

Media Cop

A Social Media Sentiment Monitoring Toolbox

Introduction

Social Media is full of noise and trying to make sense out of it can be a nightmare. Imagine if you can cut through all the noise easily and find the conversations that really mattered to your business. But How? This is where we introduce to you our Social Media Sentiment Monitoring Solution- **Media Cop**, a powerful tool developed by Data Semantics.

What makes Media Cop an amazing solution is its capability to make Social Media sentiment monitoring simple, affordable & practical. Media Cop offers flexibility to create customized dashboards.

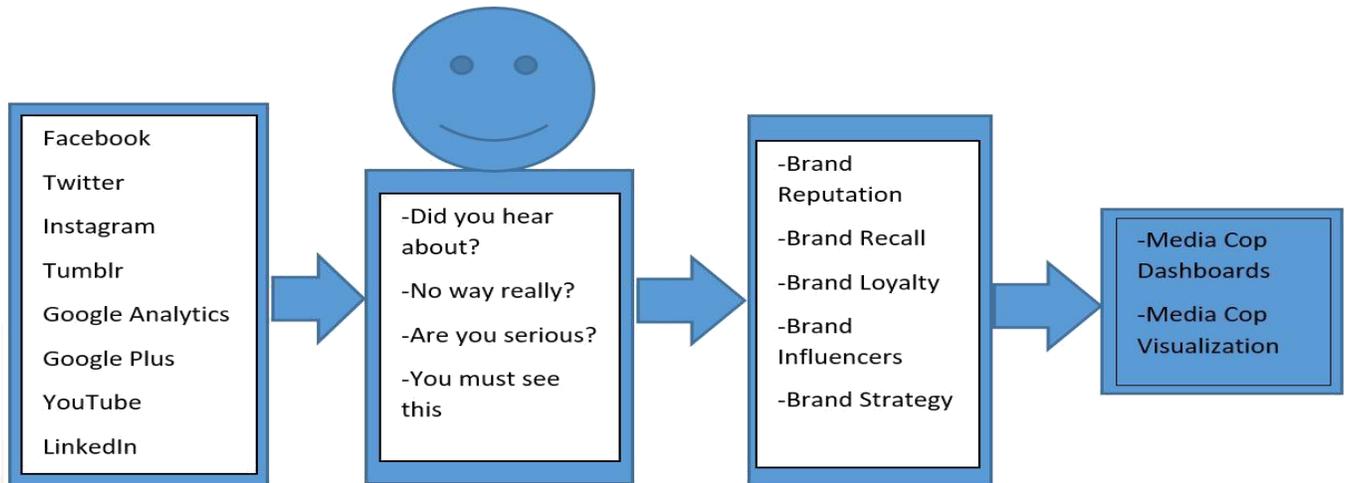
Additionally, Media Cop can also be used to track social media actions of your competitors.

1) Voice of the Customer

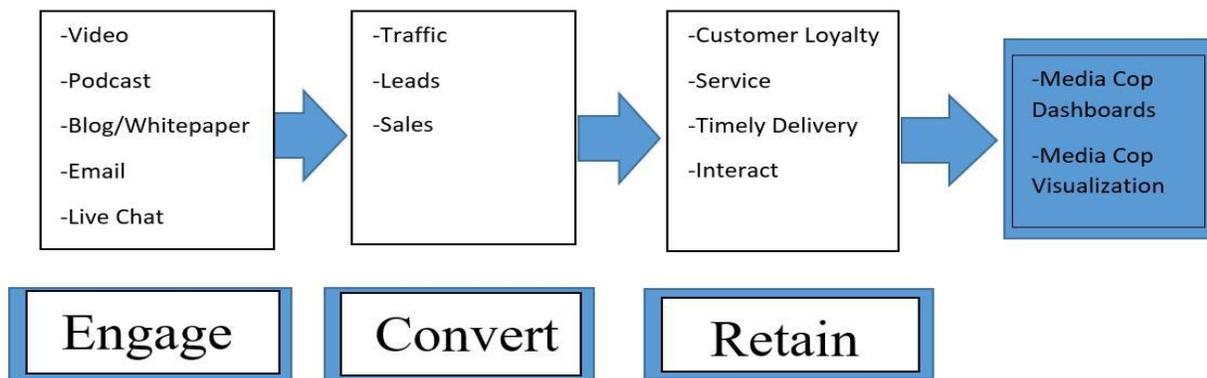
Media Cop effectively transforms unstructured digital content into structured information. It monitors, tracks and measures effectiveness on various social media channels and helps you achieve true ROI from your social media initiatives and aid in decision making. Media Cop helps you identify the marketing opportunities with insights to aid your marketing initiatives.

Data Semantics has built Media Cop around 3 important aspects of Social Media world.



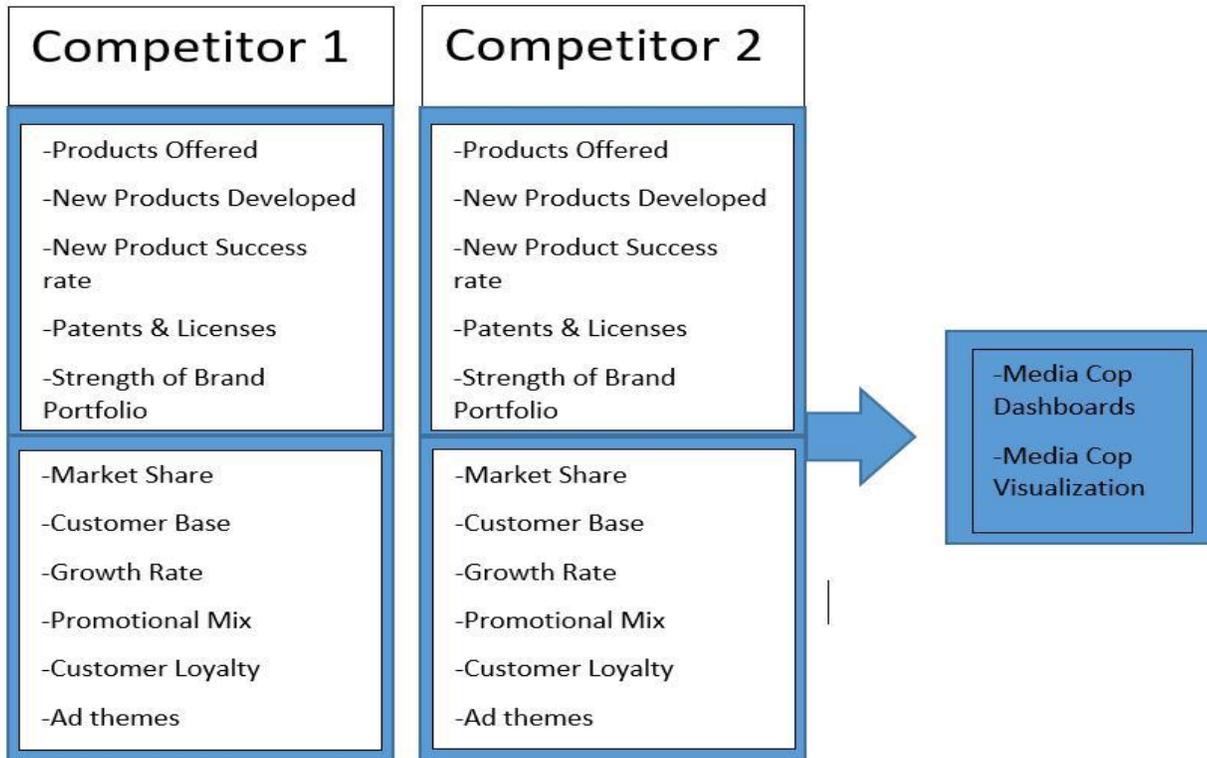


2) Engagement



3) Competitor Analysis

All the major Social Networking sources are covered (Facebook, Twitter, and Instagram) with provision to include additional channels (Google trends, Four-Square, Pinterest, LinkedIn, YouTube, Tumblr, WordPress, etc.). Media Cop offers historical data archival for further analysis, subject to compliance with terms laid out by different social media sites. Media Cop also supports out of Box Multi-Language Advanced Text Analytics.



Functions

What does Media Cop do in a nutshell?

- *Profile Analysis* – Individual Vs

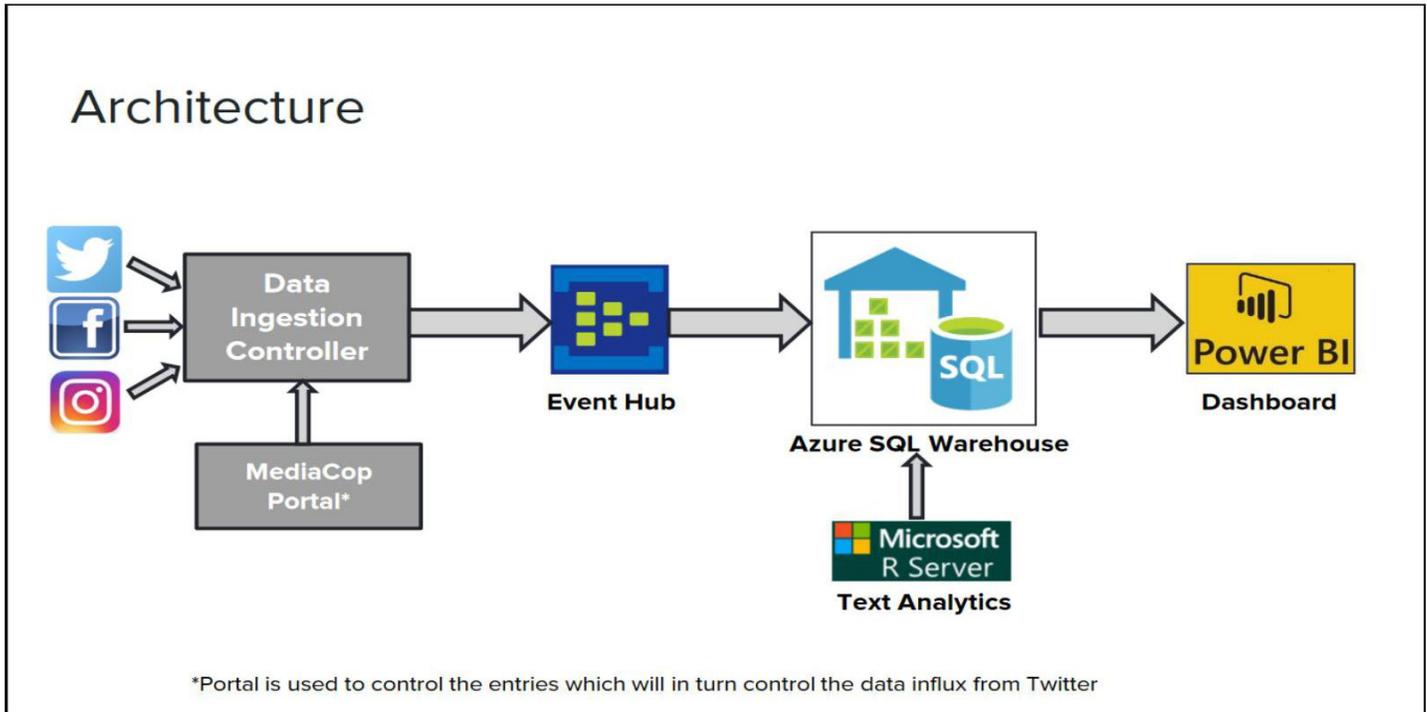
Competitors' Monitoring

Cross-Channel Analysis – Keep a tab on Digital Campaigns launched across social media channels

- *Social Brand, Keyword, & Hashtag Monitoring* – Monitor self Vs Competitors to keep a pulse social media
- *User Segmentation and Audience Analysis*– Understand your followers better

- *Customized Executive Dashboard* – Ability to customize any of the dashboards according to customer's requirements
- *Sentiment Data Enrichment* – Mine the text for the sentiment and the topic if required
- *Support for Custom Reports & Data* – Support available for requests regarding background data as well as report customization according to specific requirements
- Advanced Google Analytics Dashboards and/or a Detailed Web Log Analytics Dashboard for understanding the consumer behavior for your main marketplace as an alternative.
- Integration capabilities to any other API/non-API based source of social media data
- Highly Scalable and ready to be integrated with any existing data mart and more.

How does it Work on Power BI?



Case Study

Client:

Our client is a world leader in cultural activities. It is a place where people come together to experience the cultures of the world. With beautiful theatres, concert halls, exhibition galleries and cutting-edge facilities, they serve as a guardian of the heritage and traditions of Middle-East. Their endeavor is to spread awareness about the importance of every culture and civilization and as such, they host international, regional and local festivals, workshops, performances and exhibitions.

Industry: Culture & Heritage

Client Requirement: Social Media Analytics

- Facebook Analysis
- Instagram Analysis
- Twitter Analysis

Objective

-To build a data platform for ingestion, storage and analysis of data from for popular social media

platforms such as Facebook, Twitter and Instagram.

-By using natural language processing (NLP) techniques with Arabic processing capabilities, to enrich the collected data with additional features such as sentiment and context analysis etc.

-To create scorecards reflecting customer engagement, voice of customer and competition analysis

-To create real-time alerts for various events as required - such as events with negative sentiment etc.

Solution Highlights

-Implementation helped customers to boost the end user engagement and monitor various channels proactively to maintain and improve Brand Image.

Challenges & Benefits

-Created a pluggable architecture that allowed the addition of any new social media source and creation of the dashboards very easy.

Conclusion

Media Cop makes the Social Media Sentiment Analysis quite interesting by giving the exact analytics that you want to see for decision making. It works around the KPI's set by you for understanding the effectiveness as against your competitors. Engagement with customers over social media has become very effective.

Overall, Media Cop can help you with Better Insights for Smarter Decisions around Social Media.

