

*It all starts with listening*



**SYSOMOS LISTEN**  
 Automated monitoring and alerts of topics that matter  
 Listen across text and visual media  
 Real-time benchmarking of your competition

**Always-On Social Monitoring Means Marketers Are Always Aware of Topics They Care About**

Millions of social conversations are happening globally. Marketers have to know which conversations to listen to in order to be part of the dialogue. Marketers now have a powerful and efficient platform designed to immediately surface the specific conversations and visual media that meets their brands specific needs.

**Before You Can Act, You Have to Listen**

**Sysomos Listen** is a powerful social monitoring platform that ensures your relevant conversations and images are collected in real-time.

**Visual Media and Text in One Application**

Leverage our proprietary image recognition engine combined with best in class conversation filtering to surface relevant content across Facebook, Instagram, Twitter, YouTube, and 9 other social channels.

**Competitive Benchmarking**

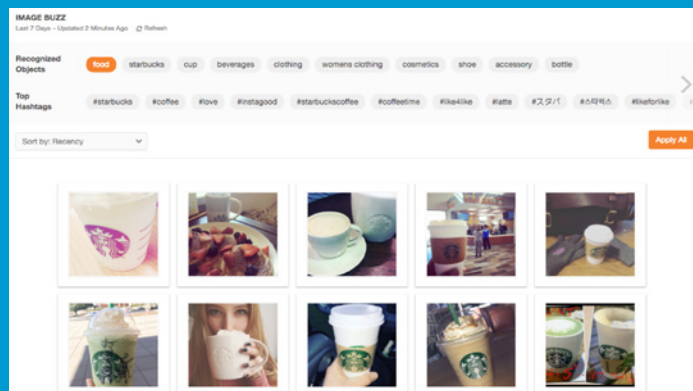
Easily compare how your brand stacks up against your competition across marketing campaigns, sponsorship events, or across images on social media.

**Share Insights Automatically**

Create powerful social reports and share them with product teams, PR groups, and other areas of the organization directly from the platform. Be alerted automatically as spikes in conversations occur. Social Media occurs in real-time – shouldn't your data be also?

## Automated Monitoring and Alerts of Topics That Matter

- Automatically surface relevant conversations so you have instant access to emerging issues or overall awareness of themes across large volumes of conversations over time
- Minimize time to action by enabling alerts on volume, influencer engagements or emerging viral trends
- Segment audiences to identify influencers and affinities around search terms and specified categories to monitor brand health beyond sentiment
- Leverage Sysomos configurable tagging structure to categorize conversations by brand, service issues, or customer engagements

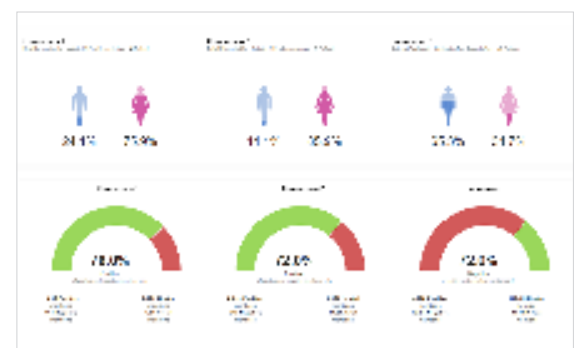


## Listen Across Text and Visual Media

- Extend your search to monitor text, objects, scenes and even your logo across Instagram, Twitter and Facebook to see what resonates on owned and earned conversations
- Identify specific social accounts and analyze their conversations and assets for comparison
- Leverage affinities for deeper understanding about your audiences to inspire stronger content
- Utilize 100% of the data – not just a sample - by leveraging 13 month historical content backloads

## Real-Time Benchmarking of Your Competition

- Investigate trends hour by hour or over an extended timeframe to analyze changes in conversations
- Compare sentiment, engagement volumes, and social channel scorecards to benchmark your brands against competitor's public data
- Schedule delivery of reporting via email or export on demand to quickly share insights to your team members or manager
- Customize sentiment for more granular detail and accuracy in reporting



## Capabilities

- Influencer identification
- Competitive benchmarking
- Risk and security detection
- Content performance
- Owned social management
- Competitive analysis
- Audience and community analysis
- Crisis management
- Content creation
- Community management
- In-app reporting
- Workflow management