Business Intelligence for Social Media

www.sysomos.com

REQUEST A DEMO - CALL 1.866.483.3338
Real-time intelligence to manage products, brands and corporate reputations.

**Word of Mouth Marketers**
Identify and engage with key influencers to establish and build relationships, and generate buzz.

**Marketers / Advertisers**
Gain insight about your target audience, sentiment and geo-demographics.

**Corporations**
Participate in the conversations about your products and your brands.

**API/Data Partners**
Participate in conversations happening within the social media landscape about your products and brands.
MAP is Sysomos’ flagship product, offering customers the ability to analyze and understand all social media conversations.

MAP delivers insight and intelligence about the most relevant conversations, why they are happening, and who’s driving them. You can make unlimited queries on any topic to get real-time results, collaborate with colleagues, and generate detailed reports for clients.

**Key Features**

- Unlimited search queries and access to billions of conversations
- Identify key influencers by industry, demographic groups and geography
- Gain insight into key conversations, themes and trends
- Conduct in-depth research and prepared detailed reports
Heartbeat is a cost-effective, real-time monitoring and measurement tool that provides constantly updated snapshots of social media conversations delivered using a variety of user-friendly graphics.

Heartbeat organizes conversations, manages workflow, facilitates collaboration, and provides ways to engage with key influencers.

**Key Features**

- Monitor social media conversations
- Measure key metrics around buzz and sentiment
- Identify and engage with key influencers and opinion leaders
- Conduct comparisons between competitors and topics
Social Media Analytics Methodology

1 Data Collection
Conversations happening within social and traditional media are continuously collected, and cleaned of spam.

2 Information Processing
Proprietary language processing and text analytics technology is applied to extract insights and intelligence.

3 Data Analysis
Metrics and comparative trends focused on buzz, geo-demographics and sentiment are calculated.

4 You
Collected insights and metrics are delivered via user friendly and intuitive online dashboards.
Sysomos rises above the crowd by providing users with real-time, up-to-the-minute search results from an extensive, constantly updated database.

Using language analysis and data mining technology, Sysomos distills the key news, themes and issues, letting you drill down to the most relevant content.

Sysomos collects data from around the world, giving users the ability to quickly see the conversations taking place and where they are happening.

Do comparisons against multiple competitors across different geographies, languages and demographic groups.

**REAL-TIME**

**Text Analytics**

**GLOBAL & MULTI-LINGUAL**

**Comparisons & Trends**
**Spam Free**

To produce clean results, Sysomos uses a proprietary four-step spam-filtering process that keeps out the “noise” so search results are accurate and accessible.

**Geo-Demographics**

See where social media activity is happening by country, state/province and city. Gain insight into the age, gender and profession of people driving the conversations.

**Automated Sentiment**

Using leading-edge machine-learning and advanced language technology, Sysomos identifies if conversations are positive, negative or neutral.

**Influencer Identification**

Identify the people driving the conversations, and then engage with key influencers and opinion leaders to establish and build relationships.
An Introduction to Sysomos

Sysomos is redefining social media analytics with a powerful product suite that provides customers with the tools to measure, monitor, understand and engage with the social media landscape. Sysomos offers instant access to all social media conversations from blogs, social networks and micro-blogging services to forums, video sites and media sources.

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