

Insights Partners Overview

Radian6 Partners



Enhanced
Demographics



In-Depth
Sentiment
Analysis



Understand
Intention



Discover Trends
and Emerging
Issues



Find Online
Influencers

Table of Contents

Radian 6	3
Radian 6 Basic Demographics, Powered by TowerData	4
Social Media is Massive	5
Insights Partners Language Support	6
Insights Partners Social Channel Support	7
Bitext	8
Clarabridge	9
EpiAnalytics	10
Hottolink	11
Klout	12
LeadSift	13
Lymbix	14
OpenAmplify	15
OpenCalais	16
PeekAnalytics	17
SelfService Company	18
Soshio	19

Social Media is Massive

The impact is everywhere

Salesforce Marketing Cloud Insights help you understand the social posts that matter most by enhancing those conversations with meaningful insights – everything from sentiment (multi-language), demographics, trends, intent and more. Best of all, we’re always expanding our offerings based on customer needs.

<p>Enhanced Demographics</p> 	<p>Learn more about the authors of social posts to gain insight into who these people are – are they already part of your target market, or do they represent a new segment? Understand meaningful demographics like age, gender, location, education, and career, enhanced with the analysis of social profiles, social audiences, lifestyle interests and more. What Insights do this? Basic Demographics, PeekAnalytics</p>
<p>IN-Depth Sentiment Analysis</p> 	<p>Understanding whether an online conversation is positive, negative or neutral is a great starting point, but determining the emotion behind social posts and themes associated with your company could mean hours of manual analysis. With Salesforce Marketing Cloud Insights, you quickly gain in-depth sentiment analysis like never before. We offer sentiment analysis for English language posts, as well as non English such as Chinese, Dutch, English, French, German, Italian, Japanese, Portuguese, Russian and Spanish. What Insights do this? Bitext, Clarabridge, EpiAnalytics, Lymbix, SelfService Company, Soshio, OpenAmplify, and Hottolink</p>
<p>Understand Intention</p> 	<p>Text analytics and semantic technology apply human understanding of language to analyze the relationships between words in social posts, revealing subtleties like your customers’ intentions. Instantly see which posts ask questions, indicate a want or need, suggest a problem, or simply present a breakdown of customer issues or concerns by relevance or by urgency. What Insights do this? Bitext, LeadSift, OpenAmplify, and SelfService Company</p>
<p>Discover Trends and Emerging Issues</p> 	<p>Get one-click lists of the most talked about people, places and things – as they happen in real-time. Analyze trends and identify problems before they escalate with reliable detection of customer service issues, and posts that create a dramatic shift in conversations. What Insights do this? Clarabridge, EpiAnalytics, OpenAmplify, OpenCalais and TrendSpottr</p>
<p>Find Online Influencers</p> 	<p>Sophisticated social scoring systems can measure your customers’ ability to drive action online and the topics they sway the most. Determine the number of people being influenced by social content, gauge how much reach and longevity a certain topic has garnered, and understand who has the loudest voices to influence others online. What Insights do this? Klout, TrendSpottr</p>

Language Support

Insights Partners

Partner	English	Spanish	Portuguese	French	German	Russian	Dutch	Italian	Chinese	Japanese	Turkish
Radian 6 Insights	●										
Radian 6 Basic Demographics, Powered by TowerData	●										
	●	●	●					●			
	●	●	●	●	●	●	●	●	●		●
	●										
										●	
	●										
LeadSift	●										
	●										
	●										
											
peekanalytics	●										
	●			●			●	●			

Social Channel Support

Insights Partners

Partner	All Radian6 Channels			
Radian 6 Insights	●			
Radian 6 Basic Demographics, Powered by TowerData		●		
	●			
	●			
	●			
		●		
		●		
LeadSift	●			
	●			
	●			
	●			
peekanalytics		●	●	●
	●			
	●			

Radian 6 Insights

Source-Level and Text-Level Insights

Radian6 Basic Insights provides source-level and text-level insights that are an analysis of: Hashtags Mentioned, Retweeted Usernames, Usernames, Domains Mentioned, Sources. This data is compiled from the sources of social media conversation and extracted from the text of these conversations.

exacttarget.com

Radian 6 Basic Demographics, Powered by TowerData

Acting on Intelligent Customer Experience

Basic Demographics provides author-level Insights which are an analysis of the Age, Gender and Location of Twitter authors. This demographic data is collected from Twitter users' public profiles and added to your Topic Profile data when you activate this Insight Provider. You can tune into specific people or specific demographics, add depth to social media listening reports, segment conversation by demographics to prioritize response or strategically engage via the Engagement Console. You can also run different demographics off other selected demographics. For example, running Age with Gender to see the age breakdown between men and women.

towerdata.com

Bitext



Sentiment Analysis, Text Analytics, Semantic Technology, Text Data mining

Bitext processes posts using sentiment analysis technology to determine opinions based on the entity (product, brand, company or person) and an expression of negative or positive feelings about that entity. This data helps understand what fans love, and what improvements you need to make to grow your bottom line.

Output of Analysis

Posts are labeled with the following:

- **Negative and Positive Entities:** Includes entities (company, brand, person, etc.) that have been referred to in a negative or positive way. For example, if the post contains “I hate my new iPhone”, iPhone would be a Negative Entity. Bitext is capable of labeling multiple entities within a post.
- **Entities Mentioned:** Returns entities mentioned in either a positive or negative way. This allows the user to see how much buzz there is about a subject, regardless of whether it is positive or negative.
- **Sentiment Score:** Labels posts as either negative or positive depending on the sentiment expressed most strongly in the post.

Differentiating Features

- Analyze every opinion in a post and extract the sentiment and entity for each.
- Multi-lingual technology.
- Exceptional accuracy at it was built using Deep Linguistic Analysis (DLA).
 - DLA is a system of grammars and dictionaries that analyzes the structure in text to produce highly accurate and reliable insights. This is done natively for every supported language; Bitext does not use machine translation to handle non-English text.
 - DLA allows Bitext to handle complex linguistic phenomena.

Partnership Release: October 2012

Types of Analysis: Sentiment Analysis, Entity Extraction

Languages: English, Italian, Portuguese, and Spanish

Use Cases

- Gauging brands’ popularity in social media.
- Locate brands receiving the most positive, negative and overall buzz in social media.
- Determine brands or other entities associated negatively or positively with a company’s own brand

Target Market

All companies looking to extract high-quality Insights from social media will find Bitext valuable.

Looking for more information?

bitext.com

Clarabridge



Acting on Intelligent Customer Experience

Clarabridge analyzes your customer feedback data, generates reports with state of the art visualizations demonstrating what is driving volume and sentiment, and exports it into a presentation ready format, never before available. Users provide the entities, performance metrics or categories to compare, and Insights Analysis will do the rest. It identifies the areas where your organization underperforms or outperforms as compared to the rest along with detailed reports for each differentiator.

Clarabridge’s Multi-Language Sentiment analyzes the positivity and negativity of social posts in seven languages including: English, Spanish, Portuguese, French, German, Russian Chinese and Turkish. This analysis is done “in-language,” meaning conversations are scored in their original language, reducing the inaccuracies that occur when translating posts to English to score. Nothing lost in translation, just analysis you can count on.

Output of Analysis

- Clarabridge Multi-language: Document and Sentence Sentiment
- Clarabridge Link: Negative, Positive, and Neutral Categories of Sentiment

Differentiating Features

- **Natural Language Processing Engine:** patented, high fidelity NLP and Sentiment in 10 languages, also intelligently filtering out spam for more effective data analysis.
- **Sentiment Analysis Engine:** words and phrases are tuned on an 11-point scale (unique to the industry) to allow for an even more granular understanding of how customers feel and act towards your brand.
- **Automated Theme Detection:** bubbles up major themes, events and trends so that you can quickly and easily understand key themes and trends within large volumes of customer feedback data

Use Cases

Clarabridge analysis is made for the business user, leveraged across all industries, and used across the business, from Product Management, Customer Care, Operations, Sales

Partnership Release: August 2011

Type of Analysis: Sentiment Analysis

Languages: Chinese, Dutch, English, French, German, Italian, Portuguese, Russian, Spanish and Turkish

and Marketing, and Human Resources. Here are two examples of how customers have leveraged and found value with Clarabridge:

Dell uses Clarabridge in order to better understand customer loyalty and brand health. Through using Clarabridge, Dell has more consistent reporting of customer feedback insights to drive smart business decision-making, and proactively address critical issues before they negatively affect the brand. In one instance, the Dell Insights team noticed an increase in dissatisfaction comments on social media over a new product’s pricing structure before the official product launch. Within the span of one day, Dell employees were empowered to reverse the pricing structure based on the hard data, publicly inform customers of the change and protect Dell’s brand image.

L’Oreal USA leverages Clarabridge to filter, classify and analyze social media conversations that are most relevant to the L’Oreal brand. The actionable insights enabled the company to effectively influence customer purchases through more focused online content, which significantly reduced advertising costs. The appropriate business owners could drill down on topics with the highest priority and generate relevant reports at their convenience.

Target Market

Clarabridge is leveraged across all industries, including Automotive, Consumer Packaged Goods, Finance, Healthcare, Hospitality, Insurance, Manufacturing, Restaurants, Retail, Technology, Telecommunications, and Travel.

Looking for more information?

clarabridge.com

EpiAnalytics

Sentiment & Analytics



EpiAnalytics solution for the Marketing Cloud provides businesses with proven Social Media Business Indicators and Metrics to help companies quickly identify emerging business trends and issues. The EpiAnalytics Indicators and Metrics separate valuable customer social comments from the vast amounts of social noise and spam, allowing companies to scale social media across the entire enterprise

Output of Analysis

EpiAnalytics returns Insight Types and Enhanced sentiment measures used to track important business issues. Each Insight Type is designed to resonate with a business stakeholder. The Insight Types are listed in the table.

Differentiating Features

EpiAnalytics Insight Package for the Marketing Cloud possesses several differentiating features:

- Designed specifically for the Social Customer Support team.
- Identifies the top actionable business drivers.
- Enables companies to quickly identify and react to customer issues and opportunities before they become viral or spoil.
- “Insights Types” are derived from over a decade of research and experience

Use Cases

- Social Customer Support: EpiAnalytics Insight Types are used to identify unhappy customers and customers requesting assistance. Results: Identify social customer service (and/or sales) requests faster and at a lower cost.

Partnership Release: October 2012

Type of Analysis: Intent and Sentiment

Language: English

- Social Early Warning: Consumers worldwide frequently report product and service problems to companies socially via Twitter, on Blogs, and on Facebook. With EpiAnalytics, a business analyst at a company tracks “Support Case” Indicators and quickly identifies the specific problem and root cause of the new issue. Results: EpiAnalytics helps companies identify emerging issues and quickly correct problems to maintaining high customer satisfaction and prevent issues from becoming viral.

Target Market

EpiAnalytics is targeting Business-to-Consumer, and Business-to-SMB companies with large customer bases, which are interested in building a sustainable competitive advantage through their customer service infrastructure. Target industries include, but are not limited to, software publishing, financial services, gaming, travel and hospitality, automotive, and consumer packaged goods. Additionally, Salesforce Service Cloud customers that utilize or are interested in the Marketing Cloud for social support are ideal target customers.

Looking for more information?

epianalytics.com

Insight Types:	Insight Type Description:	Social Media Verbatim Examples:
Support Case	Tags social comments seeking customer support	@GameCompanySupport my account isn't letting me Sign In, but I have paid my monthly payment
Attrition Risk	Tags social comments from at-risk consumers	#InternationalAirlines #sucks is the worst ever. I will never fly them. Just got bumped because they book too many people.
Support Case	Tags social comments with purchase intent	@GamingCompanySupport is there a way to use my points to buy a friend a game?
Sales Opportunity	Tags social comments from advocates	If you're an ePhone user, I recommend you download the News app. Its' awesome
Advanced Sentiment	Further refine and segment social comments with advanced sentiment	Negative: I was disappointed and will not shop at Gaming Company online store again. Positive: We have been very happy with the service we have received from Gaming Company Support.

Hottolink

Social Media Data and Listening Platform Provider



Hottolink Post Sentiment is the most advanced National Language Processing (NLP) Japanese sentiment analysis engine currently available, processing Japanese social media to deliver comprehensive sentiments on all topics. Hottolink assesses each subject's sentiment from simple to complex multiple phrases in both formal and informal Japanese.

Output of Analysis

- Japanese tokenization and sophisticated word recognition for social media posts
- All topics and entities being discussed
- Positive, negative, and neutral topics in each post
- Overall sentiment of posts

Differentiating Features

Hottolink is capable of processing both formal and informal Japanese. Hottolink achieves accurate sentiment through:

- Assessing each subject's sentiment from multiple phrases and clauses
- Determining both absolute sentiment (words such as “good” and “bad”) and relative sentiment (words such as “low” and “high”). Example: “High grade” is a positive sentiment but “High Tax rate” is considered a negative sentiment
- Detecting negation

Use Cases

- Tracking sentiment on subjects/topics over short, medium, and long terms
- Competitive differentiation

Partnership Release: April 2013

Type of Analysis: Sentiment Analysis

Language: Japanese

Target Market

All industries and companies participating in Japanese markets.

Looking for more information?

hottolink.co.jp/

Klout

Klout helps people who want to be great at social media



Klout is the standard for influence on the web. Klout analyzes and measures influence signals for over 400M users by processing Twitter activity. For every person and brand, Klout determines an influence score from 0-100 and the topics on which they drive conversation. Marketers can use this package to determine and act upon the influence of users.

Output of Analysis

Klout scores and Klout topics data.

Differentiating Features

- Klout has the most data on influencers and the most accurate scoring model.
- Klout is the most leveraged influence data in the industry, with over 49B pieces of Klout data distributed monthly.

Use Cases

- Social Brand Monitoring: Klout determines who your supporters are and gives context around how influential these people are and who they engage with. Klout's classification scores include networker, observer, specialist and conversationalist, this gives insight to leverage the online relationships with your own community as well as your influencers communities.
- Community Engagement: Klout helps you understand the context of your social audience. With this knowledge you can engage appropriately, determine whether they are part of your community and if this is an advocate you might be able to leverage.
- Social Customer Care: There are 200 million tweets being shared every day, Klout can help determine which tweets matter most to you by adding context around how influential someone is on social. This will allow you to prioritize your response time to any questions or feedback around your product.
- Social Sales and Lead Generation: Klout understands the value of an engaged audience and measures influence based on a person's ability to drive action in social networks – giving you a greater understanding of who might be best at driving visitors to your online properties to convert into leads and

Partnership Release: April 2011

Type of Analysis: Audience Influence

Language: English

sales. Additionally, count on your advocates to share their positive experiences via social.

Target Market

Klout is valuable to all companies interested in understanding influencers; however, Klout is particularly useful to the following verticals: auto, consumer electronics, entertainment, and CPG.

Looking for more information?

klout.com or business.klout.com

LeadSift

Social Media Lead Identification Software



LeadSift is an easy to use cloud platform that sifts through millions of social media conversations to deliver clients relevant and timely business opportunities. We've combined state-of-the art Natural Language Processing with human insights to gather information surrounding purchase intent and consumer behavior to identify relevant and quality leads. Once leads are identified, we deliver them to our clients as an opportunity for easy engagement.

Output of Analysis

Social media leads are defined and displayed in 4 categories:

- Buying – direct leads
- Churn – indirect leads for competitor mentions or customer service for brand mentions
- Asking for help – industry related questions
- Service or repairs

Differentiating Features

- We go beyond keyword tracking by using natural language processing to really understand what your community is saying
- We've developed a LeadScore that is constantly evolving to help ensure we deliver the most relevant and highest quality leads possible
- We have easy to understand results

Use Cases

- Growing your social media strategy to include targeted social media selling opportunities
- Social media lead nurturing via direct engagement through your social channels
- Managing customer service related posts for your brand

Partnership Release: October 2012

Types of Analysis: Social Media Lead

Generation

Language: English

Target Market

- Brands, organizations, call centers, and agencies looking to increase engagement in conversations related to their products and services
- Telecom, Auto, Travel & Tourism, Consumer Electronics, Insurance, Higher Ed, Entertainment Finance, Real Estate, and Retail.

Looking for more information?

leadsift.com

Lymbix

Sentiment Analysis Reinvented

As a global leader in sentiment analysis technology, Lymbix provides a more definitive look at specific emotions like friendliness, enjoyment, amusement, contentment, sadness, anger, fear, and shame and gives insight into the true meaning of what brings positive and negative results. Lymbix uses an adaptive learning process to improve sentiment scoring quality over time, helping to consistently refine the data returned surrounding your conversations.

Output of Analysis

Lymbix delivers incredibly fast sentiment analysis and can identify the real emotion at an individual message level.

Differentiating Features

Market leading sentiment coupled with the emotive context of the text. By incorporating emotional indicators with the standard negative, positive, and neutral results, users can determine the emotive context (e.g. anger versus sadness) to create a clearer, more definitive, understanding of tone and feelings.

Use Cases

Lead qualification and identifying high-risk support issues.

Target Market

Ideal for brands and organizations of all sizes interested in a better understanding of the sentiment and emotion of their audience.



Partnership Release: March 2012

Types of Analysis: Emotive and Sentiment Text Analytics

Language: English

Looking for more information?

lymbix.com

OpenAmplify

Actionable Social Data



Based on multi-patented Natural Language Processing technology, OpenAmplify analyzes every word to understand what people are talking about, what they like, hate, what they are going to do, and when they are going to do it. OpenAmplify does not rely on keywords – like a human reading text, OpenAmplify understands the actual meaning of what's being discussed.

Output of Analysis

The OpenAmplify package returns key themes, topics, sentiment and intent. The OpenAmplify Customer Service package has a simple yet powerful output identifying posts containing potential Customer Service issues and topics.

Differentiating Features

OpenAmplify delivers sentiment analysis based on topics; topic sentiment locates positive and negative topics in a set of posts. Topic based sentiment is often more accurate than polarized sentiment (provided by other Insights Partners).

To understand the difference between topic and polarized sentiment, consider this post: "I love my iPhone but the battery is horrible." Topic sentiment classifies this post as a positive post about iPhones and a negative post about iPhone batteries. Polarized sentiment classifies this post as neutral as it contains both positive and negative sentiment.

Use Cases

• **Social Brand Monitoring:** To gain insight from brand monitoring, you need to really understand the conversation. OpenAmplify analyzes every word of every post, and uses this understanding to deliver a superior level of detail through the various analysis options. Explore what the themes your customers are discussing, what they like, hate, what aspects of your product they advocate and what they have questions about they have. OpenAmplify gets to the heart of the conversation and is a powerful tool for insight generation, campaign measurement and competitive research.

• **Community Engagement:** To engage with your community effectively, you need to understand your community. The level of detail available in OpenAmplify's analysis brings your community to life. Understand motivations, hopes, fears, desires, and which conversation topics create positive and negative engagement – then use these insights to build connections, create engaging and sticky content, increase loyalty, and turn your community fans into advocates.

Partnership Release: April 2011

Types of Analysis: Sentiment Analysis, Entity Extraction

Languages: English, Italian, Portuguese, and Spanish

• **Social Customer Care:** Social customer care is becoming mission critical for all social brands. As brands increase their investment in marketing to start social conversations, the discussion often grows to include aspects of customer care. The OpenAmplify Customer Service package addresses this challenge directly, filtering all brand mentions to highlight posts that are customer service cases. This filtering allows support and PR teams to quickly identify, address, and learn from potential concerns at the point-of-need, resolving them problems before they escalate.

• **Social Sales and Lead Generation:** Where there is conversation, there are potential customers: OpenAmplify filters all social conversations to identify the fans, advocates and even those people individuals expressing intent to buy.

Target Market

The OpenAmplify package is great for all companies looking for detailed analysis of their brand, business or issue area. Its topic-based approach delivers more detailed and accurate insights on demand.

The OpenAmplify Customer Service package suits larger companies in all industries looking to automatically identify product and service issues.

Looking for more information?

openamplify.com

OpenCalais

Connect. Everything.



OpenCalais uses Natural Language Processing and machine learning techniques to analyze social posts and uncover the entities within it. Find out the top movies, bands, TV shows and sports people are talking about online to tailor branding to appeal to niche markets.

Output of Analysis

Entities: topics, industry terms, products, people, and more.

Differentiating Features

OpenCalais goes well beyond classic entity identification and returns the facts and events hidden within the text as well.

Use Cases

Identify entities within social posts.

Target Market

Cross-industry

Looking for more information?

opencalais.com

Partnership Release: April 2011

Type of Analysis: Entity Extraction

Language: English

PeekAnalytics



Unparalleled Twitter Demographics

PeekAnalytics delivers enterprise-class Twitter analytics to help marketers understand their social consumers. By identifying where Twitter users exist elsewhere on the web, PeekAnalytics offers an unparalleled level of demographic and psychographic insights from consumer data aggregated not just from Twitter, but also over sixty social sites and every major blog platform.

Output of Analysis

Demographics (age, gender), Geographic (city, state, country), Social Media Usage (does your audience blog, use geo-location tools, what other social sites do they use?), interests, education (schools attended), career (industries and job titles).

Differentiating Features

Deep demographic data, unavailable on any other social listening platform.

Use Cases

Publishers - Arm your sales teams with deep social audience demographics and psychographics by analyzing visitors sharing content from your site. Prove to advertisers how powerful your social audience actually is.

Brand Marketers - Incredibly detailed audience insights including demographics and psychographics of your active social audience.

Agencies - Use audience analysis to plan, measure and report the social effect of your campaigns.

Media Buyers - Understand and benchmark online engagement for offline media like TV and movies. Enhance your digital spend by understanding the social audience pushing your viral content.

Partnership Release: October 2012

Types of Analysis: Sentiment Analysis,

Entity Extraction

Languages: English, Italian, Portuguese, and Spanish

Target Market

Marketers, agencies, brands, and publishers who need Nielsen-style data for their social media audiences.

Looking for more information?

peekanalytics.com

SelfService Company



Your Guide to a Successful Customer Journey

Based on Natural Language Processing (NLP) technology, SelfService helps focus on the online conversations that need immediate attention. SelfService goes deeper than standard sentiment analysis, ranking sentiment on a five item scale ranging from very positive to very negative. Instead of finding results for standard keywords and synonyms, their insight focuses on customer mentions, with calculations based on synonyms, natural language sentences and compound words.

Partnership Release: October 2012
Types of Analysis: Sentiment Analysis
Languages: Dutch, English, French, and Italian

Looking for more information?

selfservicecompany.com

Output of Analysis

Posts are classified with one of the following values:

- Very negative
- Negative
- Neutral
- Positive
- Very Positive

Differentiating Features

- Technology tailored to specific verticals and associated terminology to increase relevancy of results
- Recognition is optimized daily by specialists

Use Cases

KLM AirFrance uses Insights from SelfService to better manage mentions and determine appropriate follow-up actions.

Target Market

B2C Companies with a high volume of mentions (minimum of 20k per month).

Soshio



Chinese Social Media Analytics

Providing sentiment analysis derived directly from Chinese-language conversations, Soshio identifies, segments, and understands the conversations that matter most to your brand. Soshio's sentiment scale provides a polarity score between 0 (most negative) to 100 (most positive) and classification label ranging from highly negative to highly positive. Using these scales, you'll have the power to identify, segment, and better understand the Chinese conversations surrounding your brand and other pertinent topics.

Partnership Release: October 2012
Type of Analysis: Sentiment Analysis
Language: Chinese

Looking for more information?

getsoshio.com

Output of Analysis

Classification of each analyzed data point with Sentiment Score (polarity between 0 and 100) and Sentiment Category (classification ranging from highly negative to highly positive).

Differentiating Features

Sentiment analytics specific to the Chinese language

Use Cases

- Brand Analysis: Understand the general sentiment towards brand or product.
- Campaign Impact: Determine impact of marketing activities on customer sentiment over time.

Target Market

- Mid-marketing to enterprise companies in the following:
 - Market Research
 - Marketing Agencies
 - Consumer Product Goods (CPG)