Social Listening Workshop @ HEG
20th June 2019, Geneva
Introductions

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Agenda

1. How well do you know your customers?
2. Social listening
3. Brandwatch demo
4. Innovations
How well do you know your customers?
Social listening
“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
Platform demo
What’s next
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
A new kind of intelligence.

Technology.
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
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
A new kind of intelligence. Data.
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
Image Analysis

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
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
A new kind of intelligence. Connections.
Despite all the tools at your disposal, you don’t have one to tell your story.

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

TV    SOCIAL    WEBSITE    FORUM    SEARCH    WEBSITE    CONVERSION
Questions?