

DIGIMIND

20 juin 2019





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NOTRE MISSION

Nous aidons nos clients à
comprendre le monde
tel qu'il est



Bonjour, nous sommes Digimind :)

20

ans de croissance

200
employés

25%

du CA réinvesti en R&D

2

Labs de R&D





Ils utilisent Digimind



URBAN OUTFITTERS

L'ORÉAL

SHISEIDO

DIAGEO

SONY

LEXUS



UNITED STATES
POSTAL SERVICE

Publicis
JIMENEZBASIC

CATHAY PACIFIC

DANONE
ONE PLANET, ONE HEALTH

Alberta
Government

SUEZ

Deloitte.

accenture

AVIVA

GOLIN

LinkedIn

Adecco

OmnicomGroup



HONDA

Disney

UBER

Lenovo

ARKEMA

AXA

SAMSUNG

CHANEL

FUJIFILM



Lagardère
ACTIVE

Kronenbourg
SAS

faurecia
inspiring mobility

VINCI
AIRPORTS



MEDECINS
SANS FRONTIERES

HACHETTE
FILIPACCHI
MEDIA

Carlsberg

SwissLife



Pierre Fabre

NOVARTIS



Reckitt
Benckiser

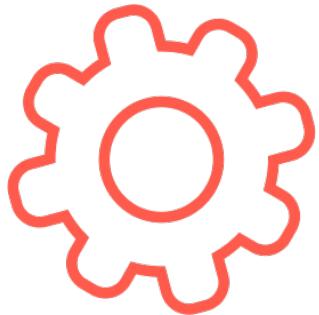
CaixaBank

SAATCHI & SAATCHI

L'alliance d'une technologie puissante et d'une expertise unique

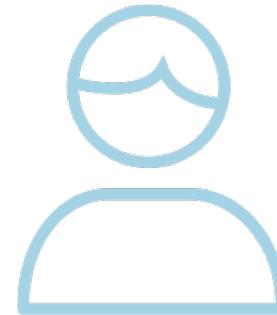


TECHNOLOGIE

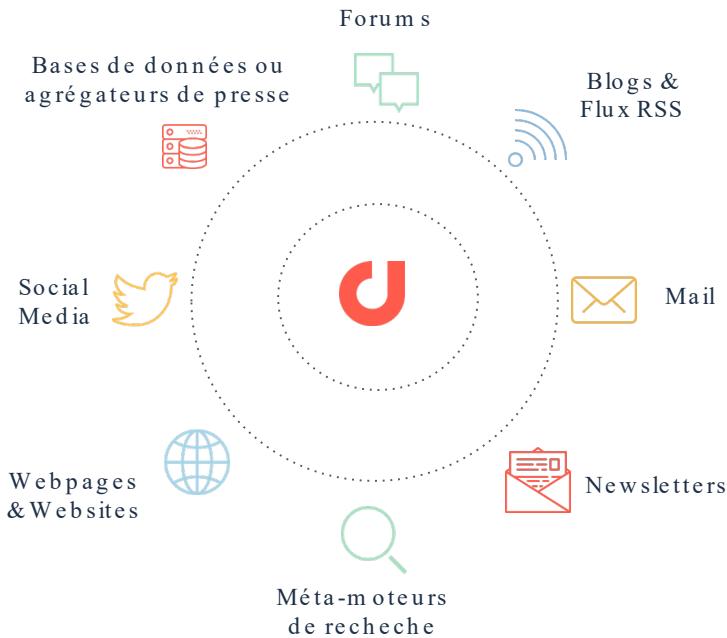


Collecte
Capitalisation
Diffusion
Collaboration

HUMAIN



Vision
Gestion
Paramétrage
Curation
Analyse



Packs de sources pré -configurés

500k sources qualifiées structurés par type, industrie et langue

Configuration personnalisable

Ajout simple de sources spécifiques, édition de requêtes complexes et système de catégorisation flexible (tags)

Intégration de prestataires externes pour la presse écrite et audiovisuelle

Factiva, Esmerk, Web of science, Thomson-Reuters, Kantar...

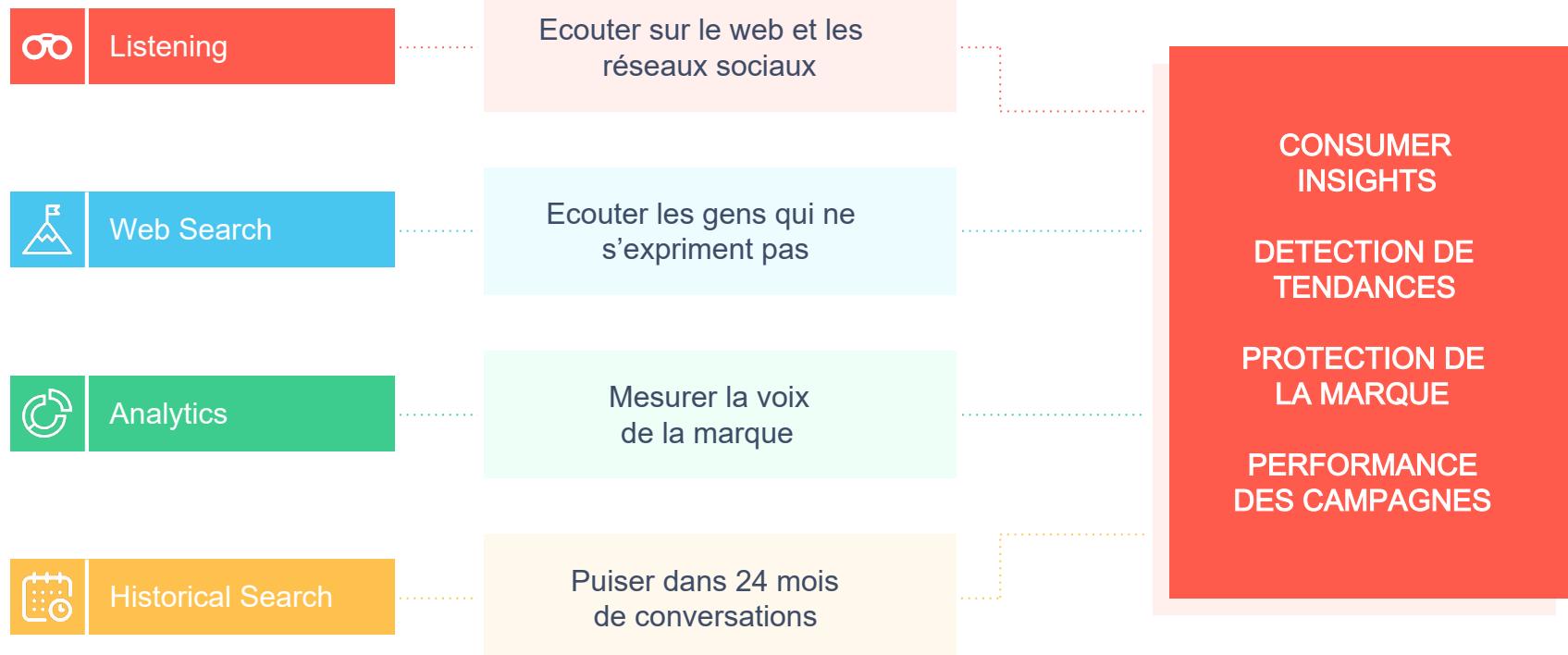
Multi -format

RSS, XML, HTML, PDF, office

Crawling of content behind authentication

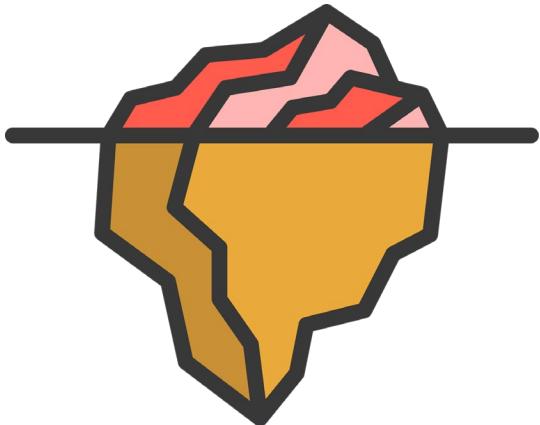


Digidim Social : Une Solution de Social Listening 360°

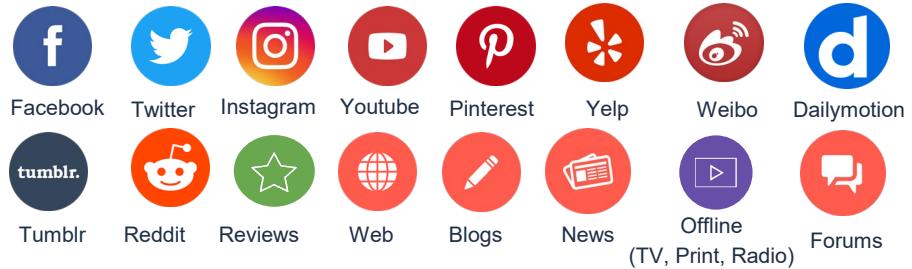




2 technologies combinées pour identifier les tendances, les risques et les menaces sur le Web



Clearweb



Deepweb

Forums, non indexed websites, Databases & press aggregators, metasearch engines



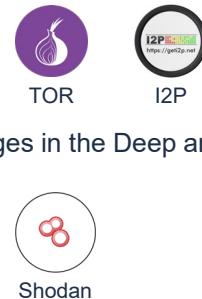
Darkweb

Aleph via GM Search Dark,
specialized search engine

GM Search Dark collects more than 400 millions of pages in the Deep and Dark Web.

IOT

Shodan





6 cas d'usage = 6 Business Solutions



Protection de Marque

Suivi de Réputation
Gestion de Crise



Competitive Intelligence

Comprendre les Stratégies
Concurrentes et identifier les
bonnes pratiques



Consumer Insights

Comprendre les consommateurs
Améliorer l'Expérience Clients



Identification d'influenceurs

Créer des Relations avec de
Nouveaux Influenceurs



Détection de Tendances

Identifier et Suivre les Tendances
de Marché



Analyse de Campagne

Optimiser l'Impact des
Campagnes

Une écosystème de partenaires

TOP 10 partenaires technologiques



TOP 5 partenaires services



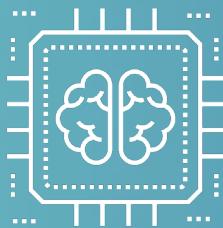
Colombus Consulting

Accès à la plateforme

URL : <https://social.digimind.com/d/af9/connect.do>

Identifiant : user@digimind.com

Mot de passe : Dig2019



AI Sense

Tag by Machine
Learning

+

Sentiment Analysis by
Machine Learning

+

Visual Listening

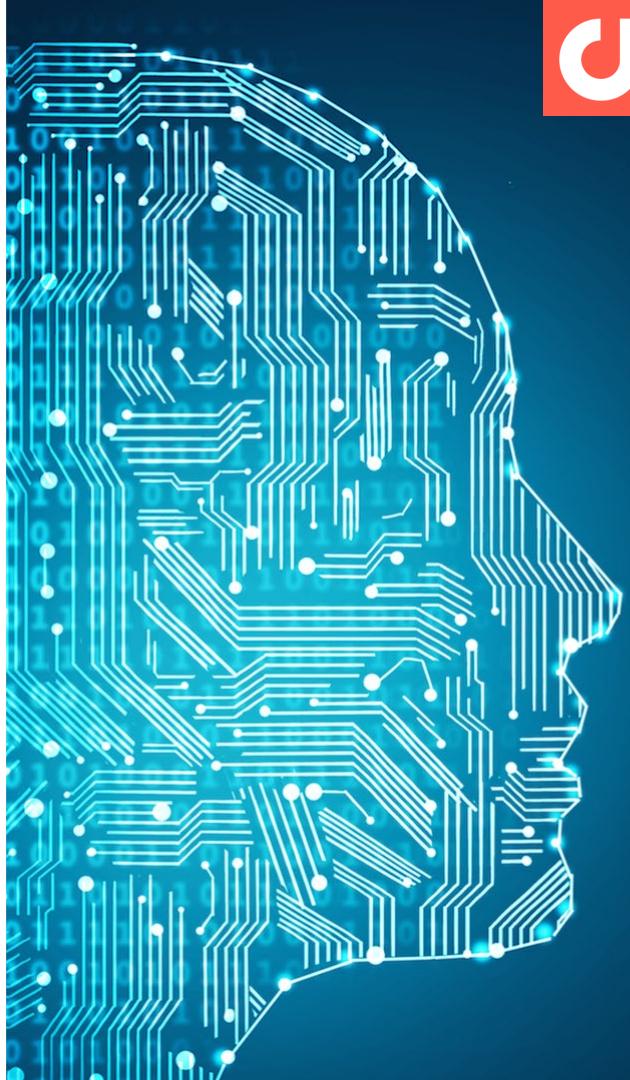
Digimind AI Sense



Smart classification

😊 Sentiment Analysis

brands Visual Listening



Cas d'usage : Fnac

Quelle
requête pour
Fnac ? 





Requête booléenne traditionnelle

(Fnac OR #Fnac OR @Fnac)

Cas d'usage : Target

Quelle
requête pour
Target ? 😱

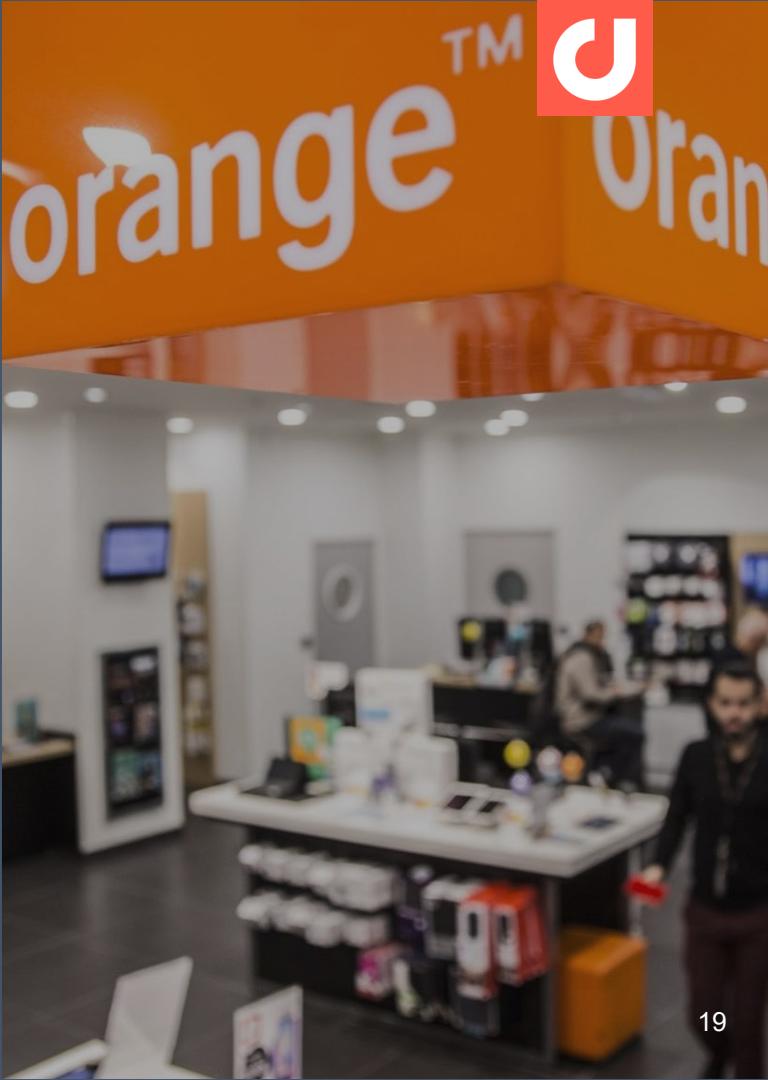
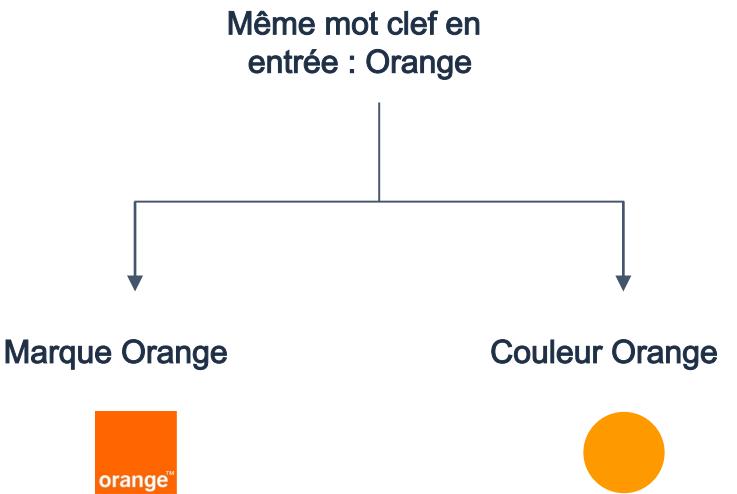




Requête booléenne traditionnelle

(Target OR #Target OR @Target OR TargetStyle OR #TargetStyle OR @TargetStyle OR "Target.com") AND NOT (_blank OR arsenal OR Bahrain OR cells OR "central bank" OR CFC OR "collection target" OR "current weight" OR demographic OR DoD OR "easy target" OR "exceed target" OR firearm OR forex OR "free agent" OR Gaza OR genocide OR Government OR Handgun OR health-care OR "heart rate" OR "hit the target" OR "human target" OR intraday OR Israel OR Ifc OR Liverpool OR Madrid OR "main target" OR "Man City" OR Manchester OR "meet targets" OR "moving target" OR mufc OR "next target" OR "no prescription" OR "Not targeting" OR "Online Choices" OR Pakistan OR "possible target" OR "price target" OR "primary target" OR quarterback OR Range OR "reach target" OR "revenue target" OR "right on target" OR "sales target" OR scam OR "Search Engine" OR "short term" OR Shot OR "shots on target" OR "single target" OR soccer OR Syria OR "target area" OR "target audience" OR "target bonus" OR "target center" OR "target conversion" OR "target field" OR "target goal" OR "Target group" OR "target market" OR "target practice" OR "Target Price" OR "target recruits" OR "target shooting" OR "target superior" OR "target time" OR "Target Traffic" OR "target weight" OR "targeting police" OR terrorist OR "tight end" OR "time target" OR transform = OR "US Citizens" OR weapons OR "wide receiver" OR IRS OR href= OR "first Target" OR "hits a target" OR "big retailers offline" OR "Watch Hot Girls" OR "target places" OR "unlikely target" OR "identify target" OR "target date" OR "policy target" OR "enrollment target" OR "target urban" OR "target hispanics" OR "target gay" OR multi-target OR "target detection" OR "intended target" OR "energy target" OR "target adverts" OR "realistic target" OR "growth target" OR "specifically target" OR "target followers" OR "target the workers" OR "target women" OR "target kids" OR "huge retailers offline" OR "massive retailers offline" OR "top target" OR "prime target" OR "reached our target" OR "mind naturally" OR "target finder" OR "target man" OR BIA4 OR "zoom zoom" OR "transfer target" OR "become a target" OR "miss the target" OR "target approaching" OR "marking the target" OR "see your target" OR "#linux OR MLS OR "target question" OR "target of rs" OR "#team followback OR #sagittarius OR #givebackphilippines OR #seo OR #nfl OR #identitytheft OR "big target" OR "mobile mom's" OR "Beautiful Target" OR "hit target" OR "Chelsea target" OR "Target Killer" OR "target to aim" OR lfcswim for hope OR "target former home" OR "acquired missiles" OR "Asaram Bapuji" OR "missing my target" OR "Asia Cup" OR "Trayvon Martin" OR "pinpoint target" OR "Texas A&M" OR "Mike Evans" OR "better target for" OR "us harder target" OR "short of target" OR "wrong target" OR "achieve target" OR "target for violence" OR "Stay on target" OR "target system" OR "real target" OR "target acquired" OR "#tcot OR #influence OR "target teens" OR "#cricket OR #newnjg unlaws OR "target list" OR "able to target" OR "target users" OR "target set" OR "becomes the target" OR "will target" OR "sticky target" OR "target u.s." OR "victimized target" OR "target neighborhood" OR "target android" OR "target Microsoft" OR "thieves target" OR "people target" OR "hunting target" OR "Sri Lanka" OR "warm up match" OR "vandals target" OR "target prot opt" OR "Target Police" OR "Egypt Bombings" OR "internet of things" OR uranium OR "fucking target" OR "not the target" OR targets OR "not a target" OR elections OR "set a target" OR "Target Marketing" OR "gift card" OR giveaway OR Mulberry OR "you can see if you're listed here" OR "customers hacked credit cards posted online" OR "A global furor and some confusion" OR "they target" OR "New Zealand" OR "target children" OR rt OR "alex from target" OR alexfromtarget OR "real estate" OR "target stock" OR "#realestate OR #property OR #job OR #jobs OR hit OR "target score" OR "year end" OR kill OR scope OR shoot OR hunting OR aim OR aiming OR irr OR "frequent target" OR "current target" OR shooting OR "hard target" OR "financial target" OR training OR train OR goals OR "NFL draft" OR archery OR attack OR "target forward" OR rifle OR suspect OR primary OR m lb OR main OR "age group" OR viet OR target_boi OR military OR "off season" OR "10,000 #followers" OR weapon OR husker OR qb OR quarterback)

Cas d'usage : Orange



Digimind AI Sense



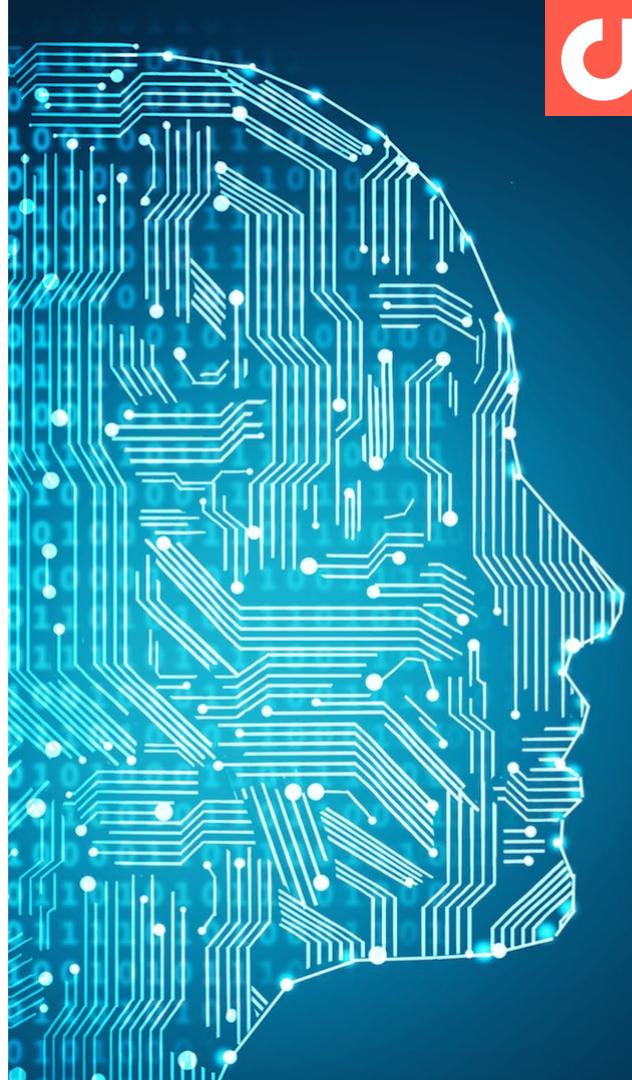
Smart classification



Sentiment Analysis



Visual Listening



Combinaison du NLP+machine learning



THE OLD WAY



THE NEW WAY



Optimiser l'analyse de sentiment



TWITTER RANK 1 FOLLOWERS 44 VIEW ACTIVITY 1H AGO

MymiJuTi @mygus83

Merci AF vol cloué au sol 1h30 retard excuses fallacieuses. Enfin arrivée à destination impossible de récupérer les bagages ap 1h attente: élévateur en panne pr récupérer ds soute. Dossiers pr récupérer bagages en différencé Viva #AirFrance

Less...

NO SENTIMENT ▾ AIR FRANCE ✗ EARNED MEDIA ✗



TWITTER RANK 3 FOLLOWERS 494 VIEW ACTIVITY 5H AGO

axelle @ax0uuu

arrêtez la pub Airfrance pour pointe à pitre, ça me rappelle trop de bons souvenirs je veux y retourner

NO SENTIMENT ▾ AIR FRANCE ✗ EARNED MEDIA ✗



Digimind AI Sense



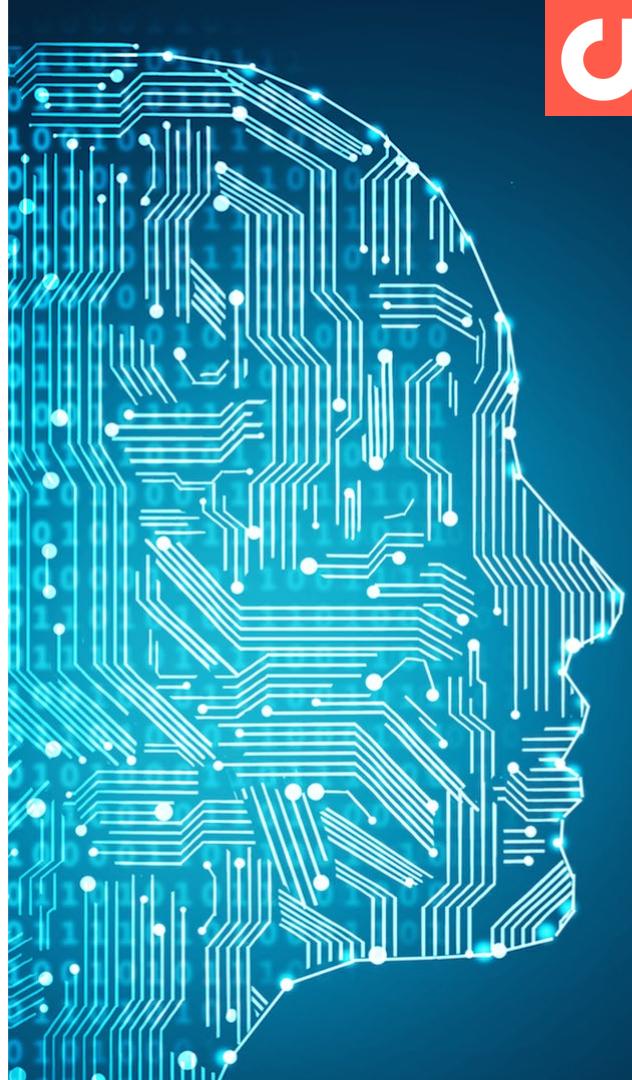
Smart classification



Sentiment Analysis



Visual Listening





Cas d'usage : Josh Cellars

Client : Josh Cellars

Requête :

- "Josh Cellars"
- OR "#betterwithjosh"
- OR BetterWithJosh
- OR joshcellars
- OR "#joshcellars"
- OR "@joshcellars"



Visual Listening



INSTAGRAM

RANK 1

VIEW ACTIVITY

15/11/2018

“Wine” not brunch in these gorgeous shades?! :sparkles:

#maryherzcollection #maryherz

“Wine” not brunch in these gorgeous shades?! 🌟

#maryherzcollection #maryherz #shades #sunglasses #wine #cheers #classy #style #luxury
#lifestyle #brunch #instastyle #shoppingonline #shopholics #sunnies



POSITIVE ▾

JOSH CELLARS | WINE



Digimind Historical Search

digimind

apple

Last 30 days ▾ All Languages ▾ All Media Types ▾ All countries ▾ All ages ▾ SEARCH

When

Trend

What

Key Concepts

Top Hashtags

Where

World Map

Top Cities

Who

Influencers

Demographics

How

Sentiment

Emojis

Mentions

Mentions

TREND

About apple, between May 5, 2019 and Jun 4, 2019

Date	Mentions
May 5	~300k
May 6	~350k
May 7	~320k
May 8	~340k
May 9	~360k
May 10	~340k
May 11	~320k
May 12	~340k
May 13	~360k
May 14	~340k
May 15	~320k
May 16	~340k
May 17	~360k
May 18	~340k
May 19	~360k
May 20	~400k
May 21	~420k
May 22	~440k
May 23	~380k
May 24	~400k
May 25	~320k
May 26	~340k
May 27	~360k
May 28	~380k
May 29	~400k
May 30	~420k
May 31	~450k
Jun 1	~320k
Jun 2	~340k
Jun 3	~580k
Jun 4	~620k

OVERVIEW

About apple, between May 5, 2019 and Jun 4, 2019

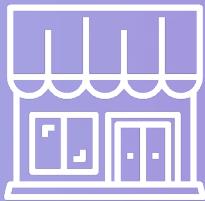
2 M AUTHORS 12 M MENTIONS 574 M REACH 179 M INTERACTIONS



forums

blogs

news



Marketplace

Tableau

Domo

Google Data
Studio

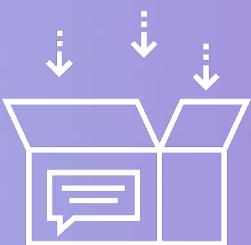
Salesforce

Hubspot

Hootsuite

SocialBakers

Zendesk



Last 7 Days

Prévisualisation des mentions

TWITTER RANK 7 AUDIENCE 6.5K INTERACTIONS 50+ IL Y A 2 JOURS

PistonsFR @PistonsFR

Apple Podcast : <https://t.co/lw92P8Bzco> Google Podcast : <https://t.co/HylaOCNIVM> Spotify : <https://t.co/RylEuEYHac> <https://t.co/cViUKjITs0>

NEWS RANK 1 AUDIENCE 1 IL Y A 2 JOURS

Galaxy Home : Samsung tarde son inéluctable défaite

Même **Apple** et son HomePod n'ont pas réussi à représenter une alternative vraiment intéressante aux produits comme les Echo ou le Google Home. Un an plus tard, alors qu'Amazon et Google raffinent désormais leurs produits, Samsung ne fait pas le poids avant même de se lancer dans la compétition. Et ce sans même pointer du doigt Bixby, l'assistant censé tout contrôler... mais qui fait surtout peine à voir en comparaison directe avec Google Assistant ou Alexa.

NEWS RANK 9 AUDIENCE 873.4K IL Y A 2 JOURS

Do they have any evidence? The prices listed are 13 cents per itunes user. That... | Hacker News

I parent | favorite | on: **Apple** is now a privacy-as-a-service company

Get last 7 days of data

Modifier

Save



Dashboard Management

Access Management

Access

- Share to anyone who has access to this topic
 Share with specific people among those who have access to this topic

Digimind

Selection:

Administrator Carine Lauga Marc Meillet
 Florence Gauvin Stéphanie Mas Nathalie Pottier

Cancel

Save



More
Coverage

Naver

Tencent QQ

Google My
Business

TV

WeChat

Instagram
Stories

Reviews

Radio

A decorative graphic consisting of three overlapping squares. The top square is light blue, the middle square is medium blue, and the bottom square is dark blue. They are arranged in a staggered, overlapping fashion.

What's next ?



Audience & Influencers

DIGIMIND HISTORICAL SEARCH

The screenshot displays the Digimind platform's search interface. On the left, there is a sidebar with filter options: Match (set to None), Filters (with dropdowns for bio (Photography), Language (English), and Text (Eos 3000)), and a button to ADD FILTER. Below these filters is a red "SEARCH" button. The main area shows search results for three profiles:

- Sheryl Katral**: "I thought heaven can't help me now, this will last forever".
Location: United States
Age: 25 - 35
Followers: 3K
Following: 265
Tweets: 1.2K
- Shai**: "I thought heaven can't help me now, this will last forever".
Location: United States
Age: 25 - 35
Followers: 3K
Following: 265
Tweets: 1.2K
- Hot & Steamy**: "I thought heaven can't help me now, this will last forever".
Score: 5
Followers: 3K
Following: 265
Tweets: 1.2K
- Jon Alderson**: "Singer/Dancer. @ArdenSchool".
Followers: 3K
Following: 265
Tweets: 1.2K

At the top right, there are tabs for INFLUENCERS, AUDIENCES, MEMBERS, DEMOGRAPHIC, and CONVERSATION. The MEMBERS tab is selected. The overall interface has a clean, modern design with a white background and orange header elements.



Print Media

MEDIA TYPE





Virtual Analyst

AI SENSE

WHAT'S NEW

Topic : Bands between June 27, 2017 et le July 3, 2017 [Edit](#)

KEY STORIES

Story

[black nike • navy blue • lbs](#)

Nigeria's World Cup kit has sold out - Nike — Quartz
- qz.com [NIKE](#)



[dayonn davis • sentenced • nike sneakers](#)

A Georgia teen with no record was just sentenced to 5 years in prison and 10 years probation for stealing a pair of Nike sneakers.
- twitter.com [NIKE](#)



FUTURE TRENDING

Story

[Who's hyped for the Nike React Element 87?](#)

- twitter.com [NIKE](#)



[These ultra-rare Flyknit Epic Reacts are limited to only 300 pairs](#)

- twitter.com [NIKE](#)





Email Alerts

UX / UI



We have found 145 mentions about BlanX, Colgate and Sensodyne

BlanX - Franck Fitoussi



instagramname @instagramname

30 March

@BootsUK What a beautiful bride! You look absolutely stunning! 😍 Gorgeous smile, too! You should check out our BlanX PRO Pure White toothpaste to maintain your natural white smile all the way up to your wedding day. Find us in @bootsuk... [Read online](#)

Source: Instagram Rank: 7 Sentiment: Neutral

[Share via email](#)



Cold Light Tooth Whitening Apparatus Market: Market Outlook, Growth Factors, Market Demands, Industry Analysis & Forecast to 2022

30 March

Cold Light Tooth Whitening Apparatus Market report analyses the prospects in the United States market for several shareholders and aspirants by identifying the high-growth segments, main actions approved by them and Cold Li... [Read online](#)

Source: Theanalystfinancial Rank: 1 Sentiment: Neutral

[Share via email](#)

[More mentions about BlanX](#)

Colgate - Franck Fitoussi



Passion for Savings @passionforsavings

30 March

WOOWOO!

How to get FREE Colgate Toothpaste This Week! Colgate Toothpaste Coupons often make freebies and super cheap deals along with Colgate [Read online](#)

Source: Facebook Rank: 7 Sentiment: Neutral

[Share via email](#)



Cold Light Tooth Whitening Apparatus Market: Market Outlook, Growth Factors, Market Demands, Industry Analysis & Forecast to 2022

30 March

Cold Light Tooth Whitening Apparatus Market report analyses the prospects in the United States market for several shareholders and aspirants by identifying the high-growth segments, main actions approved by them and Cold Li... [Read online](#)

Source: Instagram Rank: 7 Sentiment: Neutral

[Share via email](#)

[More mentions about Colgate](#)



Reports Customisation

EDITEUR

Créer un rapport

Exporter en

PowerPoint

Portlets à exporter

Tous les portlets

Template



Default



Polygons

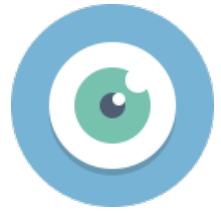


Red



default_1





Visual Listening V2

AI SENSE

Plateforme

+

DHS

+

Clients

=

Meilleure
couverture du
marché



Social Wall V2

COMMAND CENTER





MERCI !