchmark brand performance against competition based on various metrics (e.g., followers, volume of likes, mentions/posts, reach, comments, shares, owned and earned impressions and others),
  - o Comparison of social activity based on ratios that adjust for audience size in areas such as reach, impressions, and engagement,
  - o Monitor share of voice, when, where, and how competitors engage with their audiences on owned channels,
  - o Monitor competitors' fan behaviour,
  - o Identify Top posts by brand or competitors, learn the characteristics (frequency, time, day, topic), of competitors' top-performing posts,
- ▪ **Social Advertising**:
  - o Fully integrated with Sprinklr's Social Experience Core, Social Advertising enables teams to unify paid, owned, and earned activities, establish rules to automate campaign optimization, access a comprehensive view of all paid, owned, and earned metrics (e.g., engagement, posts, by channel, level of engagement or mentions by day and time, content by like, shares, and comments, and much more),
- ▪ **Display/Visualizations:**
  - o A visualization platform that drives interactive Command Centers and data-driven experiences on consumer digital signage, providing templates, a global display manager, and performance, which is optimized for a variety of display players and hardware including mobile and tablets.
  - o **Storyboard Manager**: provides templates with variety of formats and layouts to enable brands to build compelling stories, gaining insight on a newly launched campaign or to activate customers in a store with a showcase of the most influential fan content.
  - o **Editor:** Tunables provides a WYSIWYG editor, that enables users to make design changes with a few clicks and real-time CSS editor. The Data Tab provides access to the brands data, metrics, dimensions, filters, time ranges, from 24 data channels.
  - o **Display Manager:** allows users to monitor in real-time what content is playing on screens all over the globe. It employs patent pending technologies including Sprinklr Stay Alive tech to ensure that displays keep content on screen even when the internet connection drops.
  - o **Mobile:** The User interface for Sprinklr Display was designed for mobile devices, allowing users to design an entire Command Center or in-store displays right from their phone or tablet. The Sprinklr Display Remote feature enables users to navigate and control live displays on demand from a mobile phone.
- ▪ **Community:**
  - o Supports community to improve the customer care experience, by enabling companies to manage inbound messages and cases and respond as needed or empower customers to get help from peers or experts,

- o   Monitor, moderate, publish, and manage cases directly from Sprinklr and receive customer feedback including product ratings, sentiment, and issues,
- ▪   **Audiences:**
  - o   Comprehensive Audience analysis and segmentation enabling organizations to see how different consumers engages with their brand,
  - o   Seamless integration with third party data sources from across web, mobile, social, email CRM and more to connect all customer data in one centralized location
  - o   Create rule based, filterable audience segment to identify and harness marketing opportunities,
  - o   Sync audience segments to ad channels for accurate real time targeting,
  - o   Track and compare performance metrics for each unique audience and apply insights to future campaigns.
- ▪   **Technical Support:**
  - o   24/7 phone, email, and online support including FAQ questions, social media and video tutorials and webinars.
  - o   The technical support includes a wide variety of live training provided by platform specialists and experts, support resources and 24/7 customer support service. Each partner is assigned an Account Manager from dedicated Client Services team, who assists them on ongoing bases.
  - o   Customer Support Portal offers video tutorials, on demand webcasts, FAQs and a company specific help forum.
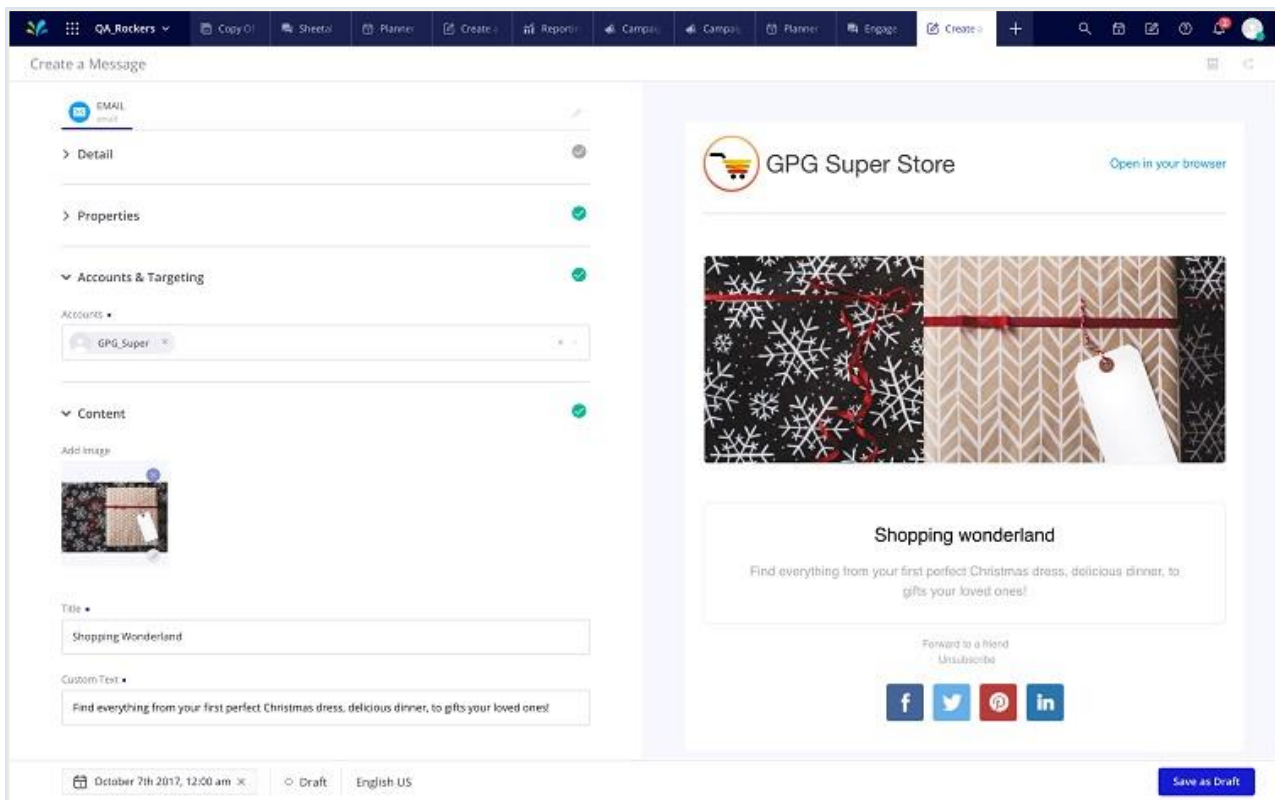
Screen Capture 1: Sprinklr Marketing Cloud Panel
Managing Content Creation - From Brief Templates to Customizable Content Creation
Within One Collaborative Environment
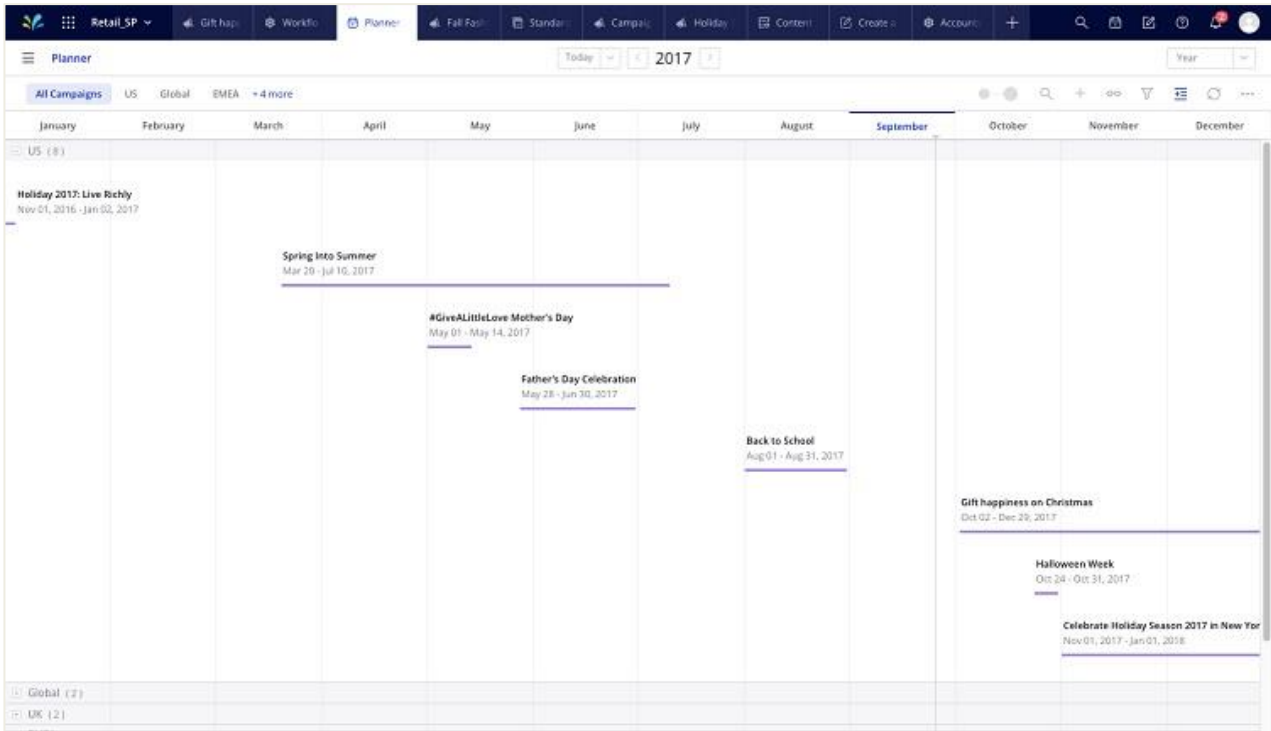
Screen Capture 2: Sprinklr Content Marketing
Omni-channel Marketing Calendar of Record to Plan and Manage Holistic Campaigns and Increase Brand Reach, Campaign Effectiveness and Content Reuse
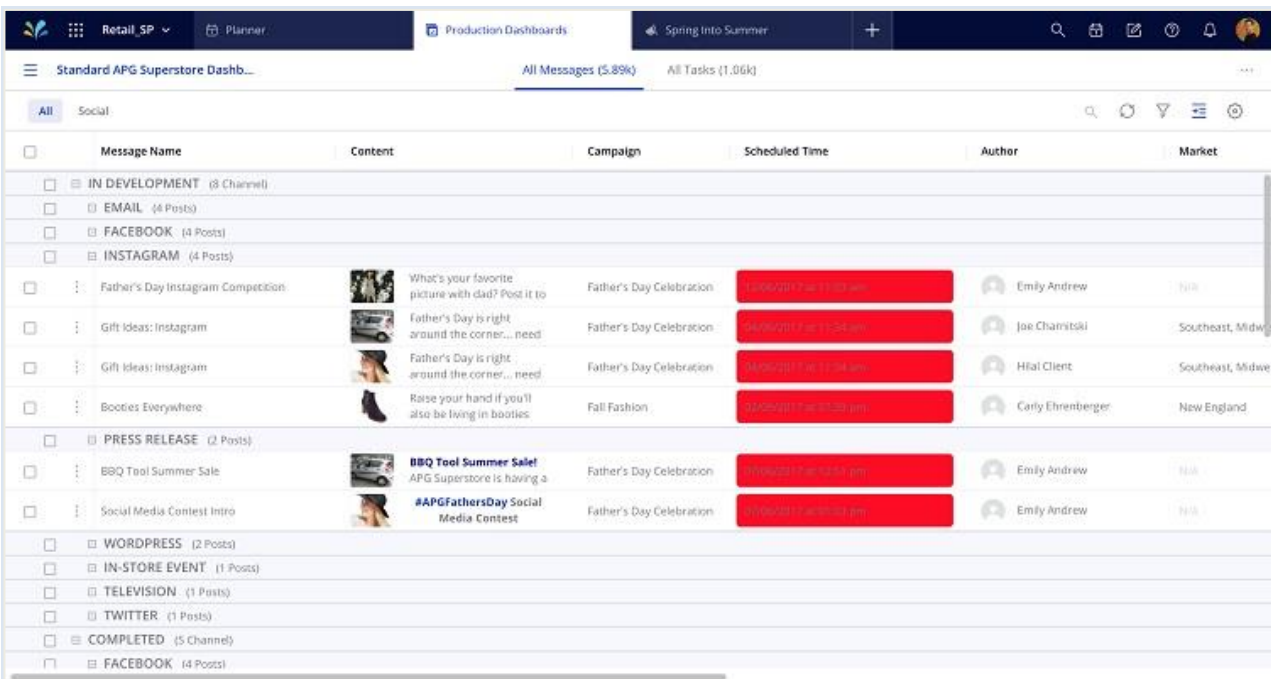
Screen Capture 3: Sprinklr Production Dashboards to Keep Pulse on Global Campaigns
List of Messages Including Message Name, Content, Campaign, Scheduled Time, Author, Market
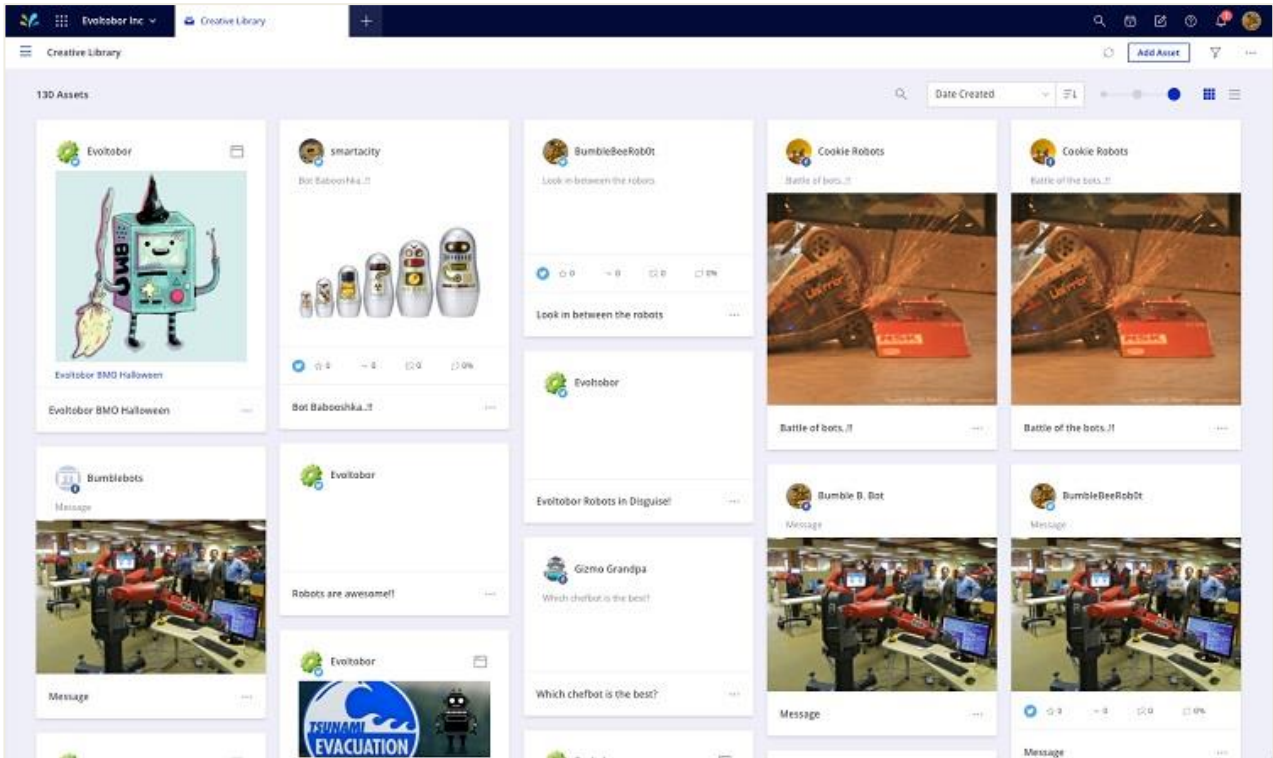
Screen Capture 4: Sprinklr Centralized Ads Creative Library
To Use, Localize and Reuse High Performing Ad Collateral
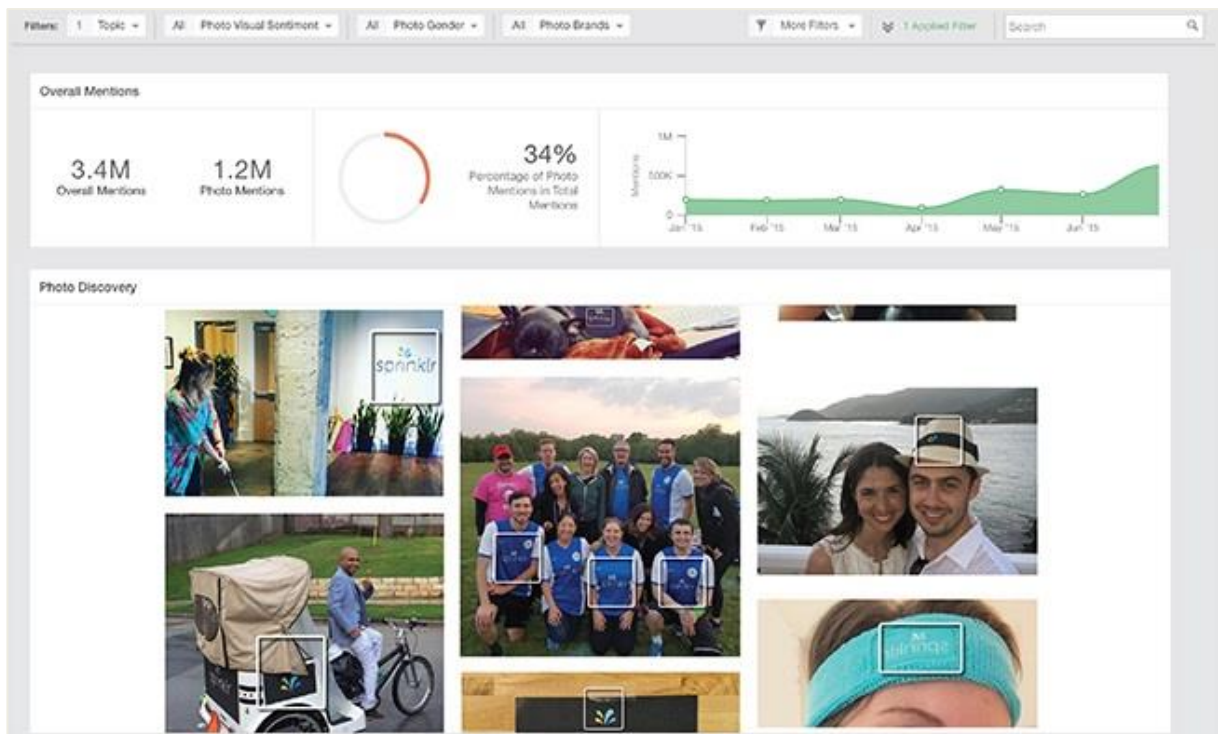
Screen Capture 5: Sprinklr Visual Insights – Measure the full impact of a brand outside text mentions
Automatically Scans Photos for Logos, Brand Names, and Other Unstructured Brand-Related Contents
across 23+ Social Channels and Web and Highlights Attributes such as Audience Gender, Sentiment, Style,
and Channel Specific Behaviour

Screen Capture 6: Sprinklr Social Cloud - Display
Providing Sophisticated Design Capabilities with Modern Templates to Visualize Live Data, Insights, Analysis and Content, and Style Editor for Visual Fine Tuning

Partners:

Deloitte Digital, IBM, SAP, Microsoft, RiverPoint, Pinterest (Marketing Developer Partner Program), Twitter (Certified Partner), LinkedIn (Social Media Management Partner and LinkedIn Company Page Partner), Bitly (Certified Partner), Snapchat (Ads API Partner), and Instagram (Preferred Developer).

Key Clients:

More than 1,000 globally recognized clients including Bayer, Cisco, Dell, Deloitte, DuPont, French Connection, Frontier Airlines, Groupon, Hearst Digital, Hewlett Packard, Intel, Imax, JP Morgan Chase & Co, KPMG, Listerine, McDonalds, Microsoft, NASA, Nasdaq, Nestle, Newell Rubbermaid, NHL, Nike, North Face (The), P&G, Pfizer, Prestige Brands, Praytell Strategy, Samsung, SAP, Starwood Hotels and Resorts, Timberland, Toro, Trend Micro, Virgin America, and many others.

Pricing

The Sprinklr's platform is priced based on the number of enterprise users and work groups and typically ranges from $75 to $200 per user per month. Sprinklr price can starts at around 100k a year for global brands, depending on number of users.

For more specific information on pricing, please contact the company directly.

Languages:

Users can identify, translate, or filter 85 languages to engage with global audiences. Sprinklr also performs text analytics in over 85 languages including Arabic, Danish, Dutch, English, French, German, Hebrew, Indonesian, Italian, Japanese, Korean, Malay, Mandarin/Chinese Traditional, Mandarin/Chinese Simplified, Norwegian, Polish, Portuguese, Russian, Spanish, Singlish, Swedish, Turkish, and others.

Sentiment Analysis available for 18 languages including English, Arabic, Chinese (Traditional), Chinese (Simplified), Danish, Dutch, French, German, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, and Turkish.

Geographic Coverage:
Worldwide

SemanticForce

Company Name:	SemanticForce Inc.
Company Type:	Private
Number of Employees:	11-50
HQs/Country:	Ukraine
Website:	http://www.semanticforce.net
Founded:	2009

Introduction of the Tool:	2009
Types of Media Tracked:	Online news, Social Networks (Facebook, Google+, VKontakte, LinkedIn), blogs, Twitter, forums, SlideShare, Video Sharing sites (YouTube, Vimeo), photo sharing sites (e.g., Instagram), review sites (Yelp, TripAdvisor and hundreds of others), e-commerce sites (e.g. Amazon.com, m-video, rozetka.ua), App Store Reviews, Dark Web and others.

Type of Social Tool: ☒ Social Media Monitoring ☒ Social Listening ☒ Social Intelligence
☒ Social Media Analytics ☐ Social Media Management ☐ Social Media Marketing ☐ Social Advertising ☒ Social Media Customer Care ☐ Social Suites

Key Functions:	Listening, Analytics, Aspect-Level Sentiment & Insights, Customer Service
Languages:	30+

Key Executives: Vsevolod Gavrilyuk, CEO

Contact: SemanticForce Inc., SemanticForce, Verhniy Val St., 4B, office 227, Kiev, Ukraine, 04071
Tel: +380 (44) 361 0 613

Offices: **Europe:** Moscow (Russia), Kiev (Ukraine), Bishkek (Kyrgyzstan)

Email: **For General Inquiries:** support@semanticforce.net
Direct Email: Vsevolod Gavrilyuk, CEO, email: vg@semanticforce.net

Product Overview

SemanticForce is a multi-lingual social media monitoring and intelligence platform, leveraging hybrid of AI-powered and human analysis services to help brands and agencies listen and analyze consumer conversations

online. It delivers actionable analytics and insights through comprehensive metrics and reporting to help organizations optimize their media and business strategies and address business questions. Platform leverages proprietary distributed crawling platform - SemanticForce Kindexer (www.kindexer.com), which monitors in the real-time tens thousands of news sites, comments to publications, forums and discussion boards, e-commerce web-sites, app-stores, etc. turning digital chaos into structure.

SemanticForce offers cross-media coverage, multi-lingual sentiment analysis (English, Russian, Ukrainian and Kazakh), flexible segmentation and reporting tools.

Platform features automated **aspect-level sentiment analysis** (ALSA) and intelligent categorization. It also allows users to edit manually sentiment and categories, and add their own objects, aspects and tags. SemanticForce also has over 25 data-analysts, all native in at least one of the 10 languages covered by the platform, whose topic configuration and data annotation services can be offered for additional cost.

SemanticForce iAlerts offer intelligent alerting functionality, which features flexibility of **triggers** (e.g. number of likes, shares, posts, tags, images, sentiment), flexibility of alert delivery **format** (Excel, PDF, plain-text, web, etc.) and flexibility of **channel** including e-mail, SMS, Facebook Messenger, Skype and Slack.

Social customer service platform SemanticDesk allows efficient, truly omnichannel customer care in both public and private channels such as FB Messenger, VK Messenger, Twitter DMs, etc. Powered by proprietary **Adaptive Posting** technology, SemanticDesk allows users to communicate in forums, review sites, e-commerce platforms from single easy-to-use platform.

Industry Focus:
SemanticForce caters to businesses across all verticals including Automotive, Finance, Food, Agencies, High-Tech, Pharma, Telecom, Tourism, Media, Retail, and others.

Use Cases:
Marketing & Communications, Public Relations, Online Reputation Management, Crises Management, Market Research (Customer Insights, Competitive Analysis), Customer Services and Social Service Desk, Product Development, Community Support, and Human Resources

Product and Service Availability:
Software Hosted, Agency, Consulting

Key Product Features:
- **Real Time Monitoring** with latency **below 1 min** for some of the sources
- **Customizable Dashboard** with English & Russian user interface,
- **Data Visualizations:**
    - A wide range of interactive diagrams and tables, including Aspect-Level Sentiment, TreeMap and Interactive Word Cloud
- **Technology:**
    - **Text analysis** – a proprietary technology features automated entity/aspect level sentiment analysis, comparative analysis and intent detection / segmentation (e.g. Purchase Intent, Purchase Consideration, etc.).
    - **Advanced automated categorization engine**, provides over 300 predefined categories for over 10 verticals (consumer electronics, automotive, etc.)
    - **Visual Index** – powered by Kindexer crawling platform, SemanticForce indexes news, review sites, forums, etc. with **images** accumulating several millions of images daily and providing unique capability to search within untagged visual content.
    - **Image Analysis** – SemanticForce technology provides OCR (optical character recognition), logo and objects detection on images in both news and social media. Millions of images are

processed daily, recognizing text in infographics, logos, objects in the visual content, thus making it searchable and actionable.

- o **Social Signals** – SemanticForce stores history of fluctuations how the content was liked, shared and discussed in social media.
- o **iAlert** – AI-powered intelligent alerting engine featuring flexibility of triggers, format and delivery channel.
- o **Rules Engine** – defines custom rules for automated categorization or sentiment annotation. Rules can be applied either to whole client data-set or to the specific segments including archives.
- o **ProfileForce** – intelligent aggregation of the profile-related meta-data (e.g., age, sex, expertise, location, etc.), which varies depending on the source. 20+ fields are automatically indexed for some sources.

- ▪ **Extensive Media Coverage**:
  - o Mainstream news (250,000 resources in over 150 countries, social networks (VKontakte, Facebook, Google+, LinkedIn), blogs, full text monitoring of Twitter, forums, SlideShare.net, video sharing sites (YouTube and Vimeo including comments), photo sharing sites (e.g., Instagram), Dark Web, product reviews sites (e.g., Amazon), e-commerce sites, and other digital channels.
- ▪ **Search:**
  - o Complex queries, proximity queries, fuzzy search.
- ▪ **Filtering of Spam:**
  - o Platform features a set of SPAM/noise/homonymy resolution functions.
- ▪ **Data Filtering:**
  - o Filtering of results by media type/source, author, date, geography (geo-segmentation using internal database of dictionaries, data from the user's profile, geo tags and other parameters), sentiment, language, context, headings, and others such as e.g. page or thread where the content was posted.
- ▪ **Key Metrics:**
  - o **Monitoring**: Volume of comments, mentions, likes, coverage, number of messages, number of friends, sentiment, influence (Klout Score), and others,
  - o **Team Performance Metrics**: tracks agent's performance by providing a range of metrics including total customers, total closed, average response time, delight ratio, etc.,
- ▪ **Trend Analysis:**
  - o Key metrics over time including volume of mentions over time, sentiment trending and others,
  - o Historical Data: 12 months of historical data by default with an option to be increased per client's request.
  - o Over 10 years archive is available for some of the sources (e.g. review sites).
- ▪ **Multi-Lingual Sentiment Analysis**:
  - o The sentiment can be set for a particular object in the mention, rather than the entire mention, which allows forming selections with various sentiment.
  - o Sentiment analysis performed for English, Russian and Ukrainian languages;
- ▪ **Audience Analysis and Targeting:**
  - o By employing ProfileForce technology, SemanticForce provides a comprehensive audience profiling and segmentation based on over 20 parameters for some sources including age, gender, expertise, location, to name a few.
- ▪ **Influencer Profiling and Analysis:**
  - o **ProfileForce technology** allows tracking of authors' behaviour and their attitude towards the topic of monitoring, automatically searching their online profiles and gathering history for further analysis and involvement,
  - o **Geo-Segmentation**: segmentation of posts by author's location, by using an internal database of dictionaries, information from the user's profile, geo tags and other parameters.

- o **Identification of Influencers** (persons and companies) and corresponding channels. Automated segmentation of influencers by their activity.
- ▪ **Competitive Analysis:**
  - o Allows companies to compare different brands' activities across multiple channels, sources, locations, etc.
- ▪ **Campaign Monitoring and Measurement:**
  - o Monitors the performance of marketing campaigns,
- ▪ **Topic/Theme Analysis:**
  - o Identification of key topics,
- ▪ **Reporting:**
  - o Offers over 20 types of reports with notes on references and categorization of document under the headings,
- ▪ **iAlerts:**
  - o Alerts – intelligent alerts delivered via e-mail, SMS, Facebook Messenger, Skype or Slack. Choose an optimum channel depending on your team structure and tools used.
- ▪ **Engagement Function:**
  - o SemanticForce is mostly used for monitoring/analytics/intelligence.
  - o SemanticDesk allows direct engagement in plethora of channels including Twitter, FB, VK, forums, review sites, etc.
- ▪ **Data Export:**
  - o Data export available in MS Excel, MS Word, RTF, PDF (full-text digests), PNG (diagrams and charts) and CSV formats.
- ▪ **Data Access:**
  - o Data access through application programming interface (REST API).
- ▪ **Data Archiving:**
  - o Allows archiving of user data and content. Archive depth depends on selected plan.
- ▪ **Workflow Management:**
  - o Supports multiple users' accounts. SemanticDesk offers workflow management with a set of tools for effective collaboration, access rights management, etc.,
- ▪ **Social CRM API:**
  - o Access mentions, profiles and tickets history via SemanticDesk Tickets API.
- ▪ **Client Support:**
  - o 24 x 7 customer support team and free account configuration, coverage adoption and users on-boarding.
- ▪ **API Integration:**
  - o API integration with third party client applications including CRM (e.g. SugarCRM, BPM Online, PipeDrive, ZenDesk), integration with Google Analytics.

Partners:

Microsoft, ABBYY, Terrasoft, Onlizer

Clients:

Samsung, Adidas, Nestle, Microsoft, L'Oréal Paris, Onalytica, SPLAT, Sangfei, Beeline, TBWA and other global brands and leading agencies in over 10 countries.

Pricing:

Prices start at $150 per month. The pricing depends on the quantity of objects to be monitored, data volume, quantity of users/support agents, etc. Monthly, quarterly, and annual subscriptions are offered.
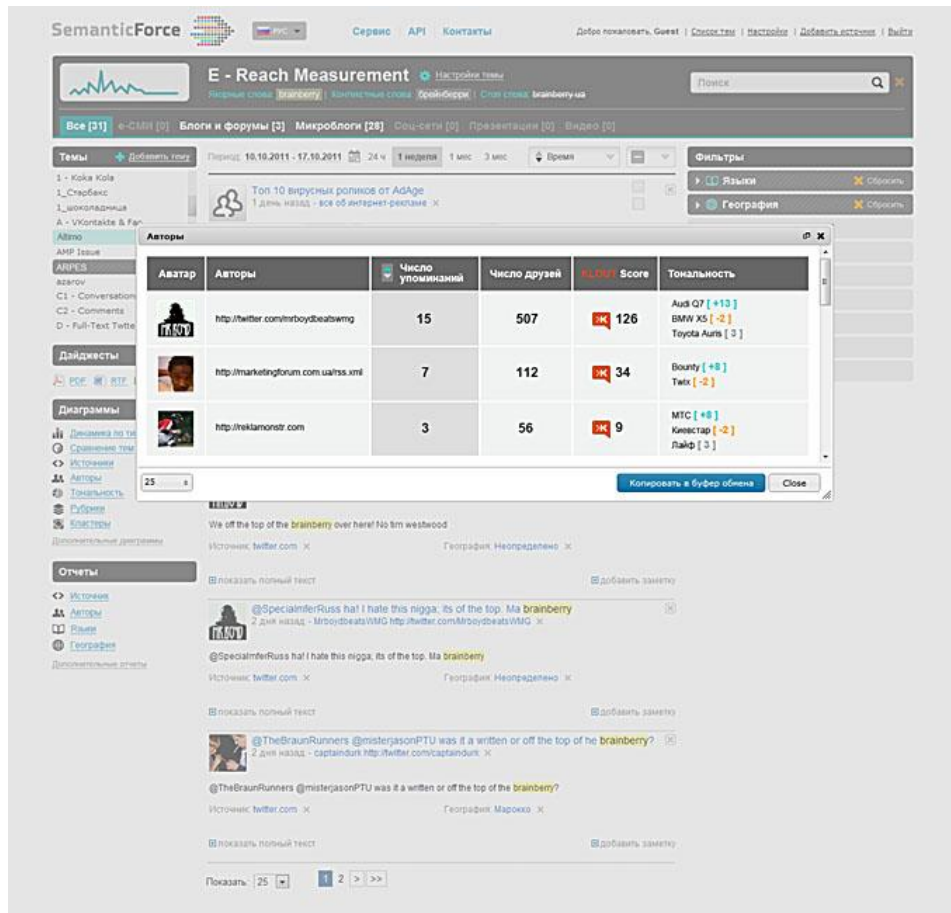
Screen Capture 1: SemanticForce - Influencer Profiling and Analysis (Top Authors by Volume of Mentions, Number of Friends, Klout Score, and Sentiment)
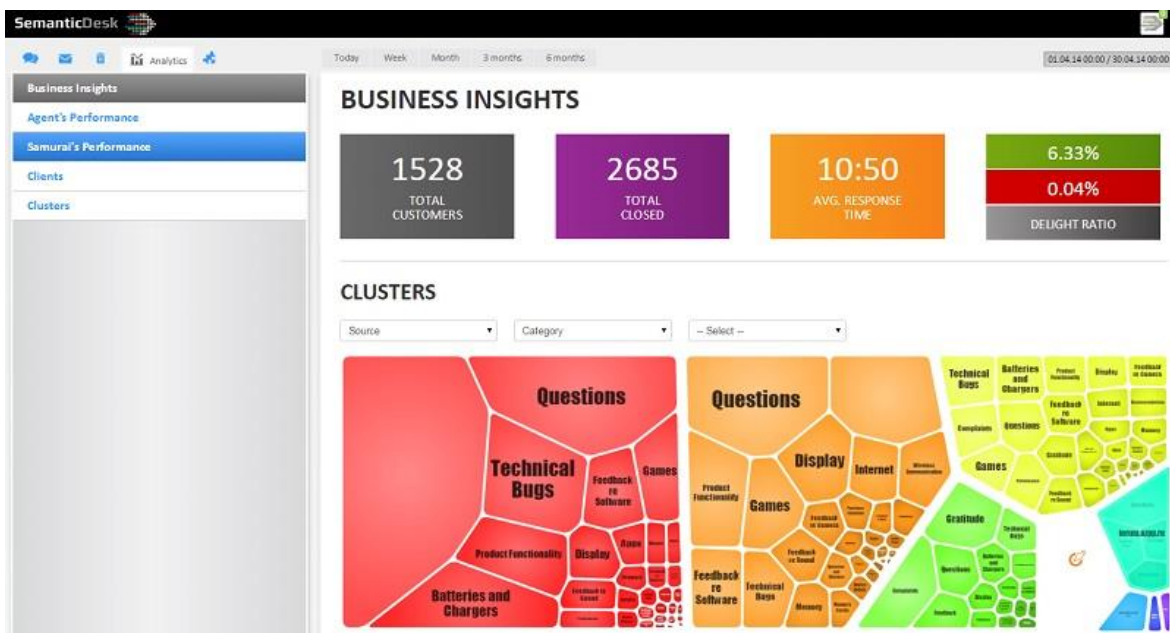
**Screen Capture 2: SemanticDesk – Business Insights
(Tickets Stats, Average Response Time, Customer Satisfaction Ratio, Tickets Categories)**
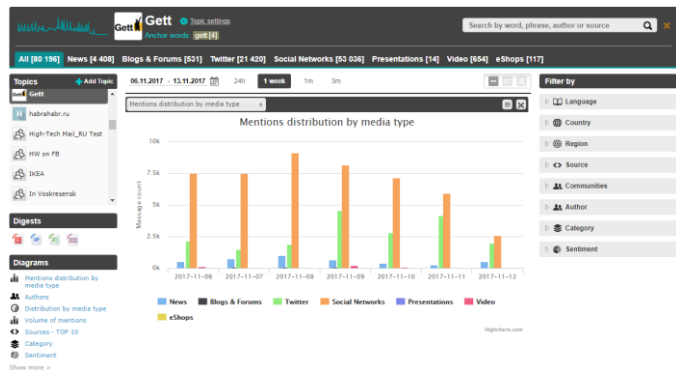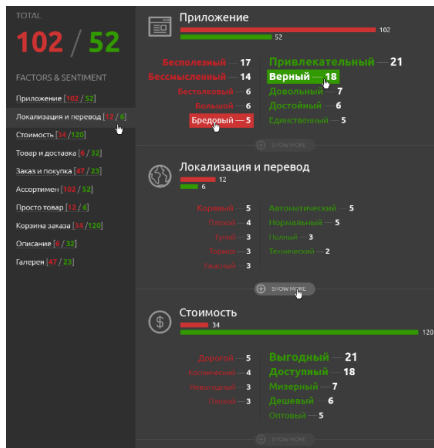
Screen Capture 3.1: SemanticForce – Aspect Level Sentiment Dashboard
Screen Capture 3.2: SemanticForce – Dynamics by Media Types

Languages:

User interface is available in English and Russian; Data indexing and language detection is available in 30 languages. Automated Entity/Feature Sentiment Analysis is currently available in English, Russian and Ukrainian. Human analysis is performed in more than 10 languages including English, Dutch, Italian, Russian, Ukrainian, Belarusian, Polish, Kazakh, Kyrgyz, Armenian and Arabic.

Geographic Coverage:

Global.

Talkwalker

Company Name:	Talkwalker
Company Type:	Private
Number of Employees:	51-200
HQs/Country:	Luxembourg
Website:	http://www.talkwalker.com
Founded:	2009

Introduction of the tool:	2011
Type of Media Tracked:	**Monitoring:** Facebook, Twitter (full firehose), Pinterest, Flickr, Google+, Instagram, Foursquare, YouTube, Vimeo, as well as blogs, forums, and online news sites, TV, Radio, and Print
	Analytics: Twitter, Facebook, YouTube, Google+, Instagram, LinkedIn
Type of Social Tool:	☒ Social Media Monitoring ☒ Social Listening ☒ Social Intelligence ☒ Social Media Analytics ☐ Social Media Management ☐ Social Media Marketing ☐ Social Suites
Key Functions:	Listening, Analysis, Reporting, Social Data Intelligence, Image Analytics
Languages:	187 languages; Sentiment Analysis: 29 languages;

Key Executives:	Robert Glaesener, CEO
	Thibaut Britz, Founder & CTO
	Christophe Folschette, Founder & Global Sales Director
	Todd Grossman, CEO Americas

Contact:	US: Talkwalker Inc., 205 E.42nd St., 19th Floor, New York, NY 10017
	Tel.: +1 646 712 9441
	Europe: Talkwalker, 16 Avenue Monterey, L-2163 Luxembourg
	Tel.: +352 20 33 35 3 43

Offices:	**Americas Region:** New York City (NY), San Francisco (CA)
	EMEA Region: Luxembourg, Frankfurt (Germany)

Email:	**General Contact:** contact@talkwalker.com
	Direct Contact: Elena Melnikova, Head of Marketing, email: elena@talkwalker.com

Product Overview

Talkwalker is one of world's leading social data intelligence companies helping enterprises and agencies instantly understand social data and find insights to act on. Talkwalker's state of the art software monitors and analyses online conversations and images on social networks, news websites, blogs, forums and it is one of the few platforms that can analyse online, social, print and TV/radio content with one solution.

Talkwalker consolidates several powerful functions in one centralized social intelligence platform: comprehensive social listening, deep social media analytics, fast and efficient reporting, fully customizable dashboards, instant social intelligence with IQ Apps and easy data integration.

Talkwalker's unique selling proposition is the combination of superior data quality, best global coverage, support of complex search queries, analysis of text and visual content together, instant search on 30 days and historical data access up to 2 years, preconfigured IQ Apps for fast analytics and automated reporting, making Talkwalker one of the favourite tools for advanced social media analytics in Europe and North America.

The platform is powered by proprietary technology to crawl over 150 million sources in over 187 languages across 247 countries and offers an automatic translation of results. Talkwalker's open framework and API allow a full configuration, customization and integration of the platform according to customers' needs. Talkwalker works with Twitter together with other social networks since 2012.

Talkwalker has been developed by Trendiction S.A., a privately held and rapidly growing company in Europe founded in 2009. In the last two years Talkwalker opened new offices in the US and Germany to spearhead the growth of the company in North America and Europe.

Aside from the cutting edge social data intelligence platform, Talkwalker also has easy to use free solutions such as Talkwalker Free Social Search (http://www.talkwalker.com/en/social-media-analytics-search/), an instant social media search engine, and Talkwalker Alerts (http://www.talkwalker.com/en/alerts), a robust replacement to Google Alerts for sending notifications via email, RSS feed or Hootsuite streams.

Industry Focus:
Talkwalker offers services and solutions for businesses across various industries including Automotive, Insurance, Finance, Telecommunications, Retail, Health/Pharmaceuticals, Utilities, etc.

Use Cases:
- **Marketing** (Campaign Measurement, Advertising Effectiveness, Brand Analysis, Content Discovery, Content Marketing, Event Performance, Influencer Management, Media Buying, Media Measurement, Product Launch, Social Channel Analytics, Social TV)
- **Public Relations (PR)/Communications/Social** (Campaign Measurement, Reputation Analysis, Crisis Tracking, Event Performance, Hashtag Tracking, Influence Management, Investor Relations, Media Monitoring, Media Research, Media Buying, Media Measurement, Newsjacking, Social TV)
- **Market Research** (Audience Research, Consumer Behaviour, Customer Experience, Brand Analysis, Competitive Benchmarking, Industry Trends, Product Perception, Social Listening, Media Research),
- **IT/Innovation** (Social Data)
- **Customer Care** (Customer Service, Customer Experience, Customer Behaviour)
- **Social Selling** (Lead Generation, Targeting and streamlining social selling processes - Talkwalker App for Hootsuite)
- **Human Resources** (Recruiting)
- **Risk Management** (Crisis Tracking, Investor Relations, Partner Management, Supplier Tracking)

Product and Services Availability:
SaaS, Agency, White Label, Consulting (Set Up and Deployment of the Tool)

Key Product Features:
- **Real Time Monitoring:**
    - Offers real time and historical monitoring and analytics service,
    - Data Latency: a few seconds,
- **Customized Dashboards**:
    - Allows users to build customized dashboards to share insights with their team. Dashboards allow users to gather widgets from different Analytics pages in one place, while keeping their

parameters when added to a dashboard. Widgets can be easily resized or moved around by drag and drop feature using Dashboard Edit mode.
- o **Command Centre**: real time listening through a Talkwalker Command Centre,
- o **Intuitive IQ Apps:** pre-defined social media dashboards that can be programmed for different use cases. Talkwalker's unique set of preconfigured use cases, IQ Apps, is available for Brand Listening, Crisis, Campaign Monitoring, Hashtag Tracking, Competitive Intelligence, and Content Analytics, Influencer Network. (http://www.talkwalker.com/en/social-media-intelligence/iq-apps-social-intelligence/). IQ Apps allow anyone within an organisation to instantly analyze key KPIs and find actionable insights for different departments.

- ▪ **Technology:**
  - o Combines text and image analytics,
  - o Proprietary crawling technology that indexes more than 150 million local and international websites, indexing more than 450 million articles daily. The data runs on over 2,000 servers.
  - o Employs Artificial Intelligence (AI) including:
    - ▪ ***Proprietary Image Recognition technology*** based on Computer Vision enabling organization to detect brand images (logos, scenery, objects) across 10 social networks and 150 million website worldwide, and instantly search across 30,000 brands, the largest brand logo database for visual analytics. The use of AI-powered technology continuously improves the results over time.
    - ▪ ***Proprietary sentiment analysis technology*** based on deep neural networks, built on training sets containing tens of millions of examples of sentiment classifications.
    - ▪ ***Smart Topic-based trend identification***
    - ▪ ***Intelligent alerts for crisis prevention,*** and

- ▪ **Extensive Media Coverage:**
  - o **Monitoring:** Talkwalker monitors more than 10 social networks including Facebook, Twitter (full firehose), Pinterest, Flickr, Google+, Instagram, Foursquare, YouTube, Vimeo, as well as blogs, forums, and online news sites. Users can expand their monitoring environment beyond online and social media by adding print, newswires (LexisNexis), TV and radio broadcast monitoring. It provides the most complete global coverage of owned and earned media in 187 languages. Users can also add their own data to combine social data with lead gen figures, sales, weather data, and much more. All search results can be automatically translated in the language selected by user.
  - o **Analytics:** Users can also set up Twitter profiles, Facebook pages, YouTube channels, Instagram profile and Google+ profiles in the system and discover insights about relevant content, influencers, geography, sentiment, trending topics and much more.

- ▪ **Filtering for Spam and Duplicates,**
- ▪ **Search:**
  - o Offers complex queries using Boolean operators (e.g., AND, OR, AND NOT) as well as proximity searches (~3 for defining the maximum distance between the two words), combinations, wildcard (for substitution of one or multiple characters in a word), title, source or language searches, as well as pretty much any of the other 50+ filters that are available in Talkwalker (see below)

- ▪ **Data Filtering and Tagging:**
  - o More than 50 filters including filtering of results by topic, media type, language, geography/countries, sentiment, time period, themes, predefined sets of filters (related to risk, product, or customers) as well as devices (mobile devices, tablet devices, desktop computers, or bots) and tagging of specific findings for a follow-up (sales opportunity, customer service, marketing department, etc.).

- ▪ **Data Sorting:**
  - o Sorting of results by date, relevance, and any key social media metrics such as influence, relevance, reach, and engagement.

- ▪ **Data Visualization:**

- o Offers a range of customizable, interactive and exportable charts including line chart, area chart, bubble chart, pie chart, with intuitive filters to refresh and view meaningful results in milliseconds.
- o Geographic maps give users ability to view number of mentions in each country visualized by circles that are sized proportionate to the number of mentions as well as the actual number of mentions for each country. The interactive map lets users zoom in and out to see individual countries and down to street level.
- ▪ **Metrics:**
  - o Measure and compare performance of both earned and owned media in one platform,
  - o Extensive range of metrics including volume of posts, tweets, retweets, number of followers, followers growth, Facebook shares and likes, number of views, share of voice, influence, relevance, potential reach, reach per mention, impressions, engagement rate, content performance, sentiment, demographical and geographical performance, and other,
  - o Owned social channels performance metrics including reach, engagement, share of voice, trending scores of user's posts, audience growth, content distribution, hashtag and campaign tracking (shares, reach, engagement, mentions), sentiment, Google Analytics metrics, virality and much more.
- ▪ **Trend Analysis:**
  - o Volume of mentions over time, sentiment trending,
  - o Smart spike analysis for advanced issue detection, offering Trend Prediction charts, Virality Map to understand how trends spread, Trending score (monitoring speed of sharing of articles, tweets, images and more), Time-lapse graphs to measure trends over time and automated theme-based trend detection,
  - o **Historical Data:** last 30 days instantly or up to 2 years of historical data for additional fee,
- ▪ **Demographics Analysis:**
  - o Users have access to demographics data that allows them to identify who is sharing the keywords by country, language and gender, occupation, age, interests and marital status.
- ▪ **Advanced geolocation:**
  - o Localized tweet data down to the street level (with a possibility to differentiate location as shown in author profile and location where the tweet was posted)
- ▪ **Automated and Human Sentiment Analysis:**
  - o Uses latest advancements in artificial intelligence through deep learning algorithms, using neural networks to automatically qualify the term as a positive, negative and neutral sentiment. This methodology enables to reach much higher accuracy rates, and still understand sentiment in case of sarcasm or irony,
  - o In order to improve the accuracy of sentiment analysis, the system allows users to manually override the sentiments that were automatically assigned by the system or search for emotions. Each manual change is then fed back to the machine to keep learning. The natural language processing is available in 25 languages,
- ▪ **Influencer Analysis and Profiling:**
  - o Talkwalker identifies and tracks the most influential posts and authors based on relevance, activity of the author, reach and engagement to reveal how relevant and influential authors are and how much they amplify word of mouth. Talkwalker's virality map also shows the viral reach of user's influencers,
  - o Sort results by positive and negative sentiment to identify ambassadors and detractors and filter results by country, language, media reach, engagement rate, number of posts and sentiment.
- ▪ **Social Network Analysis:**
  - o Provides Influencer Network Analysis Map visually displaying key influencers and their relationships within the network.
- ▪ **Campaign Monitoring and Measurement:**
  - o Measures and monitors up to 2 years of campaign buzz and performance including volume, engagement, reach, virality, sentiment, and other metrics across multiple media channels,

- Filtering of results by language, location, demographic and sentiment metrics,
- **Virality Map:** Identify amplifiers (key influencers, blogs, publication) of a specific story and understand how a story breaks and spreads through various media types (web and social), languages or countries.

- **Topic Analysis:**
  - Identification of key topics and themes, including emerging, decreasing and new topics,
  - Word Cloud: Detects trending topics for specific industry, company, brand in visually appealing world cloud highlighting the most discussed topics, as well as emerging and receding trends with different colours, with the possibility only to display categories of themes (brands, people, emotions, events, custom)

- **Benchmarking and Competitive Monitoring & Analysis:**
  - Compare topics, brands, products, and social networks and perform analysis based on content, geography, influencers, sentiment, and main topics related to brands and buzz over time,
  - Allows users to benchmark the performance of their key social channels (e.g., benchmark user's Facebook and Twitter performance), against competing brands and use these insights to optimize your social marketing strategy.

- **Data Archiving:**
  - Allows users to store all their data and searches – for 1 year, 2 years or ongoing – depending on the plan,

- **Data Alerts:**
  - Offers standard and fully customizable email alerts and RSS feeds allowing users to define notification frequency, crisis keywords and buzz level triggers,

- **Reporting Suite:**
  - Users can create, share and schedule customized report,
    - Talkwalker allows users to build fully customizable reports and dashboards for every department. It includes multiple data export capabilities, charting download options, bookmarking features, as well as RSS subscriptions and email alerting.
    - The reports are delivered automatically via email by frequency on a daily, weekly or monthly base or based on new results or irregular results to designated recipients in the format and frequency selected by the user. Users can easily share widgets, reports and dashboards across all departments and manage access rights in global organization. The reports are available in multiple formats such as PowerPoint, HTML, Microsoft Word, Adobe pdf and other formats. Users can also add video and images to highlight key report elements.
  - White Label**:** offers a white labelled version of user interface with user's own logo, URL, templates, colour scheme and mail servers
  - Users can integrate social data with the company's internal data such as lead generation figures, sales data, and others,

- **Data Export:**
  - Export of the results in PowerPoint (.ppt), Microsoft Word (.doc) and Adobe (.pdf), json formats; Graphs and charts are exported with their source data in various formats such as Microsoft Excel, .csv, and RSS,

- **Engagement Function:**
  - Engagement is supported through integration with Hootsuite. Users can use Talkwalker Apps for Hootsuite to directly engage with their customers and prospects.

- **Workflow Management:**
  - Offers unlimited user logins and a range admin and workflow management features. Organizations can create specific logins by project/client and give their clients or team members read-only or full access to any project.
  - Allows users to manage workflows within the tool and automatically track handling of results through curation features such as tagging, highlighting, deleting, and assigning posts to clients and colleagues. Users can also assign the status to each post (read, check, replied), and tag and assign mentions to their team colleagues,

- **API Integration:**
  - o Talkwalker offers seamless integration with 3rd party analytics tools, CRM systems, social prospecting systems, contact centres, business intelligence and reporting suites, customized reputation management and measurement dashboards and industry or function specific applications through a simple CSV download, an RSS feed or an API integration,
- **Customer Support:**
  - o Technical support available via email. Full Account Management and support is available for Corporate and Enterprise plans.

Partnerships:

Google Analytics, Hootsuite, Klipfolio, LexisNexis, Tableau, Twitter, Qlik, TVEyes and Media Monitoring Organizations for traditional clipping, agencies and consulting firms.

Clients:

Talkwalker has 700+ clients worldwide and includes notable brands such as AccorHotels, Benetton, Burson-Marsteller, Coca-Cola, Deloitte, Hewlett Packard Enterprise, KPMG, Marie Claire, Merck, Microsoft, PwC, Telefonica, along with global agencies like Edelman, Ogilvy, Publicis and Peppercomm.
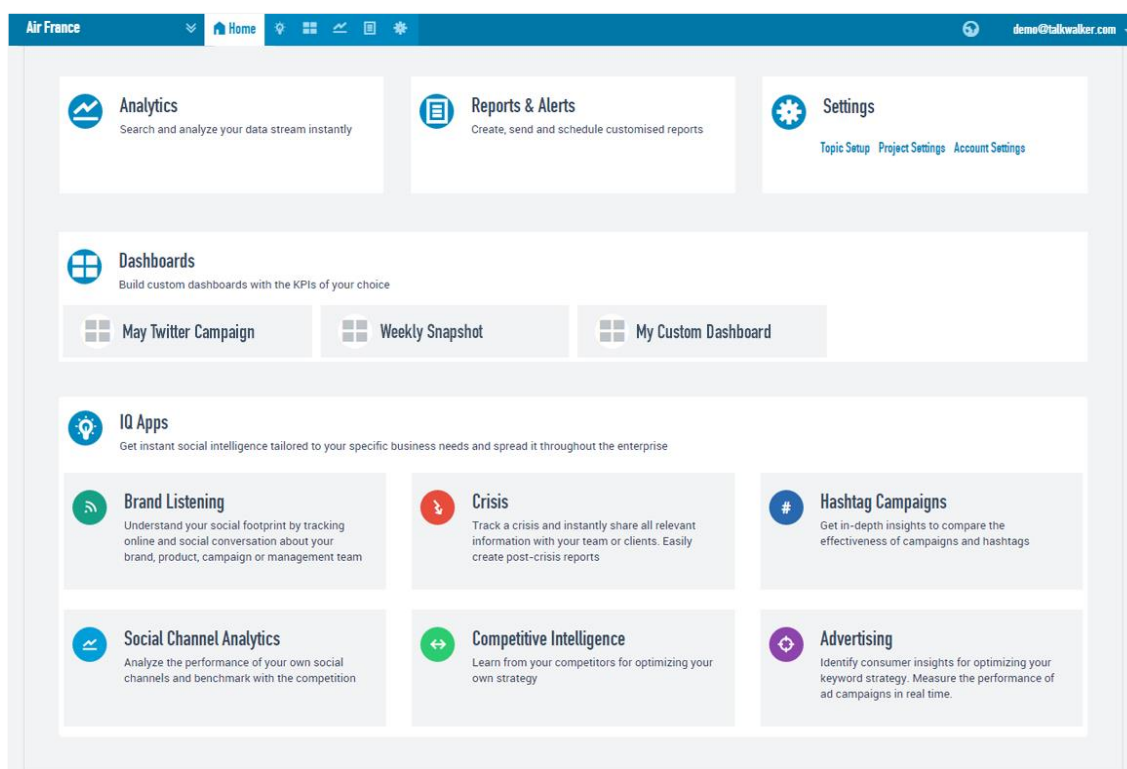
Screen Capture 1: Talkwalker's Key Product Features
**- All–in-One Solution to Empower Business Decisions**
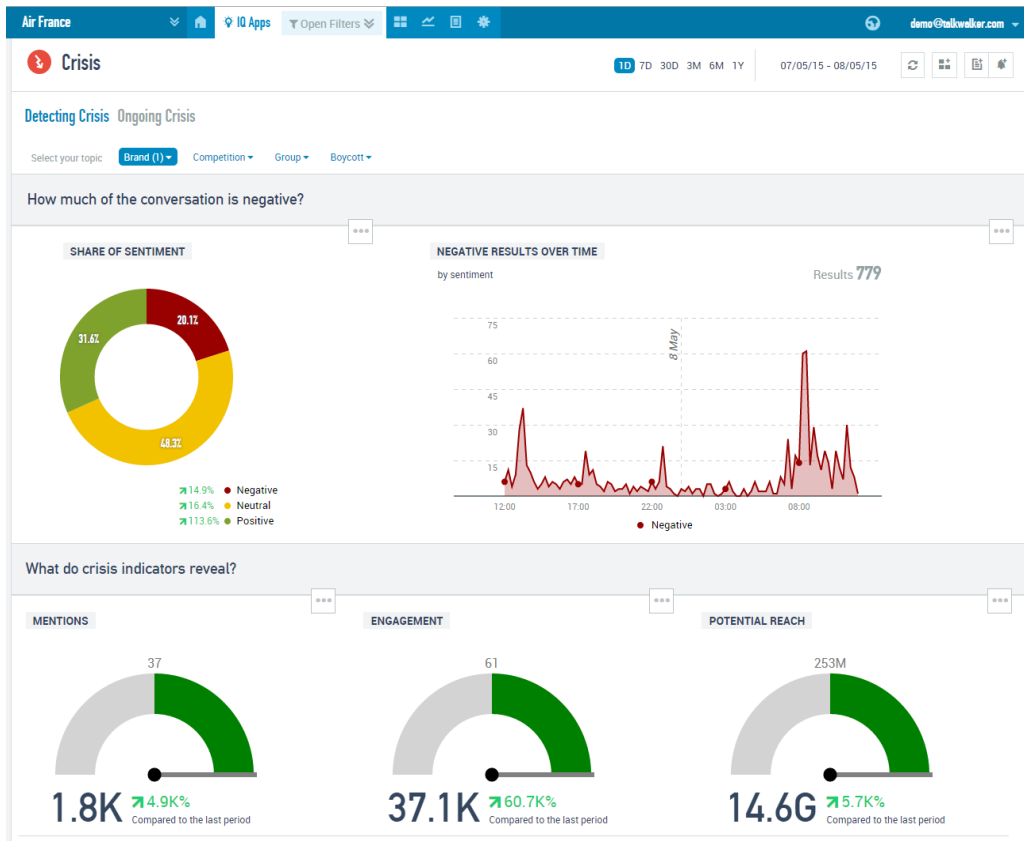
Screen Capture 2: Talkwalker's Preconfigured Use Case Dashboard - Crises
- Key Metrics Including Share of Sentiment, Negative Sentiment Trends and Volume and Growth in Mentions, Engagement, and Potential Reach
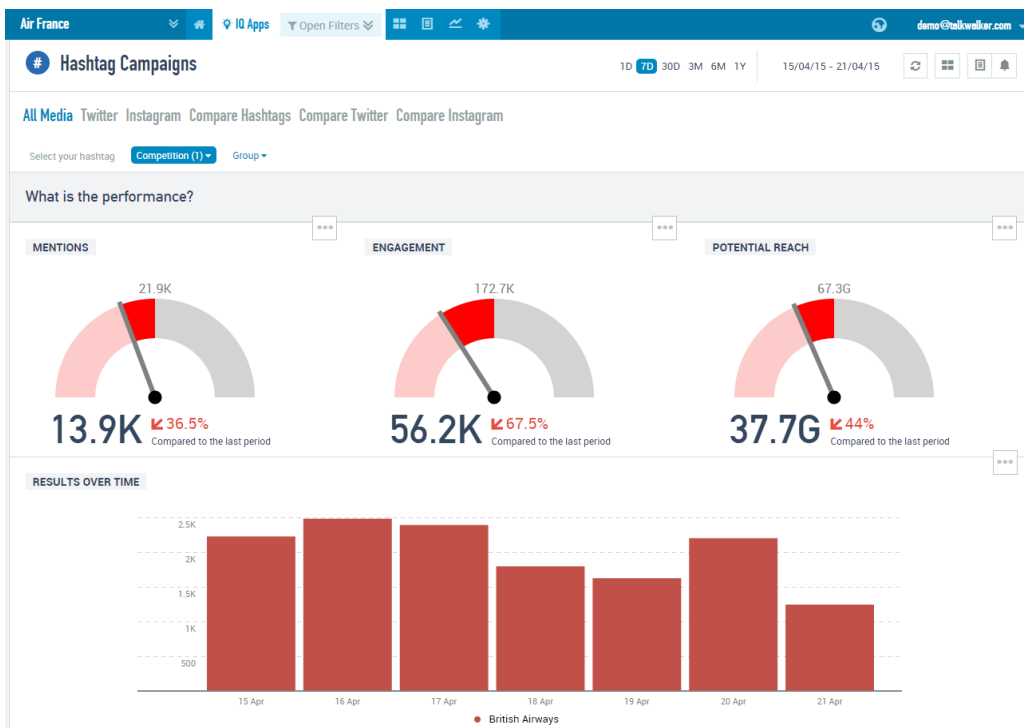

Screen Capture 3: Talkwalker's Preconfigured Use Case Dashboard - Hashtag Campaigns
-    **Measuring the Volume, Engagement and Reach of the Company's Campaigns**
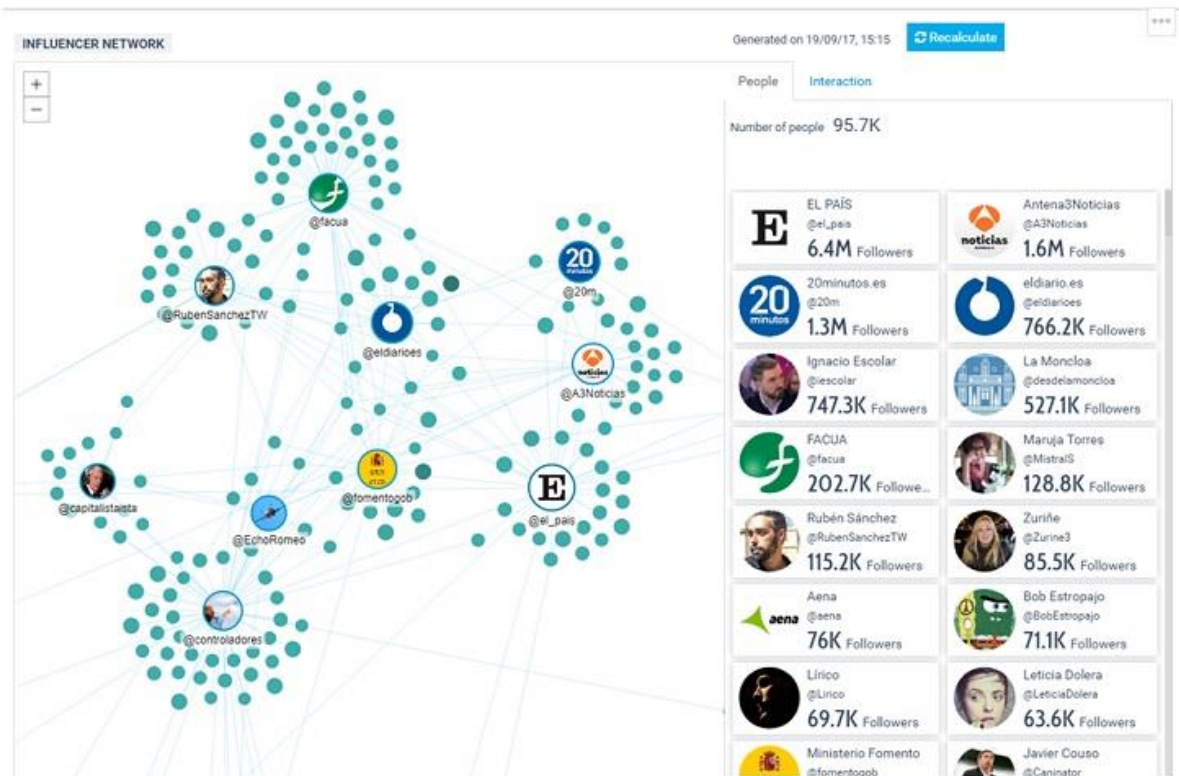
Screen Capture 4: Talkwalker's Virality Map
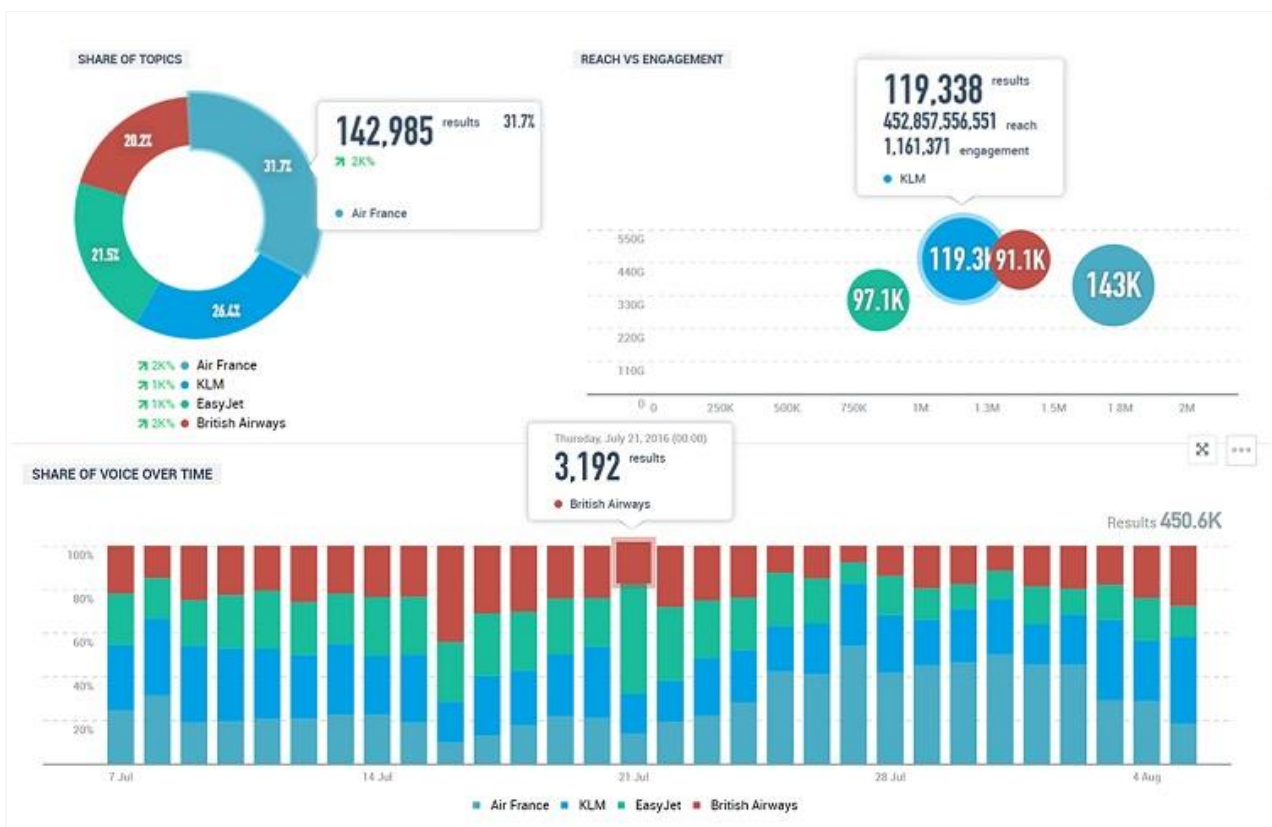
**Screen Capture 5: Talkwalker's Preconfigured Use Case Dashboard - Competitive Analysis
- Key Metrics Including Share of Topics, Reach vs Engagement and Share of Voice Comparison by
Competitors**
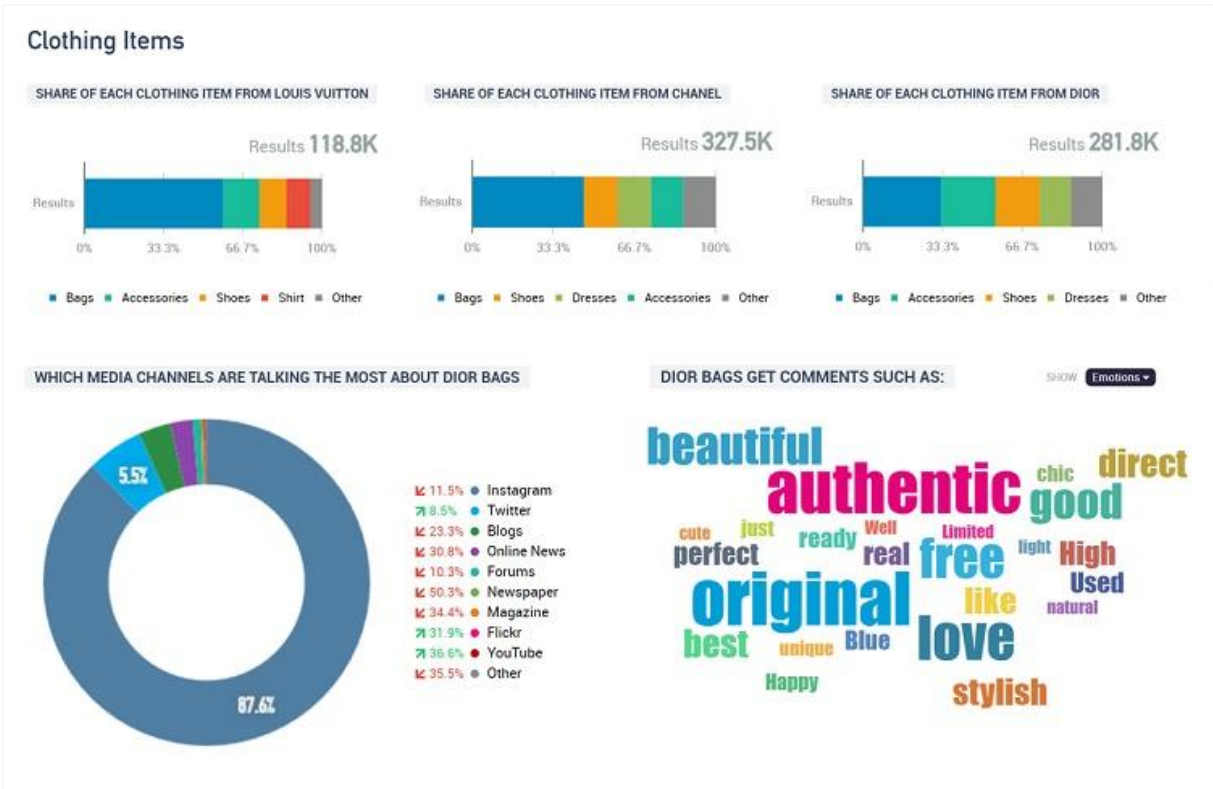
**Screen Capture 6: Talkwalker's Customizable Dashboards
– Example of Custom-made Product Analysis Dashboard**

Screen Capture 6: Talkwalker's Influencer Network Analysis
- **Interactive Influencer Network Analysis Map Visually Displaying Key Influencers and Their Relationships within the Network**

Screen Capture 7: Talkwalker's Command Center

Pricing:

Talkwalker currently offers the following plans:

- **Basic Plan:** €500/month (£445 per month) or $8,400 per year. The Plan includes an unlimited number of users and search queries, up to 10,000 results per month, instant access to 1 month of historical data, one year of data storage, analytics & reporting, initial team training and ongoing expert support, dedicated account manager.
- **Corporate Plan:** €1,100/month (£900 per month) or $18,000 per year. The Plan includes an unlimited number of users and search queries, up to 100,000 results per month, instant access to 1 month of historical data, 2 years of data storage, analytics & reporting, initial team training and ongoing expert support, dedicated account manager. At a fee: print, broadcast, image recognition, ongoing access to historical data
- **Enterprise Plan and above:** On Request. The Plan includes an unlimited number of users and search queries, up to 1.000,000 results per month, instant access to 1 month of historical data, ongoing data storage, analytics & reporting, image recognition, initial team training and ongoing expert support, dedicated account manager. At a fee: print, broadcast, ongoing access to historical data
- **API/Custom Plan**: depends on client requirements. Designed for organizations with business needs that go beyond packaged solutions.

Languages:

Talkwalker aggregates 187 languages with a possibility to add more languages based on a client needs. Talkwalker's user interface is available in five languages: English, German, French, Spanish, Italian and Turkish.

Sentiment analysis is offered in 25 languages including English, Arabic, Chinese, Croatian, Czech, Danish, Dutch, Finish, French, German, Hungarian, Indonesian, Italian, Malay, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish, Turkish, and others.

Geographic Coverage:

Worldwide

Additional information:

Product Videos: https://www.youtube.com/user/TalkwalkerAnalytics

YouScan

Company Name:	YouScan
HQs/Country:	Kiev, Ukraine
Website:	https://youscan.io/
Company Type:	Private
Number of Employees:	51-100
Founded:	2009

Introduction of the Tool:	2009
Types of Media Tracked:	Facebook, Twitter, Instagram, VK.com, OK.ru, My.Mail.ru, YouTube, Google+, Telegram, Blogs, Forums, Reviews and Community Sites, Q&A sites, Online news
Type of Social Tool:	☒ Social Media Monitoring ☒ Social Listening ☒ Social Intelligence ☒ Social Media Analytics ☐ Social Media Management ☐ Social Media Marketing ☐ Social Media Customer Care ☐ Social Suites
Key Functions:	Monitoring, Analysis, Audience Insights, Trends Detection, Sales Lead Discovery
Languages:	Language Detection and Indexing: 40 languages; Sentiment Analysis: 3 languages;
Key Executives:	Alexey Orap, CEO
Contact:	YouScan Limited, 20 Velyka Zhytomirska str., Kiev, Ukraine Tel.: +38 (044) 206-4884 (Ukraine); Tel.: +7 (495) 644-3268 (Russia)
Offices:	**Europe:** Moscow (Russia), Kiev (Ukraine)
Email:	**General Email:** info@youscan.io **Direct Email:** Alexey Orap, CEO**,** email: ao@youscan.io Alexander Sirach, CMO, email: as@youscan.io

Product Overview

YouScan is one of the leading social media monitoring and analytics companies on CIS markets (Russia, Ukraine, Belarus, and Kazakhstan). YouScan's clients include major global consumer brands such as Nestle, L'Oreal, Coca-Cola, PepsiCo, McDonalds, Michelin, Vodafone and others, as well as local and international marketing agencies.

YouScan offers a real time monitoring of mentions of brands, products and personas across a wide range of social media channels, including market-specific social platforms such as VK.com and OK.ru, and offers a range of features including automatic sentiment analysis for Russian and Ukrainian languages, automatic detection of spam and commercial content, influencer identification and analysis, alerts, workflow management and much more.

YouScan 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 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 a 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.

YouScan was founded in 2009 by a team of experienced marketing and technical professionals, and has a wide client base and offices in Russia (Moscow) and Ukraine (Kiev).

Industry Focus:
YouScan caters to businesses across all B2C industry sectors including FMCG, Automotive, Pharmaceutical, Consumer Electronics, Finance and others.

Use Cases:
Marketing & PR (Lead Generation, Reputation Management), Market Research (Consumer Insights, 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**:
    - Service as a Software with monthly or annual subscription,
- **Real Time Monitoring:**
    - Real time monitoring of brand mentions,
- **Sales Leads Discovery:**
    - YouScan's Intent Intelligence Technology helps uncover sales leads on social media,
- **Customizable Dashboard,**
    - Dashboards can be configured by users according to their specific needs,
- **Extensive Media Coverage**:
    - Unlike most international social media monitoring tools, which provide only partial coverage of social media platforms in CIS region, YouScan provides high commitment and complete coverage of market-specific sources, including popular local social networks such as VK.com, OK.ru, review sites, message boards, blogs, forums, and online news.

- **Technology:**
  - 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.
  - Smart-alerts detection system,
  - Detection of commercial content.
- **Auto-Categorization**:
  - Auto categorization function based on machine leaning, automatic detection of commercial, donation posts, intent,
  - Rule-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 "hot trends" (emerging discussion topics related to brand),
  - Volume of mentions over time for any dimension of data (e.g. by sentiment, tag, specific keyword, location etc., or combination of any filters).
- **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 terns/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:**

- o Automatic reports in SaaS dashboard including reports on sources, authors, sentiments, competing brands comparative reports, and others,
        - o 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:**
        - o "Smart alerts" – alerts based on proprietary AI-led technology
        - o 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:**
        - o Data export available in MS Excel (xls), Adobe PDF, PNG (graphs/charts), and CSV formats,
    - ▪ **Data Archiving:**
        - o Unlimited data storage from the start of the account: all mentions are stored permanently,
    - ▪ **Workflow Management:**
        - o 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:**
        - o Optional integration with CRM solutions (e.g. Salesforce, Zendesk, Microsoft Dynamics CRM, BrandEmbassy, BPMOnline, Naumen) and Slack.
        - o Extended API for custom integration scenarios.
    - ▪ **Client Support:**
   - o Dedicated account manager 24X7 and free account set-up and training.

In 2015, YouScan has also introduced a new product called **LeadScanr** (https://leadscanr.com), *which* enables brands to reach people on Twitter who need their services urgently. LeadScanr analyses millions of Tweets by using a custom linguistic machine learning algorithms to find messages that contain purchase intent and best suited leads. Users can simply choose their industry, view the leads flow and contact their prospects via Twitter. Leads are sorted into several industry categories to simplify user's discovery process. LeadScanr currently offers 14-day trial, with **Basic plan** costing $19/month with an access to leads in 1 industry sector, and **Agency Plan** costing $49/month with an access to real-time leads across all industry sectors.
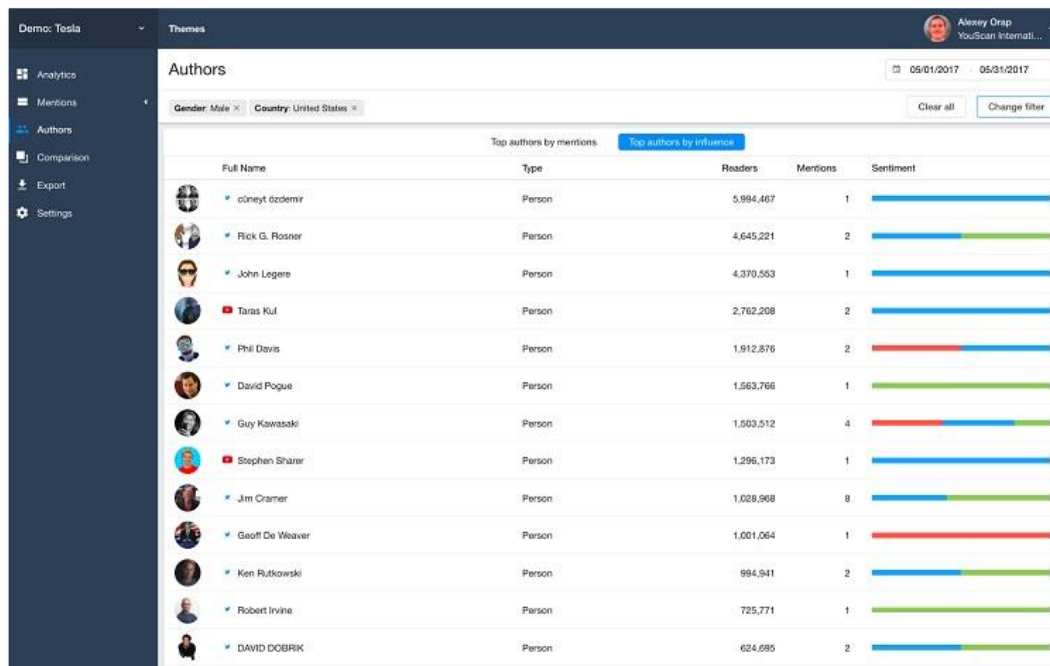
Partnerships:
YouScan is seeking new partnerships with reputable agencies and SMM vendors around the world to expand its client base and gain access to new markets and opportunities across geographies and verticals. Partners can benefit from YouScan's extensive coverage of market-specific sources in CIS, world-class technology platform for social media data analysis, customer base that include world's leading consumer brands, as well as YouScan highly skilled technical and research team.
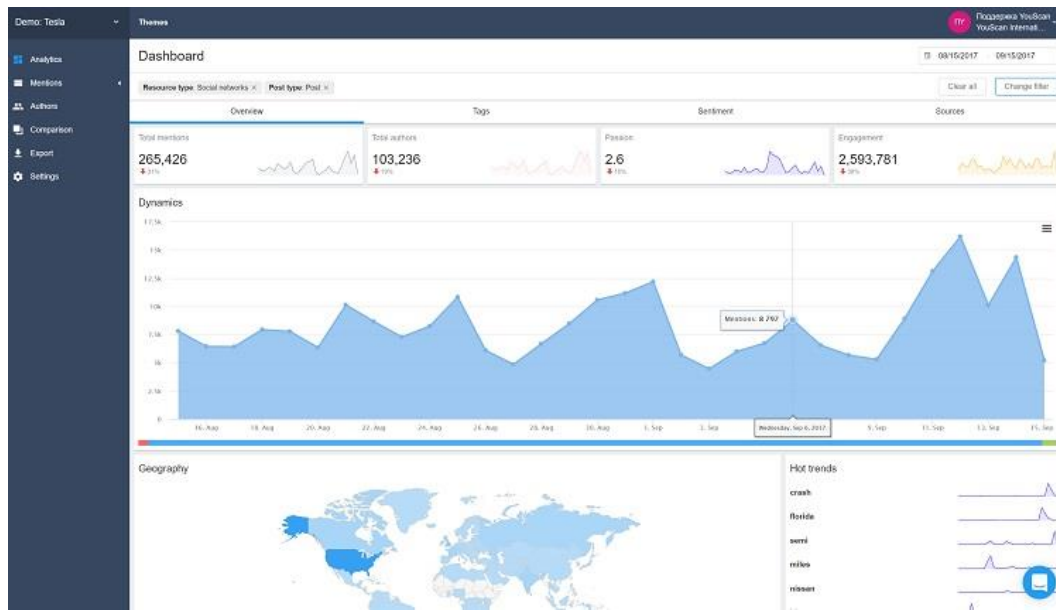
**Screen Capture 1: YouScan Report – Dashboard with Multi-Dimensional Filtering: Only Posts (without comments and reposts) from Social Networks (excluding forums, news, etc.)
Displaying Mentions' Dynamics, Hot Trends, the Map of Mentions and Most Important Metrics**
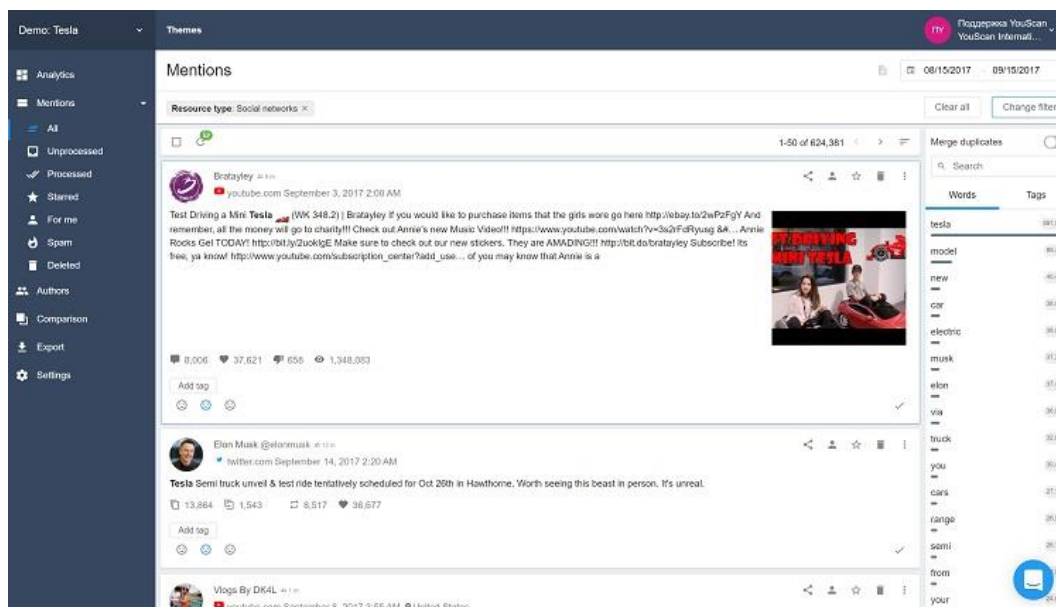
Screen Capture 2: YouScan Dashboard - Mentions Flow Filtered by Resource Type (Mentions Only From Social Networks) Ordered by Engagement

Screen Capture 3: YouScan Dashboard Offering a List of Authors That Can Be Ranked by Volume of Mentions or Influence and Filtered by Various Criteria (e.g., Gender, Country) for Targeting; Sentiment Info Allows Users to Easily Identify Brand Advocates and Detractors

Clients:

YouScan clients include leading global brands and digital agencies:

- *Corporate clients*: Coca-Cola, Danone, Dyson, Ferrero, L'Oréal, Lenovo, McDonalds, Michelin, Nestle, PepsiCo, Estee Lauder, Vodafone, McKinsey, Deloitte, Auchan, and others,
- *Agencies:* GroupM, Mindshare, Kantar TNS, IPSOS, and many others.

Pricing:

The company currently offers 3 plans:

- **Monitoring Plan** for £3,990/year of $399/month. The plan covers unlimited results and users, 5 monitored topics, engagement tracking, automatic sentiment detection, Smart Alerts about important mentions, emerging trends discovery, and unlimited mentions tagging.
- **Analytics Plan** for $8,990/year or $899/month. The plan covers unlimited results and users, 10 monitored topics, all features of *Monitoring Plan* plus multi-dimensional analytics, audience insights and automatic detection of commercial mentions. The plan is intended for companies and agencies who need social media monitoring and deep analytics of discussions.
- **Enterprise Plan** for $23,990/year or $2,399/month. The plan covers unlimited results and users, 25 monitored topics, all features of *Analytics Plan* plus API access, CRM integration, and users' access rights. The plan is intended for companies and agencies who need all features of social media monitoring, deep analytics and integration of data to business process.

Each pricing plan includes: Monitoring of social networks, blogs, forums and reviews, Data filtering by authors' geo and gender, Slack integration, Reports on sources, authors and sentiments, Competing brands comparative reports, Trending words clustering, Spam sources and authors filtering, Teamwork features, Data export, and Free account setup and training

Languages:
Language detection and indexing available for 40 languages. Sentiment Detection available for English, Russian and Ukrainian language.

Geographic Coverage:
Global
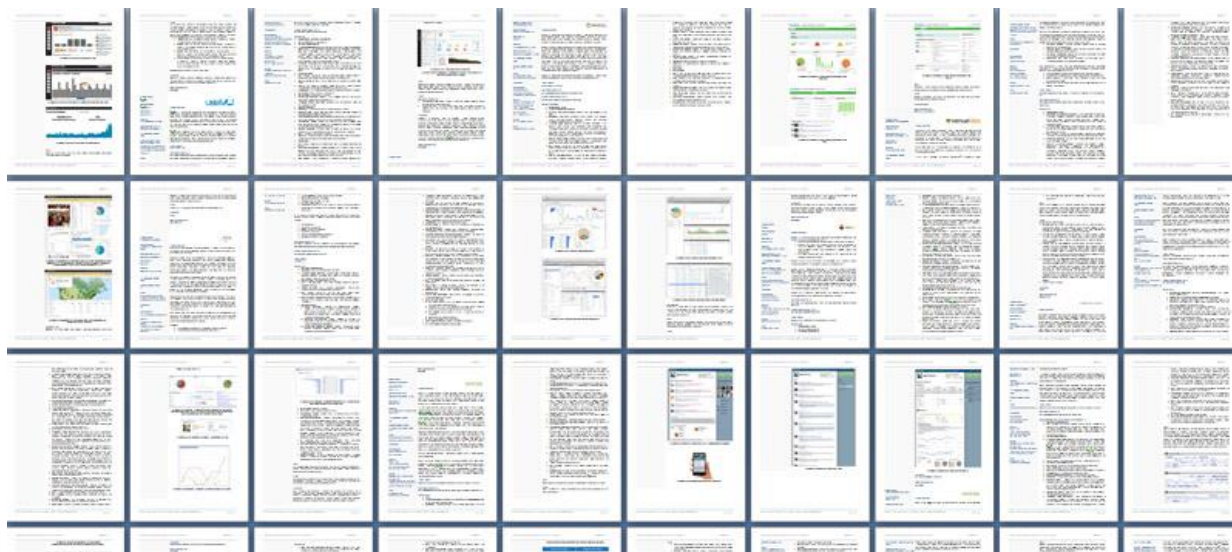
Excerpts only - To obtain a full access to <u>all 173 SMM Technology Profiles</u>, please order SMM Tools and Services Report/Part 2 or visit our publication page at
<u>http://ideya.eu.com/publications/social-media-monitoring-tools-and-services-report.html</u> for more information

How To Order

Title: Social Media Monitoring Tools and Services 2017

Published: November, 2017

Content: 173 Tool and Service Providers Profiles

Format: PDF; Pages: 1,302, Part 1 and Part2

The report is available for purchase from Ideya Ltd. Please send your order details via email at lmilic@ideya.eu.com.

Please indicate if you would like

- ☐ **£1,290 / $1,990** – Full Report single user PDF
- ☐ **£3,450 / $5,340** – Full Report multi-user license PDF
- ☐ **£742 / $1,140** – single user PDF for Part1: Analysis (327 pages)
- ☐ **£994 / $1,530** – single user PDF for Part2: 173 SMM Technologies and Services Profiles (975 pages)

When you place the order, please provide us with your billing information:

First Name: _____

Last Name: _____

Title: _____

Company Name: _____

_____

Billing Address: _____

City: _____ **Post Code:** _____

Country: _____

 E-mail address where to send report:

_____

Ideya Ltd.

Contact: Luisa Milic, Director,
Ideya Ltd., 39 Highfield Avenue, Cambridge CB4 2AJ
Tel: +44 (0)789 1166 897; Email: lmilic@ideya.eu.com;
Web: http://ideya.eu.com