



Voxco's Social Media Monitoring and Insights platform enables organizations to obtain business intelligence by tracking and analyzing multiple media from the social Web.

To convert data into valuable insights, Voxco uses a natural language processing approach that combines semantic analysis with proprietary machine-learning algorithms. The meaning of online content is reliably identified, providing analysis of results in context. Users can thus mine data and extract actionable information for a wide range of opinion monitoring requirements while shaving costly hours off the more complex data analysis phase.

Benefits

- Listen in on the entire social Web: social networks, blogs, microblogs, forums, newsfeeds, articles, review sites, etc.
- Ability to focus research on specific Web source types
- Improved insights through category drill-down features
- Analytic tools provide reliable conclusions and actionable information
- Saves costs usually associated with manual processes at the analysis phase
- Improves business intelligence and decision making



What is it Used for?

- Brand Monitoring
- Campaign Follow-up
- Competitive Monitoring
- Customer Support
- Influencer Follow-up / Mapping
- Market Intelligence & Trends
- Marketing Strategy
- Opinion Mining
- Product Benchmarking
- Product Comparison
- Product Assessment
- Product Line Management
- Public Feedback
- Public Relations Support
- Topic Assessment

Social Media Monitoring and Analysis

How it Works

1. Create and identify a new project with a name and a description
2. Set up detailed queries with possibility of excluding certain concepts
3. Choose and indicate to the system:
 - the class of information to track (concepts, people, organizations, all classes, etc.)
 - the specific industry to monitor for this information
 - the project language
 - the source of data to focus on (social networks, microblogs, blogs, newsfeeds, articles, all sources, etc.)
4. Launch the query
5. Validate initial results:
 - check the top categories emerging for your query
 - check the sentiment assessment for those categories
 - check a sampling of actual user postings for relevance
 - indicate to the system which postings are most useful or less pertinent for the project
6. Launch the project
7. Once data extraction and insight gathering are complete, proceed with analysis using the analytic tools provided by the system



What is Monitored?

- Articles
- Blogs & Microblogs
- Forums
- Newsfeeds
- Public or private sources provided by clients
- Review sites
- Social networks
- Etc.

Insight Tools and Reporting Capabilities Provided

- Identification of sentences carrying opinions
- Positive and negative category counts
- Identification and ranking of most important topics
- Sentiment analysis per category and topic
- Influencer map / network
- Drill down through key categories

Technologies Used

- Natural language processing
- Semantic analysis based on industry-specific dictionaries
- Machine-learning algorithms to identify meaning and present results in context

Voxco is member of:

