

Reveal opportunities unlike ever before



SYSOMOS DISCOVER

Visualize your brand through the eyes of your customer
 Explore audience behaviors & demographics for targeting
 Amplify top performing owned & paid content in real-time

Harness the Power of Sysomos Discover So You Never Miss an Opportunity

Social media presents a vast opportunity to uncover audience interests and behaviors, real-time trends and emerging viral conversations while enabling engagement across your own social accounts. In order to successfully uncover authentic consumer insights, you need to know not only where to focus effort but be able to explore multiple facets of the social landscape through text search, images content and attributes, theme exploration of keywords or affinities to drive stronger future content and business affinities.

Sysomos enables discovery of these nuances of activity through deep data integration of audience mentions and user generated asset sharing, social account connection of branded voice and also the ability to compare against your competition to identify overlaps or unique opportunities to expand your reach.

Understand Your Brand Through the Eyes of the Customer Across Facebook, and Instagram

Sysomos Discover is a leading edge visual analytics and psychographic tool designed to help you uncover new insights, content opportunities, and audiences aligned by behaviors and interests.

Visual Exploration and Brand Analysis

Connect with consumers with greater relevance and authenticity by leveraging insights into specific audience passions, behaviors and activities.

Improve All Marketing Efforts

Understand how audiences are segmented and what interests are most important to them to align with and assist in maximizing your campaign success.

Audience Insights

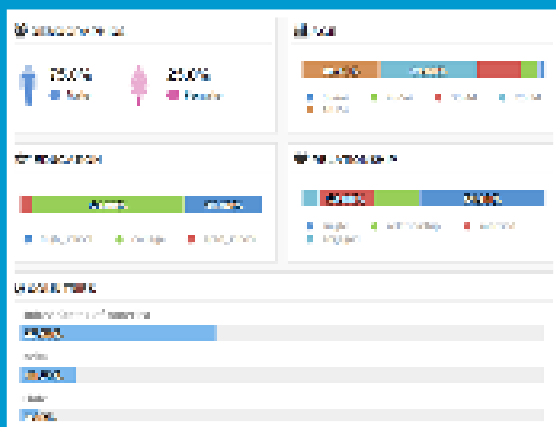
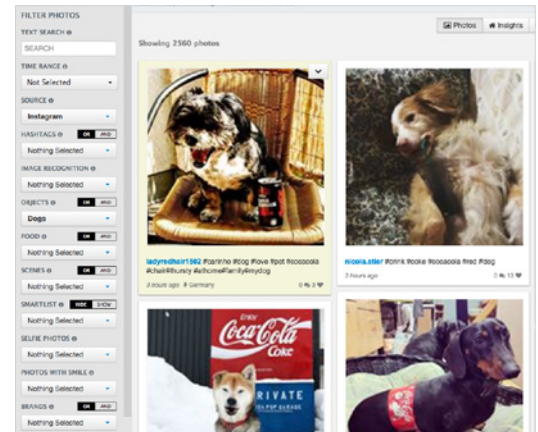
Harness insights from across the social spectrum to understand consumer behavior, affinities, and interests enabling the delivery of impactful content.

Sysomos Customers Use Discover For:

Campaign Analysis * Content Discovery * Consumer Research * Risk Management * Competitive Benchmarking * Community Engagement * Influencer Marketing * Copyright Infringement * Identify Co-marketing & Sponsorship Opportunities

Visualize Your Brand Through the Eyes of Your Customer

- Find and curate authentic viral consumer social images and videos in a single view giving you a rich pool of content for future campaign publishing, inspiration for agencies or understanding how people value your products and services as part of their daily lives
- Easily gather permission from consumers to use their visual social media in campaigns using automated approval request workflow and tracking features
- Surface and build collections of images based on specific visual characteristics with ease leveraging our lookalike content builder tool
- Capture social visual content across leading social channels including Facebook, Instagram, Twitter, and Tumblr

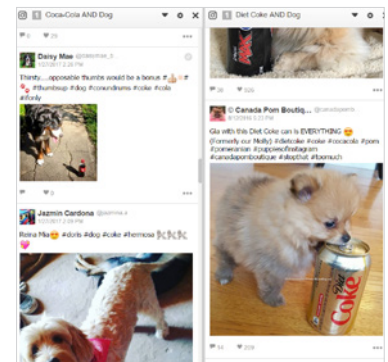


Explore Audience Behaviors & Demographics for Targeting

- Study audience behaviors and interests around key search terms or social images posted to uncover affinities or possible enrichments to assist your campaigns and targeting
- Segment audience base social conversations, profile traits, history, brand engagement
- Understand audience demographics, psychographics, geography, interests or other characteristics that will help you deliver relevant content across audiences

Amplify Top Performing Owned and Paid Content in Real-Time

- Enhance marketing ROI and goals by understanding real-time performance of your campaigns leveraging earned, owned, and audience metrics
- Expand your content strategy and save creative resources by securing user permissions to leverage User Generated Content at scale
- Comprehensive image analysis ensures all your social media images and visual content are parsed to provide you trend and insights into why content is performing well



Capabilities

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