Mentionlytics
The Intelligent Brand Management Platform

Web & Social media Monitoring
Gain insights for your Product, Brand and Marketing

Insights are useful!

Data-Driven decisions
not **Guesswork!**

facebook INSIGHTS

Twitter Analytics

Google Analytics

R What we see is a very small subset of the **"big picture"** for our Brand!

Google Analytics:
your stats but not your competitors'.

Likes/Shares on **Posts in your Facebook Page** or **RT** of your **tweets**, but not Likes/Shares on **posts that are written about your brand or product.**

@mentions, but not when someone comments on you but does not @mention you.

Traditional Market research, has time restrictions and is expensive.

Web & Social Media: What's out there for me ?

Things about my Brand (company, products, people)

- **Articles** from **Influencers, Experts, Reporters & Bloggers**

- **Comments, Posts, Tweets, Reviews** from **Users**

- **Photos & Videos** on websites and Social Media

- **Complains** from my users

- **Praises** from my users

Web & Social Media: What's out there for me ?

Things about

my Competitors

(company, products, people)

- ■ **Articles** from **Experts, Reporters** & **Bloggers**

- ■ **Comments, Posts, Tweets, Reviews** from **Users**

- ■ **Photos** & **Videos** on websites and Social Media

- ■ **Complains** from their users

- ■ **Praises** from their users

+ online marketing actions they perform 😈

Web & Social Media: What's out there for me ?

Things about
my Industry
(the market, trends & people I am targeting)
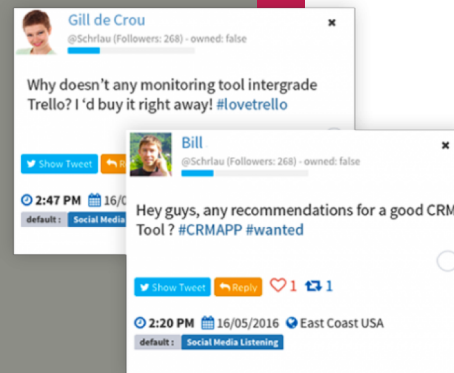
■ **New & Popular Articles/Posts** on the topic

■ **Top Influencers**
(experts in your field, popular on Twitter)

■ **Marketing Leads**

– *Potential Customers seeking a solution*

– *Their Pain Points*

– *What matters most to them*

Gill de Crou
@Schrlau (Followers: 268) - owned: false

Why doesn't any monitoring tool intergrade Trello? I 'd buy it right away! #lovetrello

Show Tweet
2:47 PM 16/0
default : Social Media

Bill
@Schrlau (Followers: 268) - owned: false

Hey guys, any recommendations for a good CRM Tool ? #CRMAPP #wanted

Show Tweet Reply ♡1 ↻1
2:20 PM 16/05/2016 East Coast USA
default : Social Media Listening

+ Research new ideas/features to help you during planning for new products or features

OUR SOLUTION

Easy, scalable, affordable, powerful

Our Solution

Automatically track **mentions** to yourself, your brand, products, industry, competitors from users, commenters, journalists, bloggers and everyone else...

- **Monitoring all the online communication activities/mentions** of a **brand,** expanding your **insights**

- **Super easy** to **Setup** & Use

- Advanced functionality but Affordable even by **SMEs & Start-ups**

✓ See the **impact** of a **campaign** in real time
✓ Find & Join **conversations** to talk about your Brand & products
✓ Discover **Marketing** and **Sales Leads**
✓ Monitor your **Competitors**
✓ Find & Talk to **Influencers**, friends and foes

Mentionlytics Features
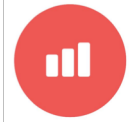
Easy to use Dashboard with numerous Analytics

Continuous scan for new mentions throughout the Internet (no predefined list)

Filtering – Boolean Queries (e.g. language, country etc)

Sentiment Analysis (in any language!)

Many Data Sources (Twitter, Facebook +topic data, Instagram, Youtube, pinterest, web)

E-mail Alerts (Fully customizable)

Top Influencers ("mentioners")

Export of all Data & Reports (Excel, PDF, Text etc)

SIA – Social Intelligent Advisor

From Data to Insights: Crossing the Bridge

Get smarter insights and personalized advice to help you improve your web and social presence. Discover how this new and unique feature can save you time and effort, making your monitoring life easier.

AI Analysis

SIA's Intelligent algorithms analyze your mentions to uncover knowledge behind this vast amount of data for you.

Insights

SIA presents the discovered knowledge in a very simple & explanatory manner.

Advice

Our team has created extensive advice on how to take action based on your insights.

Reassess

By re-assessing the performance of your online actions regularly, SIA can continue to improve your strategy.

Features

We believe that all our plans should get the best possible features, this is why you see features normally available only to Pro plans.

Social Intelligence Advisor

Unique to Mentionlytics. SIA will use her A.I. to discover patterns and knowledge from your mention data.

Twitter, Facebook, Instagram, Youtube monitoring

We provide the most comprehensive social monitoring data on the market. But don't take our word for it. Try it yourself!

Full Web monitoring

We go far beyond News & blog monitoring, providing results from virtually any website there is.

Full Analytics Dashboard

Access mention results, filter them and see graphs and detailed analysis.

Share of Voice

Compare your social media and web presence to your competitors in an instant.

Sentiment Analysis (in every language!)

Every mention is classified as Positive, Negative or Neutral by deep learning A.I. algorithms. What's more, it works in all languages.

Customizable e-mail alerts

You can customize daily, weekly or monthly reports of your mentions to be sent to you or anyone else

Boolean Mention Search

Filter your results in as much detail as you want by using advanced Boolean queries.

Competitor Monitoring

Fully Track your competitors' mentions

Marketing Leads/Topics Monitoring

Use keyword phrases to track topics/posts relevant to your industry.

#Hashtag Monitoring

Track any hashtag across Instagram/Twitter and get detailed analytics.

Top Keyword/Hashtags report

Find the most used keywords and hashtags in your brands' or competitors' mentions

Top Mentioners/Influencers report

Find Influencers of your industry or profiles that mention your brand frequently

Social Reach

See the potential reach of your posts combined from different media

Hootsuite Integration

If you are using Hootsuite you can see your mentions from Mentionlytics fully integrated there.

Mobile App

Use our mobile app to see your mentions on the go.

Setup & Optimize Consultant

It's very important for our users to get the best out of Mentionlytics, so we will help you optimize your account for free!
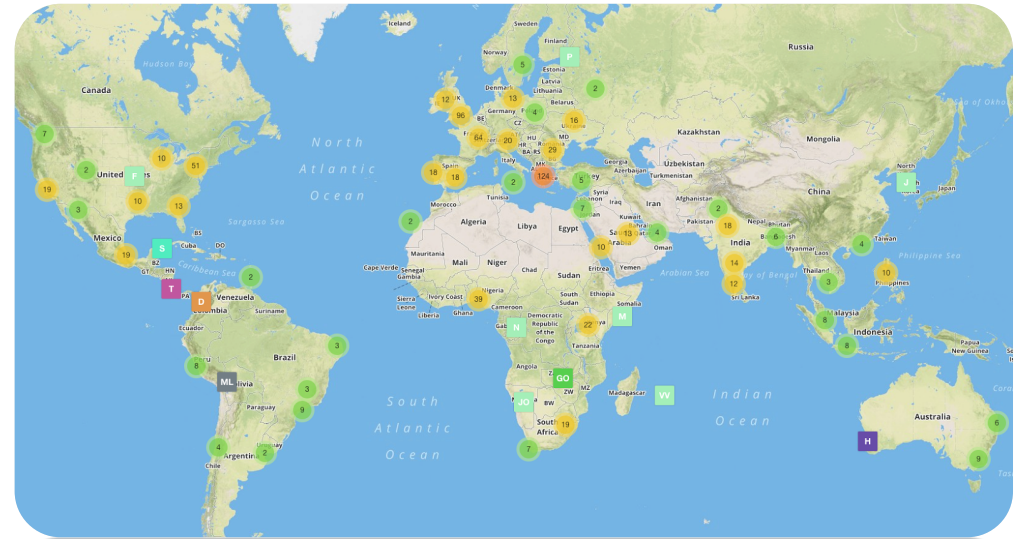
Live Chat Assistant

We are here for you, just tell us what you need help with!

Customers & Awards

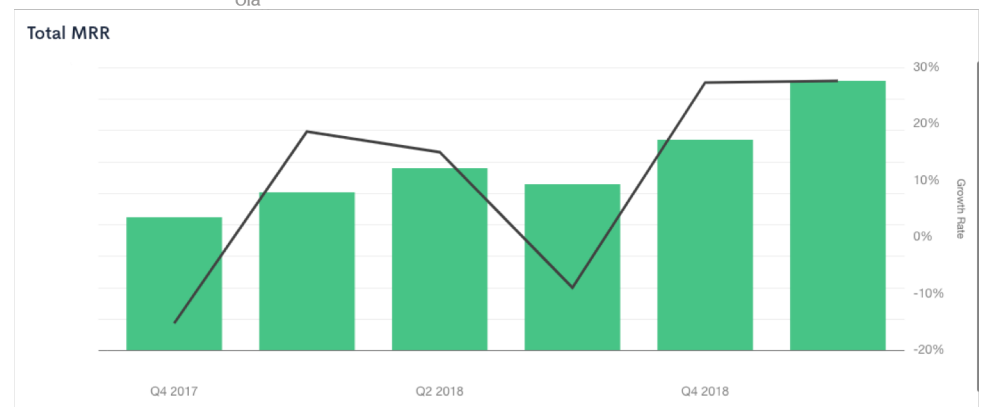- Over **6000 brands** from **100 different countries** have used our service

- Customers monitoring:

- Awards:

- Press/featured:

Pricing

Monthly Subscription plans
(Yearly plans also available, 2 months off!)

	BEST SELLING		
Startup	**Essential**	**Advanced**	**Pro**
$**39**/month	$99 $**79**/month	$**199**/month	$**299**/month
	limited time offer for new customers (expires soon!)		
Ideal for New Startups and Very Small brands	Ideal for Small to Medium-size brands	Ideal for Medium-Size brands	Ideal for Medium to Large brands
5 keyword rules	**10 keyword rules**	**15 keyword rules**	**25 keyword rules**
5,000 monthly mentions	**30,000** monthly mentions	**60,000** monthly mentions	**100,000** monthly mentions
100K mention archive	**500k** mention archive	**1M** mention archive	**10M** mention archive
12 hours update	**6 hours** update	**Continuous** update	**Continuous** update
10 social profiles	**20** social profiles	**30** social profiles	**40** social profiles
✖ White Label Reports	✖ White Label Reports	✔ White Label Reports	✔ White Label Reports
✔ PDF/Excel export	✔ PDF/Excel export	✔ PDF/Excel export	✔ PDF/Excel export
5 users	**10** users	**20** users	**Unlimited** users
18 Month archive	**18** Month archive	**18** Month archive	**18** Month archive
✖ API Access	✖ API Access	✔ API Access	✔ API Access
Save $58 with a yearly plan	**Save $198 with a yearly plan**	**Save $398 with a yearly plan**	**Save $598 with a yearly plan**

EXAMPLE USES

What can you do with keyword monitoring

Use Case:
See the impact of a campaign - LIVE

■ When a campaign is running, even if it's not an online one, it is very common to have a digital footprint

■ By monitoring the brand and the relative keywords you can detect the reception of the world to the campaign

■ You can then adjust accordingly and re-evaluate

■ Prevent Crisis before it gets too big

Use Case:
Join conversations to talk about your Brand and products

- Reply to Tweets from customers and experts, Join in forum discussions, comment on blog posts to Spread the word about your Brand and Products. Timely, before your competitors do!

- Also, prevent Social Media flaming and Crisis by finding and solving the problems on time.
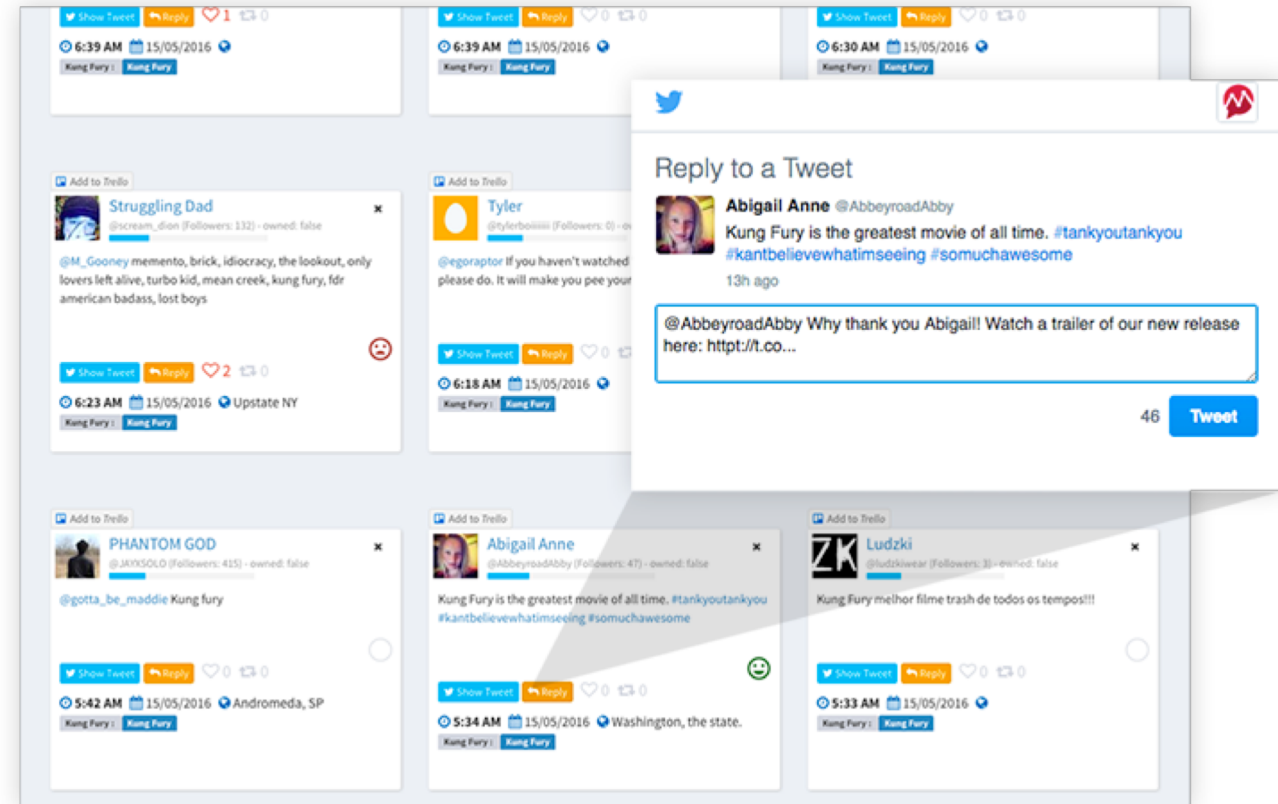
Use Case:
Find Marketing and Sales Leads

- Monitor any keyword/topic/hashtag related to your target Market, to find great Marketing and Sales opportunities to join in on time.

- Research what users actually want
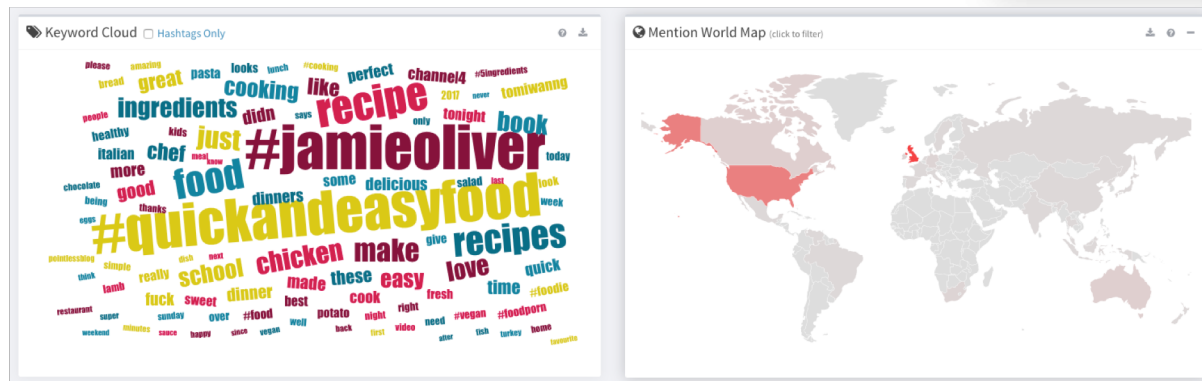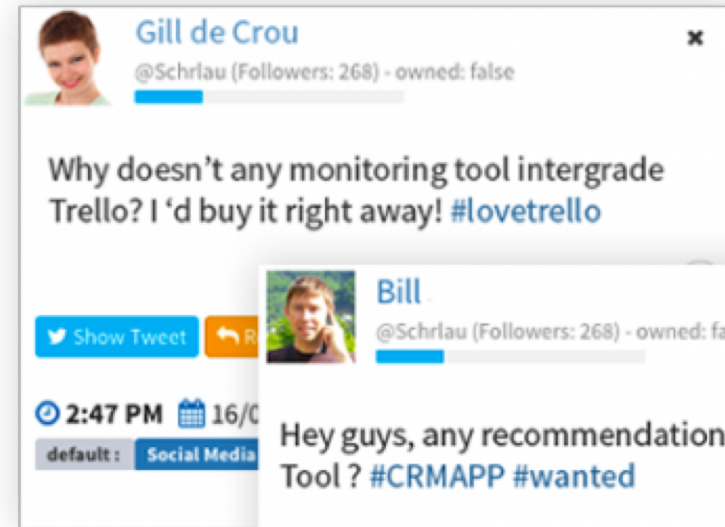
Use Case:

Keep your Competitors closer

- Use your Competitor's Brand as keyword to keep an eye to what their up to, just as soon as they do it.

- Monitor what they post on their Social Channels

- See their best performing actions and content

- Share of Social Voice
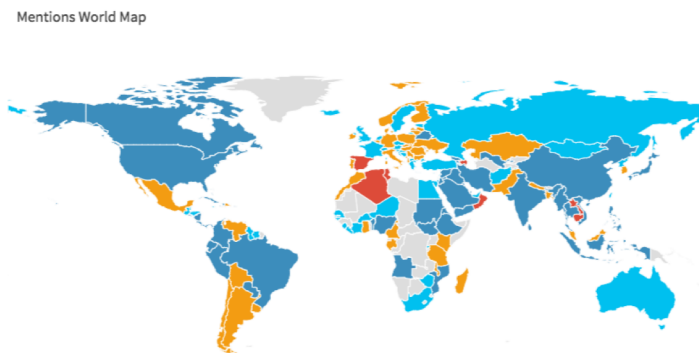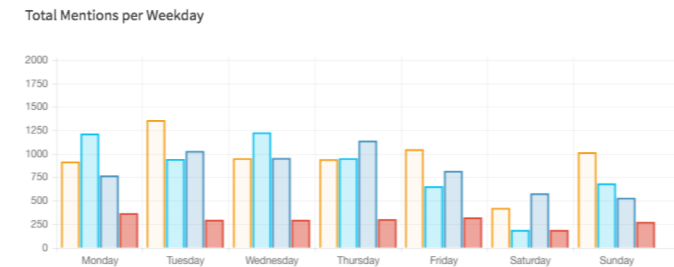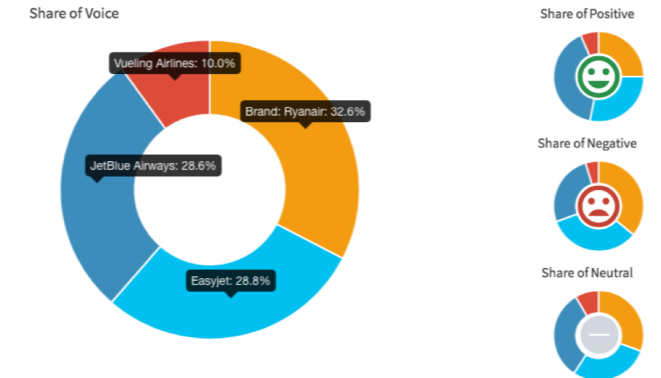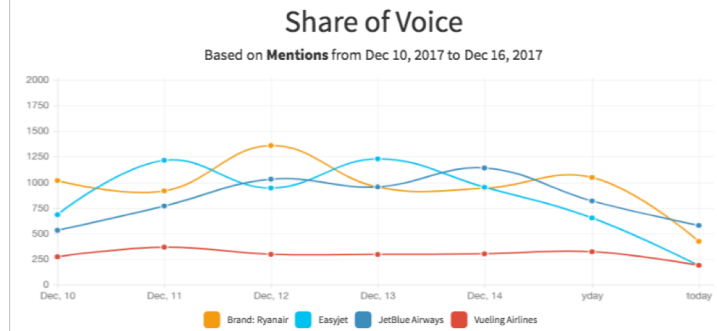
Use Case:
Find & Talk to Influencers, friends and foes

- Find out who are the most important people talking about your brand, your competitors or your target market.

- You can then reach out to them to let them know about your products and develop new relationships.

- Also find the people who love your brand and talk about it. Don't lose the opportunity to thank them and strengthen your bonds even more.
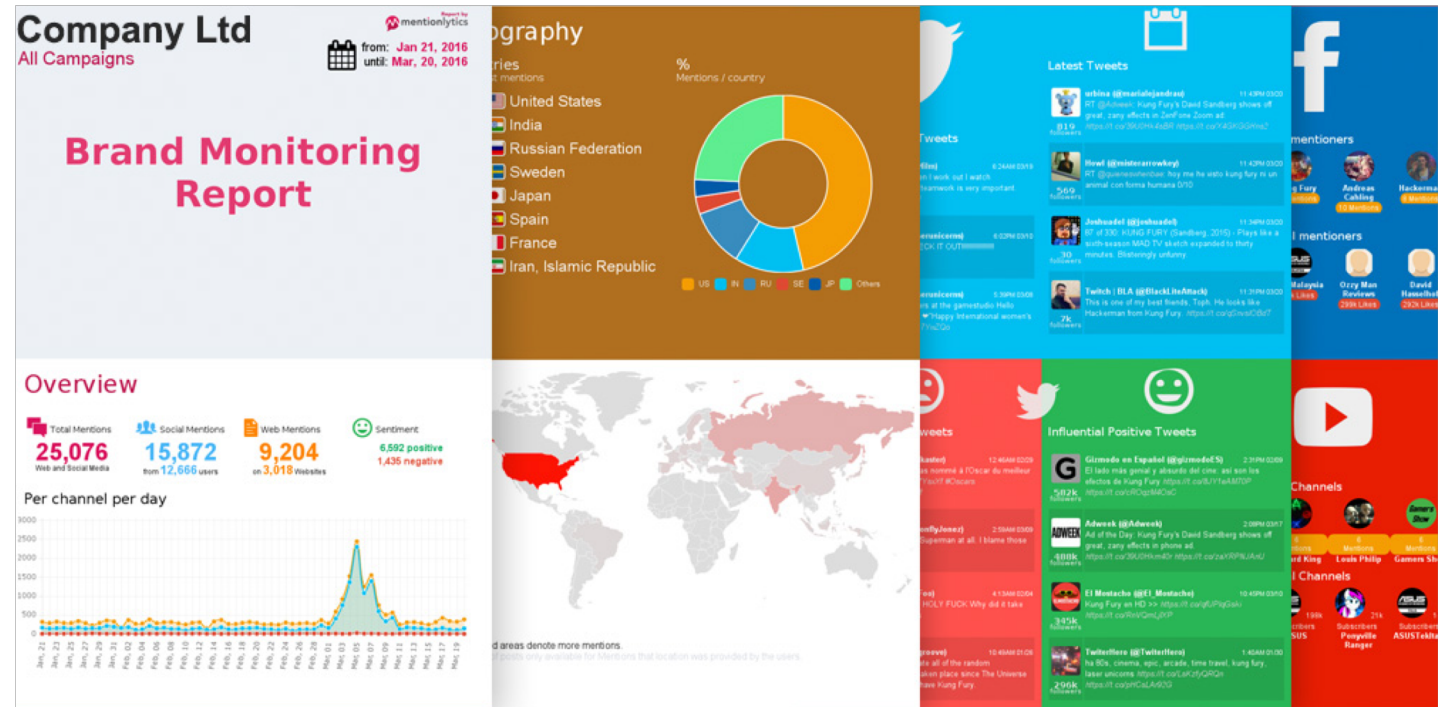
Mentionlytics Hootsuite App

- See all mentions discovered in Mentionlytics right from your Hootsuite dashboard

- Complete Social Media Monitoring and Publishing Solution
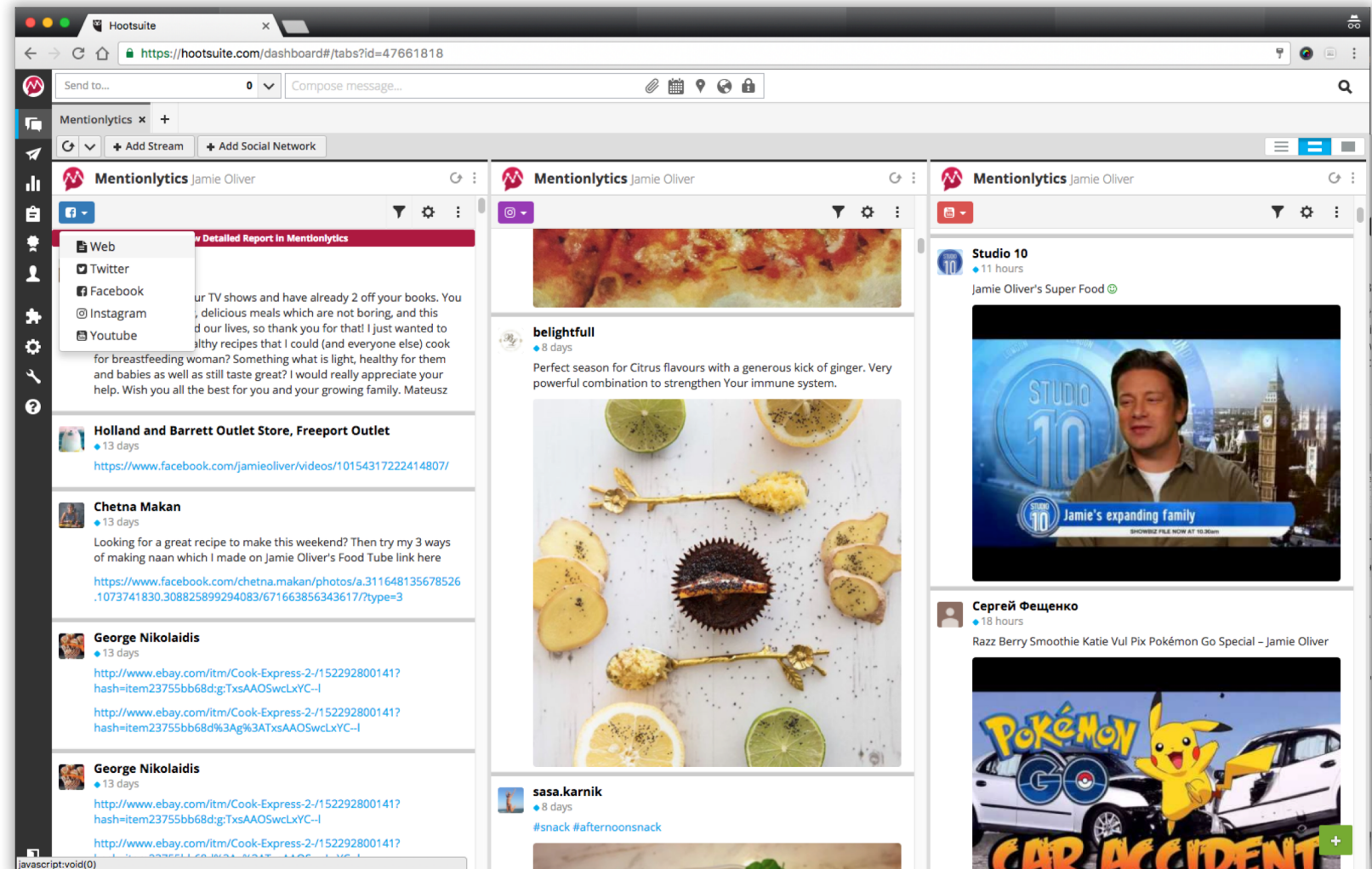
Agency Features

- White Label Reports

- White Label e-mails

- Infinite User Accounts

- Different User Access levels

- Discounts on Bulk accounts

- Custom Subscriptions

http://www.mentionlytics.com/free-brand-monitoring/