



SYSOMOS SEARCH

Unlimited search & mentions going back 13 months on 200B+ conversations

In-depth, real-time voice of customer analysis

Compare across earned and owned in a unified dashboard

Over 200B+ Online Conversations Is a Lot to Keep Up With

Business trends are ever-changing and unpredictable. There are billions of conversations spanning the social web, across multiple platforms, all being shared in a variety of different formats. A marketer needs to be able to quickly surface the conversations that are relevant and understand the impact they could have on their brand. It is important to have the flexibility to freely investigate trends and spikes as they occur in real-time, in order to stay agile with your business strategy.

Marketers need a flexible solution that gives them instant access to actionable insights, so that they can stay ahead in the game.

Cut Through the Noise to Make Smart, Data Driven Business Decisions

Sysomos Search is a powerful social research platform that gives you access to billions of social conversations with the flexibility to search for what you want, when you want it. Engineered to help you quickly make sense of mass amounts of social data, surfacing only the important insights via web or mobile app, that make for better, data-driven decisions.

Know Your Customer

Gain deep audience insight to better understand what they care about - produce targeted strategies that will resonate.

Competitive Advantage

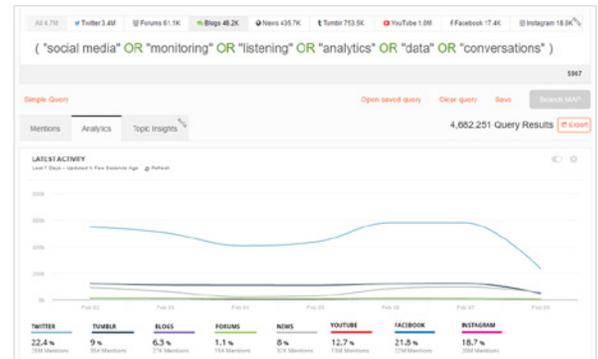
Know where you stand with your competition - compare reach, share of voice, and impact of your brand against another.

Sysomos Customers Use Search For:

Market Research * Competitive Benchmarking * Share of Voice * Brand Health Analysis * Audience Research
Influencer Identification * Campaign Planning & Measurement * Custom Reporting * Sentiment Analysis

Unlimited Search, Unlimited Mentions, Going Back 13 Months on 200B+ Conversations

- Freely research your brand, industry or any topic, across 200B+ conversations, happening in real-time or turn back the clock up to 13 months to uncover and benchmark historical trends on 100% of the dataset
- Uncover insights across thousands of data sources including – Facebook, Instagram, Twitter, YouTube, News, Forums, Blogs - drilling into real-time spikes and themes as they occur
- Search anything from a simple keyword to a complex 6k character Boolean query. Easily save and share your query and findings with colleagues



Quickly understand your social share of voice in the market place



Easily surface the trends in online conversations

Compare Across Earned and Owned in a Unified Dashboard

- Compare your brand to competitor's brands across owned and earned in a unified dashboard. See a quick snapshot of audience growth, content performance, themes and top influencers
- Compare reach, share of voice and impact of your brand against your competitor's brands and track it to see how it changes over time and across campaigns
- Understand the themes and topics trending in the conversations happening across the web to empower you to make quick, informed decisions that measure social relevance and drive your brands share of voice

In-Depth, Real-Time Voice of the Customer Analysis

- Understand who your customers are and see how they engage with each other. Easily segment audiences to learn what affinities or similarities they may have to inform your marketing strategy and content assets, to drive deeper relevance on your social voice
- Identify top influencers to understand how that person's expectations, preferences, and aversions pertain to your brand
- Measure how your branded content prompted engagement or generated earned mentions through shares, to benchmark success of your social campaigns across paid, earned and owned activity



See your social audience in segments to create targeted content

Capabilities

- Analytics across owned and earned in one single view
- Topic and conversation pattern analysis
- Historical benchmarking (13 months)
- Compare across different brands, keywords or complex queries
- Create customized targeted lists of users or audience types
- Export insights or raw data in multiple formats
- Unlimited ad-hoc search across all the major social networks
- Industry, audience and market level research
- Audience targeting and influencer identification
- Content strategy, creation and optimization
- Investor relations
- Crisis management, security and compliance
- Event monitoring/planning
- Customizable unlimited dashboard and report building
- Competitive analysis and benchmarking
- Mobile friendly application