



Brandwatch + Crimson Hexagon

A New Kind of Intelligence



Social Listening Workshop @ HEG

20th June 2019, Geneva

Introductions |



VICTORIA BINZ

Customer Success
Director, Enterprise




AURORA CHAMALET

Social Intelligence
Consultant

Agenda |

1. How well do you know your customers?
2. Social listening
3. Brandwatch demo
4. Innovations





**How well do
you know your
customers?**

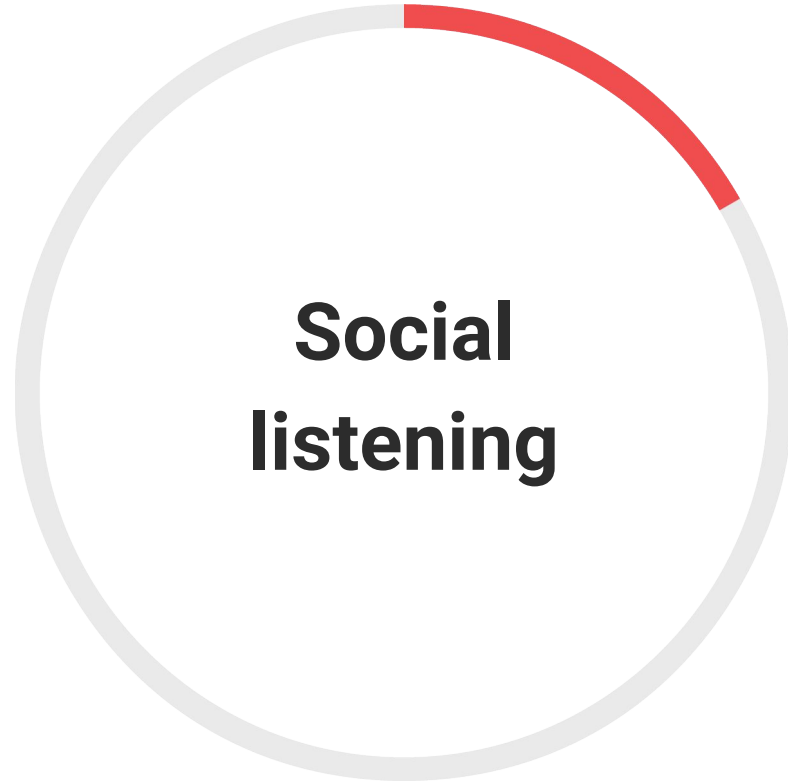


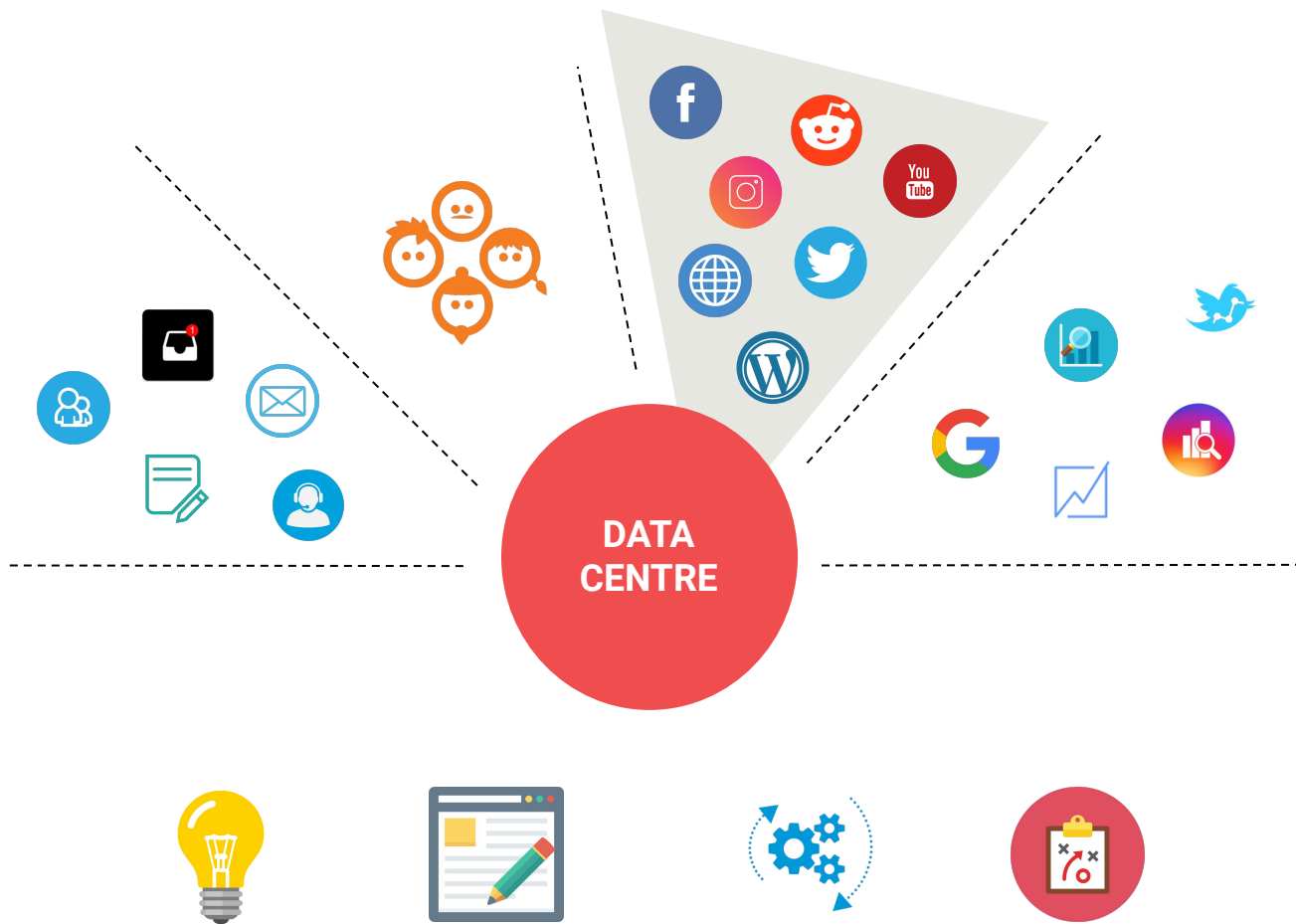


BEN & JERRY'S









#NYKCONF | BRANDWATCH.COM

"Why would I do a focus group to talk to six people when I can use Social Listening and hear from thousands."

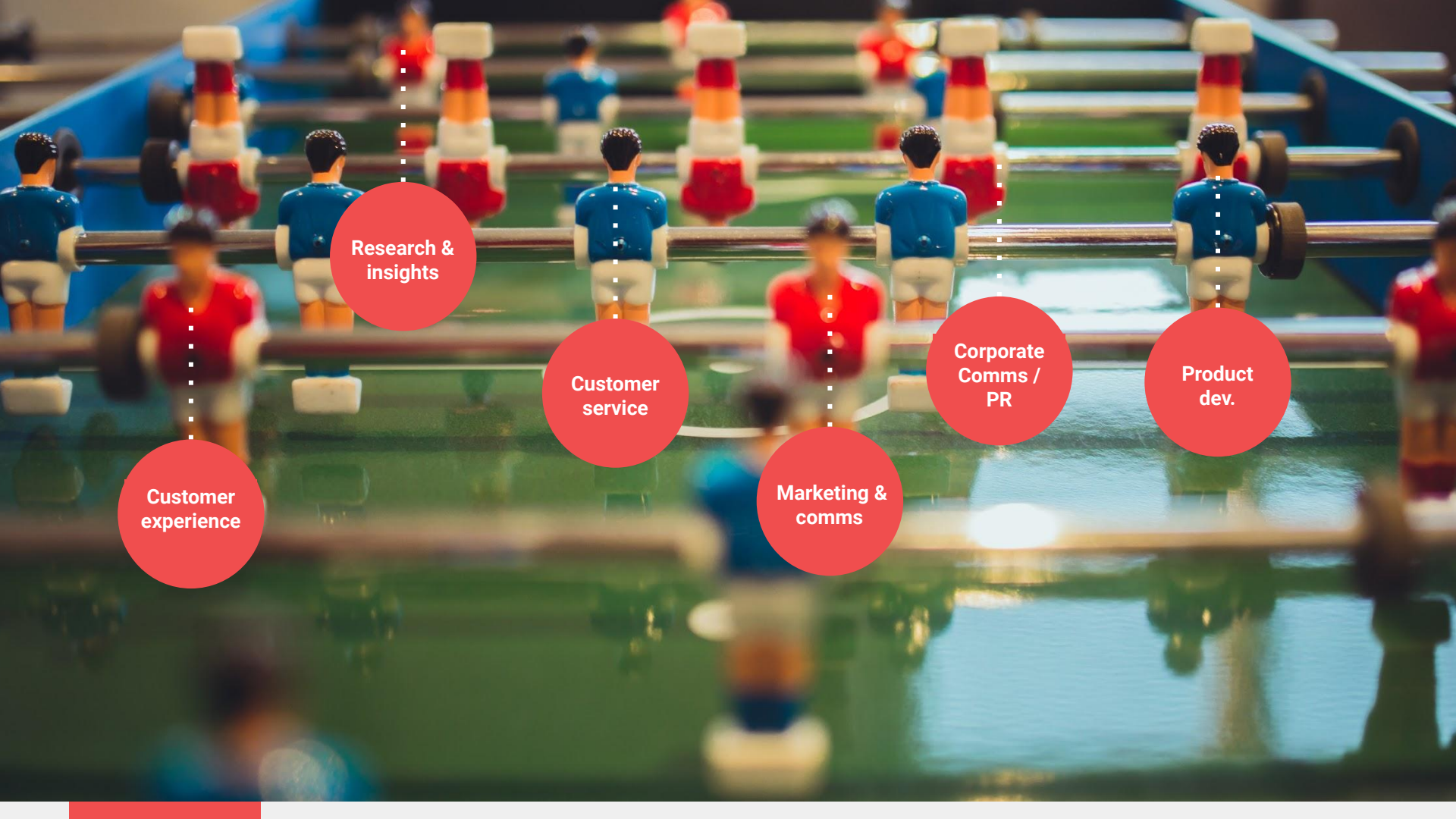
Mark Clarke, Unilever



Female aged 23-28 | Located in
USA | Income between
\$38,000-\$45,000 | Likes fashion,
gaming, sports and fitness |
Dislikes fast food, vegans, motor
sport | Employed as Digital
Marketer | Married | No children







Research &
insights

Customer
service

Marketing &
comms

Corporate
Comms /
PR

Product
dev.

Customer
experience



Research &
insights

Customer
service

Marketing &
comms

Corporate
Comms /
PR

Product
dev.



Research &
insights

Argos

Customer
experience

Marketing &
comms

Corporate
Comms /
PR

Product
dev.



Research &
insights

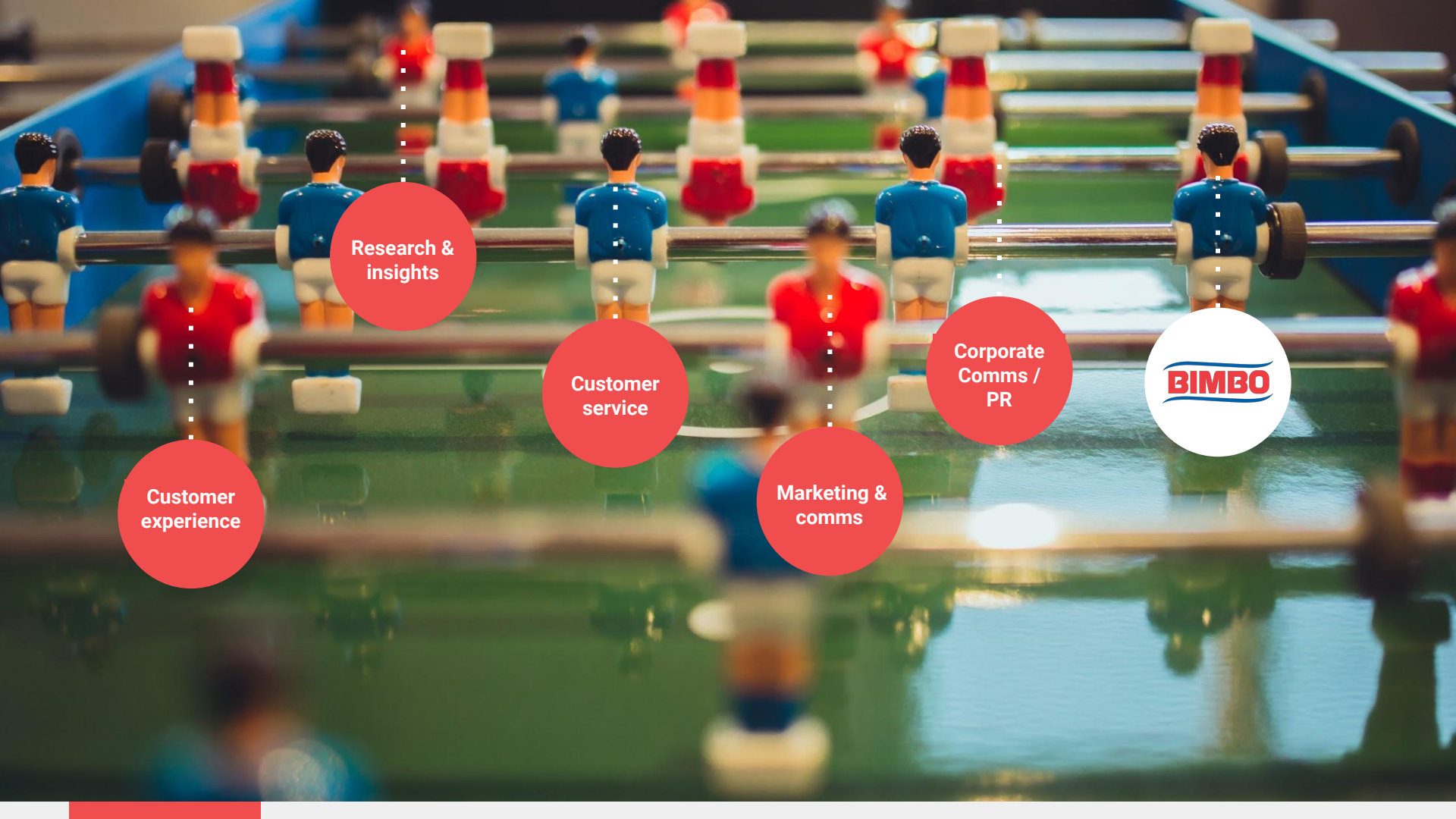
Customer
service

Marketing &
comms

Product
dev.

Customer
experience

coop



Research &
insights

Customer
service

Customer
experience

Marketing &
comms

Corporate
Comms /
PR

BIMBO





Our Vision

“To create a new type of intelligence by bringing structure and meaning to the voices of billions of people.”



Giles Palmer | Founder & CEO

BRANDWATCH CONSUMER RESEARCH

A new kind of intelligence. **Technology.**



Brandwatch + Crimson Hexagon

A New Kind of Intelligence



AI - Machine learning

Quickly make sense of unstructured data at scale with powerful AI

Intuitive drag-and-drop interface

Automated categorization that anyone can set up

Accurate & adaptable segmentation

Pattern detection that can classify sentiment, emotion, themes or intention

Powered by machine learning

Systems that learn and improve as you train them

Patagonia

Train posts by dragging them into the appropriate category on the right.

How to train BrightView

6,592 posts

Source	Post	Date
	Consumers are demanding either a) a really good product, e.g., @SlackHQ or @Dyson, b) a product that does good in the world, e.g., @TOMS or c) some combination of the two, e.g. @bombas or @patagonia. View post	March 18, 2019
	[...] fashion and its solutions. While people like the Duchess of Sussex and Emma Watson have both successfully used their closets and platforms to bring awareness to the issue, brands like Patagonia, Reformation, and Stella McCartney are putting ethical fashion into practice. While we certainly have a long way to go before we can say fashion is sustainable, the data proves that [...] View post	March 13, 2019
	Now this is corporate leadership! Patagonia's CEO is donating company's entire \$10M Trump tax cut to fight climate change. https://t.co/ThyynjFli3 View post	March 19, 2019
	ARMY, as Yoongi has shown, music plays an important role in helping a person develop. It inspires creativity & purpose, crosses languages & cultures, and unites us. See why we're proud to support @PFCFoundation Patagonia for #CreateWithYoongi! https://t.co/gzicgupnm2 @BTS_ View post	March 15, 2019
	Thursday's Best Deals: Acer Gold Box, Under Armour, Patagonia, Dyson, and More https://t.co/0MTysJHCbX View post	March 14, 2019
	Seeing red in my @poshmark closet. Download the app. Use CBELLESCHIC for \$5 off. Get pretty things #shopmycloset #poshmarkseller #shopmystyle #poshmarkcloset #red #seeingred #prettythings #katespade #jcrew #patagonia #victoriasecret #riamenorca https://www.instagram.com/cbelleschic/p/BvjotKoi-37/ utm_source=ig_tumblr_share&igshid=17fmyqlfpz View post	March 18, 2019
	Tags: shopmycloset, poshmarkseller, shopmystyle, poshmarkcloset, red, seeingred, prettythings, katespade, jcrew, patagonia, victoriasecret, riamenorca View post	
	So good I had to share! Check out all the items I'm loving on @Poshmarkapp from @YabalerinaB #poshmark #fashion #style #shopmycloset #patagonia #katespade: https://t.co/x7XigqoPPk View post	March 15, 2019
	Hectic so this is how the Patagonia Special ended like this	March 16, 2019

Edit Monitor

Quick Filter

Run BrightView

Overall Progress

0% COMPLETED

Categories

Brand Values

- Build the best product 0 X
- Use business to protect nature 0 X
- Cause no unnecessary harm 0 X
- Not bound by convention 0 X

Irrelevant

- Sales Content 0 X
- Off-topic 0 X

5. Save For Later 0

New group name Add



AI - Iris

Let our AI assistant do the time-consuming work for you

Intelligent peak detection

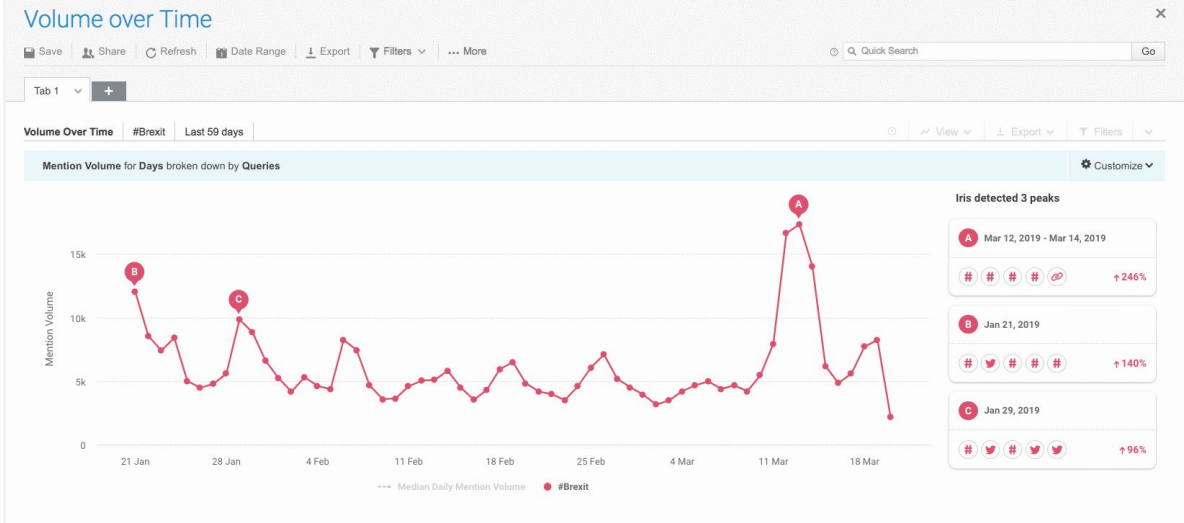
Iris detects even the subtlest shifts in your data

Natural language explanations

Instantly understand what's causing any spike

Smarter and faster analysis

Spend the hours you'll save with Iris on digging deeper into your data





AI - Signals

Put insights directly in the hands of the people that need to know them

AI-driven alerting

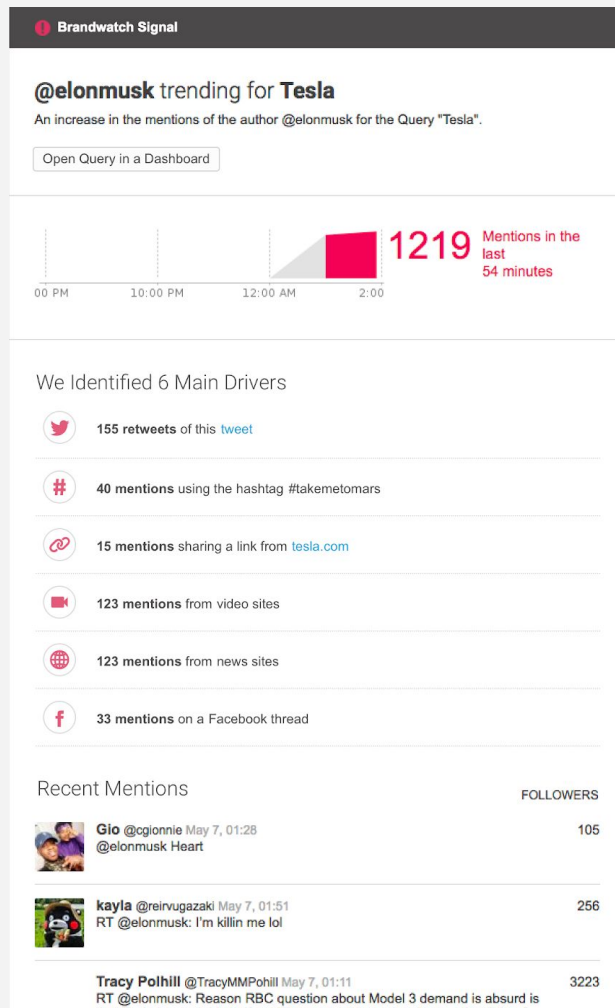
Automatic detection of significant changes in your data

Context identification

Know the topics, influencers or stories driving each alert

Direct to your inbox

Delivered to anyone on any device with no need to log in



BRANDWATCH CONSUMER RESEARCH

A new kind of intelligence. **Data.**



Brandwatch + Crimson Hexagon

A New Kind of Intelligence



Data Library

Instantly access the world's largest library of consumer conversations

Historical context at your fingertips

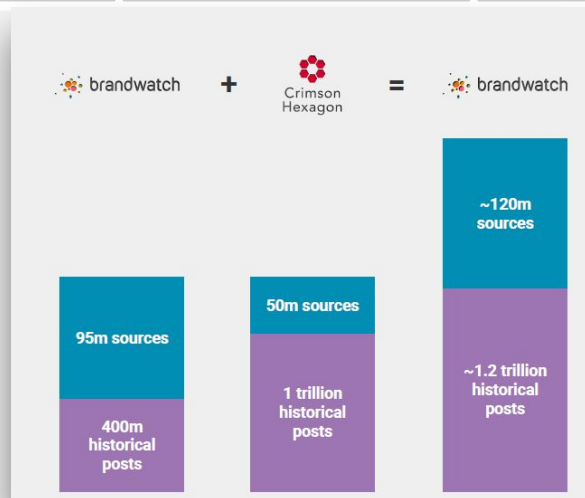
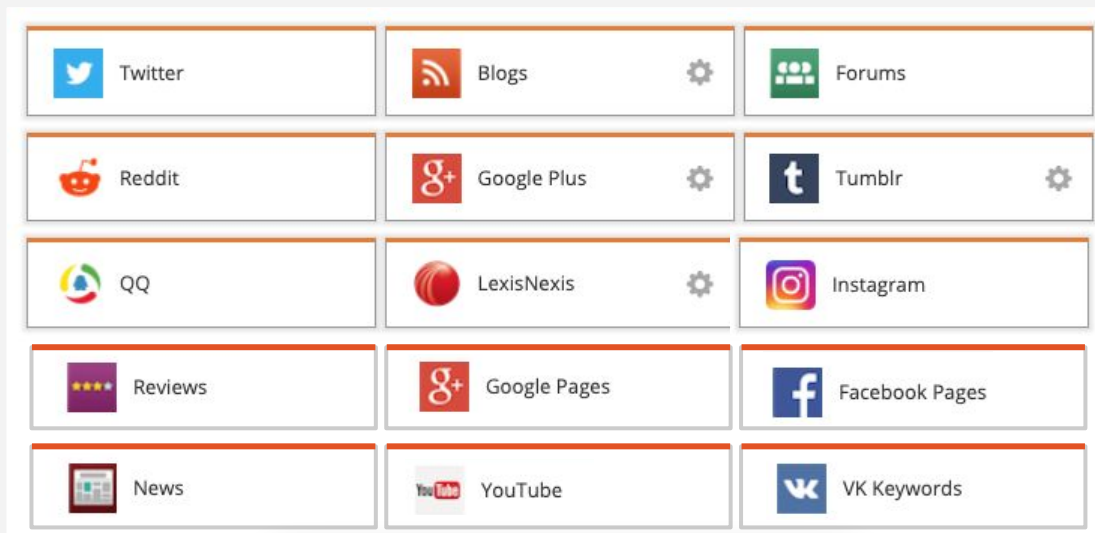
1.5+ trillion historical posts back to 2008

Best-in-class ongoing coverage

15 billion posts added each month

Combined data partnerships

Special relationships with Twitter, Tumblr and Reddit and premium access to 'dark web', Sina Weibo and LexisNexis





Custom content uploads

Analyze your own data alongside public online data

Gain a more complete data view

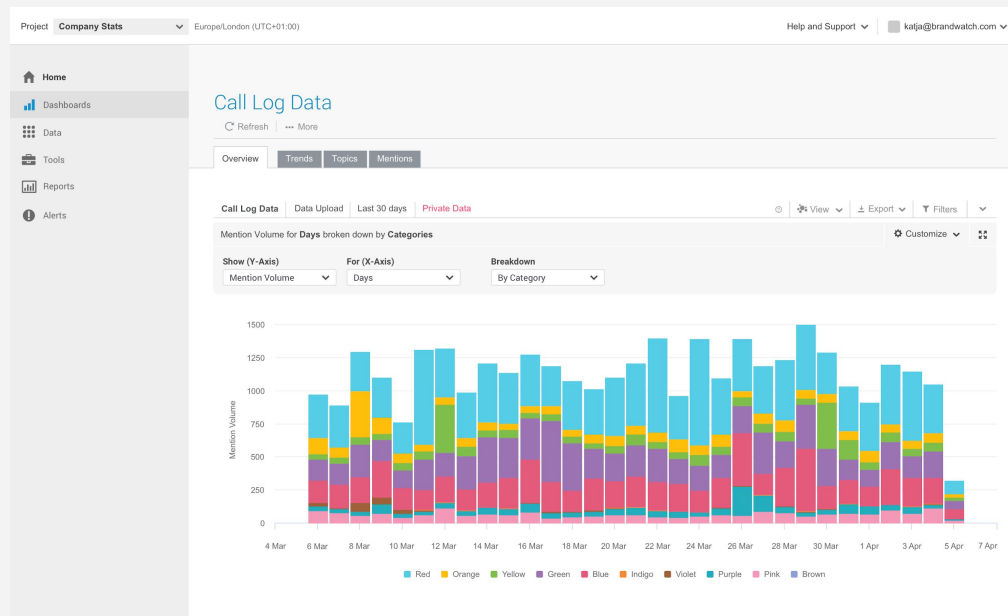
Integrate external or enterprise-held data sources

Upload text-based content

Survey responses, reviews, intranet posts, support tickets, and more

A private, unique data source

Accessible only by your organization





Get the full picture of how consumers communicate visually online

Object and Context Detection

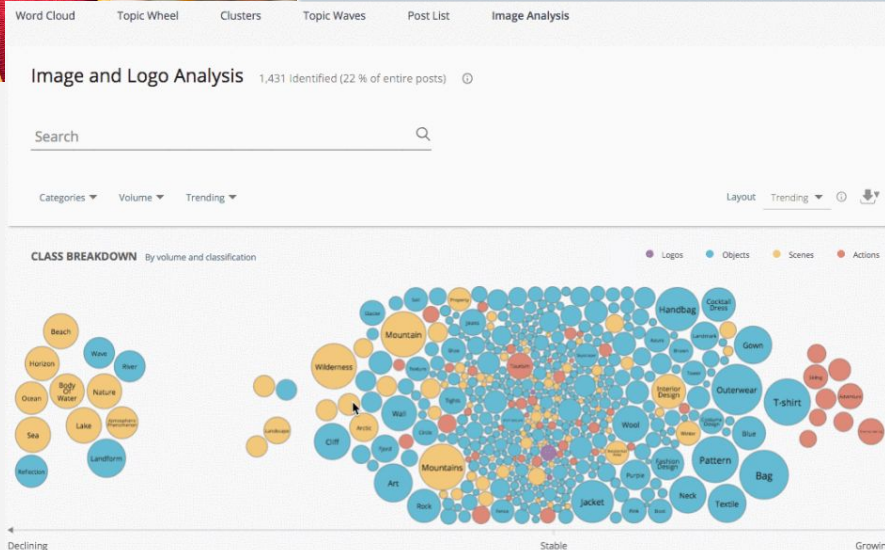
Analysis of logos, actions, scenes and objects in any image

Image Search

A massive searchable index of visual conversation

The most accurate results on the market

Powered by neural networks and deep learning trained on billions on images





Qriously

**Increase your consumer knowledge,
campaign effectiveness and brand
tracking with Qriously.**

Replace ads with surveys on
smartphones to conduct real-time
research anywhere in the world.

- 50k different application
- 1.5 billion devices

The screenshot displays the Qriously mobile application interface. The main screen shows a survey question: "Would you ever buy an electric car?". Below the question, there are three radio button options: "2 Options" (selected), "3 Options", and "Slider". Under "2 Options", there are two input fields, both containing the number "22". Below these are two dropdown menus: "United Kingdom" and "All Regions". At the bottom of the survey form is a yellow "Ask Question" button and a grey "Cancel" button. A map of Europe is visible in the background. An overlay window titled "Profile" is open, showing "Predictions" for various demographic and behavioral factors. The "Predictions" section includes: "AGE" (None of the age-range probabilities are above the threshold), "GENDER" (More likely to be Female), "MOVIE GENRES" (A line graph showing probabilities across different age groups), and "CUBINES" (None of the cuisines probabilities are very).

BRANDWATCH CONSUMER RESEARCH

A new kind of intelligence. **Connections.**



Brandwatch + Crimson Hexagon

A New Kind of Intelligence

Despite all the tools at your disposal,
you don't have one to tell **your** story.

The Washington Post

Wonkblog

The solutions to all our problems may be buried in PDFs that nobody reads

By **Christopher Ingraham** May 8, 2014 

What if someone had already figured out the answers to the world's most pressing policy problems, but those solutions were buried deep in a PDF, somewhere nobody will ever read them?

According to a [recent report](#) by the World Bank, that scenario is not so far-fetched. The bank is one of those high-minded organizations -- Washington is full of them -- that release hundreds, maybe thousands, of reports a year on policy issues big and small.

A use case for each client

- Brand management
- Influencer marketing
- Content strategy
- Command centers
- Crisis management
- Optimize Twitter ads
- Reporting
- Benchmarking
- Market research
- Campaign measurement
- Lead generation
- Customer service
- Consumer insights
- Social media management
- Community management
- PR measurement
- Product development
- Threat detection
- Audience identification
- Content strategy
- ...and more

Connecting the Cross Channel Customer Journey

