# Data Semantics Social Media Analytics-Media Cop on Azure

## A Sentiment Monitoring Toolbox

**DATA SEMANTICS** ®
BETTER INSIGHTS SMARTER DECISIONS

# Social Media Analytics Solution-Media Cop

## Challenges

- Massive Social Media Noise
- Identifying Competitor Strategy on Social Media
- Customizing dashboards for decision makers

- 300 million posts per hour on Facebook
- $40 Billion campaign market in 2017. Unaware of Creative Campaigns run by competitors.
- Understanding the Sentiments of social Media users viz. positive, negative, sad etc.

## Solution

- Media Cop effectively transforms unstructured digital content into structured information.
- Self vs Competitor visualization
- Prebuilt KPI's for decision making

- Unlimited storage of feed data
- Tracks Competitors to keep a pulse on social media activities & Campaign
- Monitors, tracks and measures with KPI's built against Sentiments

## Outcomes

- Near real time analytics
- Social Brand, Keyword & Hashtag monitoring
- Score cards reflects Voice of the customer, customer engagement levels and Competitor analysis for effective decision-making

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

# Social Media Analytics Solution –Media Cop

We are a BI, Analytics and Visualization company specializing in helping organizations to make the most of their data

## Customized Dashboards & KPI

- Monitor the voice of the customer
- Customer Engagement Monitoring
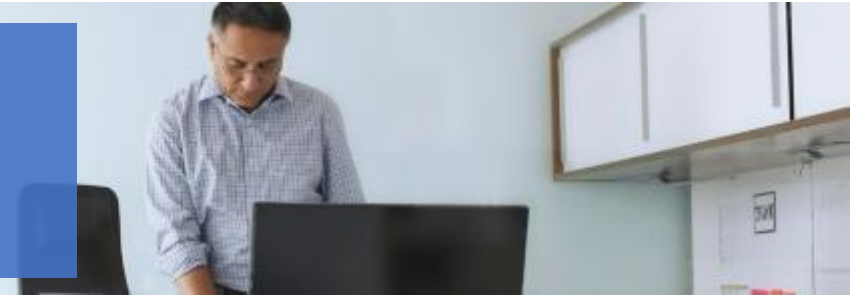- Competitor Analysis & Customized executive Dashboards

## Cross-Channel Analysis

- Keep a tab on Digital Campaigns launched across social media channels
- Social Brand, Keyword, & Hashtag Monitoring
- User Segmentation and Audience Analysis

## Supports all Social Media Platforms

- Facebook, Twitter, Instagram Google Trends, Four-Square, Pinterest, LinkedIn, YouTube, Tumblr, WordPress, etc.
- Web Log Analytics Dashboard for understanding the consumer behavior for your marketplace

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. Media Cop deployed on Azure can do this efficiently.

# Data Semantics Social Media Analytics Solution-Media Cop

Data Semantics in collaboration with Microsoft is helping enterprises to Brand themselves through Social Media Analytics and Visualization

## Solution Alignment

### Customized functionality based on client requirement

- User Segmentation and Audience Analysis
- Customized Executive Dashboard
- Mine the text for the sentiment and the topic/subject

### Customer behavior and Customer Retention

- Profile Analysis and Sentiment Analysis
- 90% increase in customer retention
- Brand reputation, Brand recall, Brand loyalty, Brand Strategy, Brand influencers

### Premium Support

- Our Data Scientists & Project Managers at your service throughout the project
- Our team to work for you with on-premise and off-shore 24/7 premium support