

# Insights



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# UNDERSTANDING RADIANT6 INSIGHTS

## Integration

Salesforce Radian6 Insights integrate with the Salesforce Radian6 Analysis Dashboard. This takes the Salesforce Radian6 social media monitoring solution and combines it with leading Insights partners to bring new understanding to social media. It provides deeper understanding of the Who, What, Where and Why behind social media conversations, adding speed and efficacy to your social media efforts.

## Insights Providers and Media

### Data Sources

Insights providers obtain information in different ways:

- From new information in the social media posts.
- From the posts' origin or source.
- From the authors of the posts.

### Media Types

Some Insights providers are able to provide Insights for all of the social conversations across multiple media types, while others may be specific to one type of social media.

## Set Up Insights

To set up Insights for your Topic Profile, take the following steps:

1. In the Salesforce Radian6 menu, click **Insights Manager**.
2. From the drop-down provided, select your Topic Profile.
3. Click **Free Insight** or **Purchase Now** to activate the Insights Package (for paid Insights please contact your Account Representative).

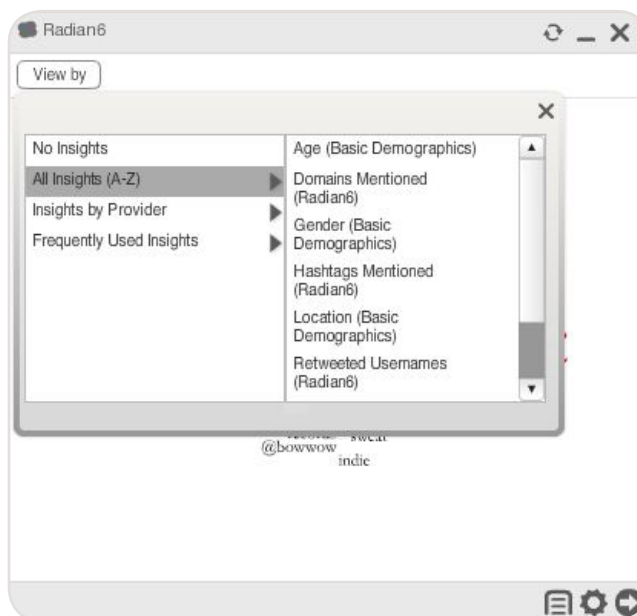
Please contact your account representative to purchase this Insights Package.

OK

*Purchase Insight Package*

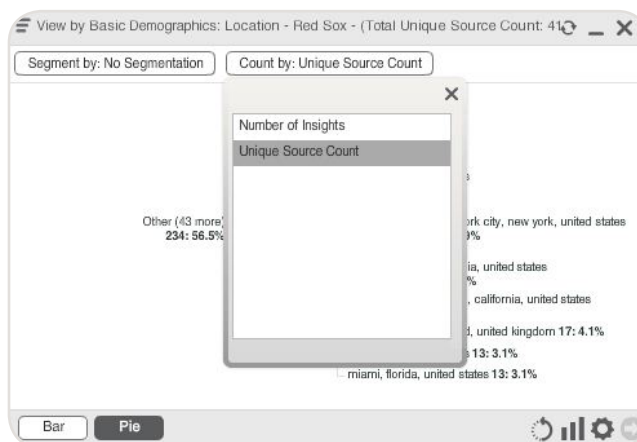
## Insights Widgets

Insights are accessed either through the Topic Analysis widget or through the Conversation Cloud. Insights are available in the View By menu. The View By menu appears when you click on a segment in the Topic Analysis widget or a word in the Conversation Cloud widget.



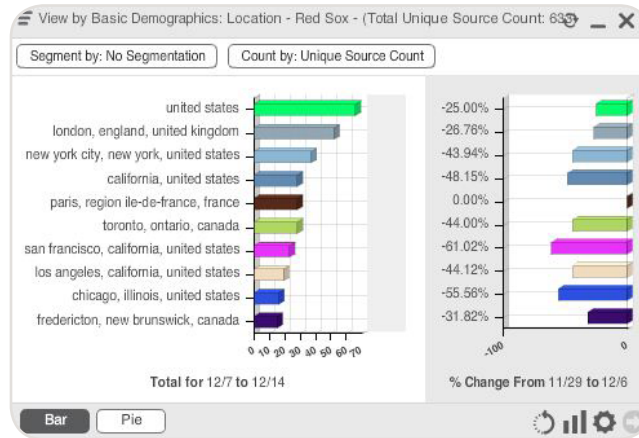
View By Insights - Conversation Cloud

When you have an Insights-Enabled widget open, you can complete a Unique Source Count on Insights data. This is valuable when trying to determine the true age range values or gender representation of your data.



Unique Source Count

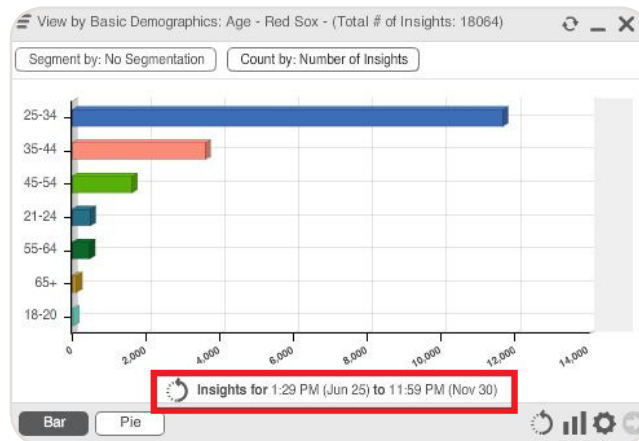
Percent Change for Insights is available through the Topic Analysis widget in the Bar view. This feature works with Insights data on the Topic Analysis widget.



Percent Change - Insights

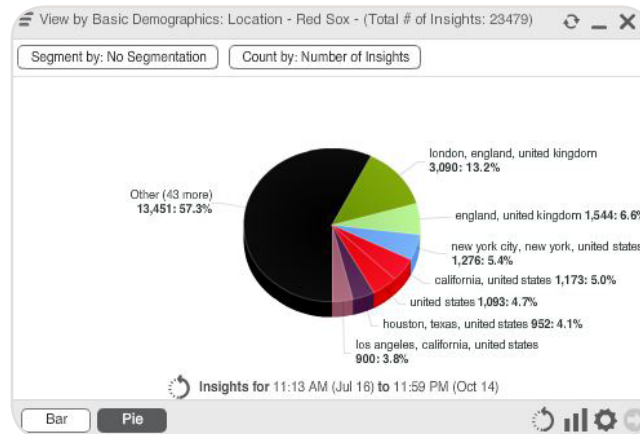
## History and Partial Data Notifications

Depending on the time frame of your Insights-Enabled widget, the Topic Analysis widget may not display complete Insights data for the time frame that you have queried. Salesforce Radian6 displays an Insights time range on the front of the widget you are viewing.



Insight Time frame

You can select Show Insights Data Availability to see the Insights data available for the time frame the widget is displaying, by clicking the Show Insights Data Availability button on the bottom of the Topic Analysis widget.



Show Insights Data Availability

## Privacy

In the Salesforce Radian6 Analysis Dashboard, some options are grayed out for Private Insights. You do not have the ability to open a River of News for Insights types considered private.

The current Private Insights are:

- Age
- Gender
- Location

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# BITEXT

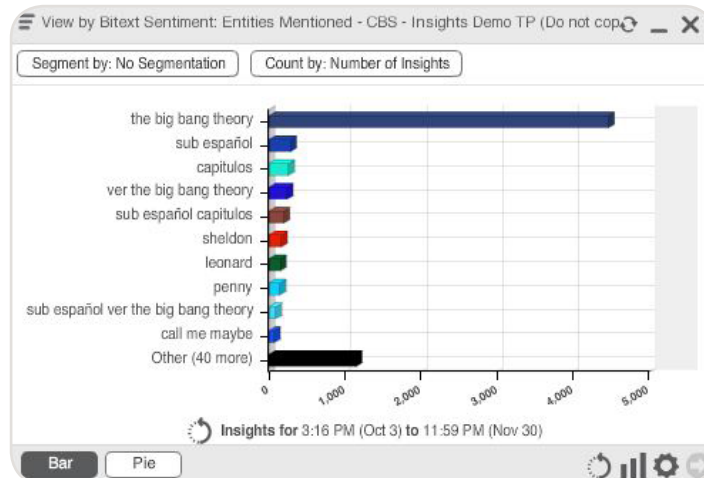
## Bitext Overview

Bitext enables you stay on top of online discussions. With Bitext Sentiment, you can accurately gauge consumer reactions in response to your marketing campaigns and products. Bitext will dive deep into your conversations, and assign positive or negative sentiment to highlight the questions and concerns of your customers.

Bitext Sentiment is based on Natural Language Processing (NLP), a linguistic analysis that locates key entities in sentences. That means you can pinpoint online discussions about your brand, or those surrounding your competitors, and recognize the sentiment in these conversations. Bitext provides service in Spanish, Portuguese, Italian and English. Using NLP, Bitext's multilingual sentiment analysis will help you understand your customers more clearly, and respond to them faster.

## Entities Mentioned

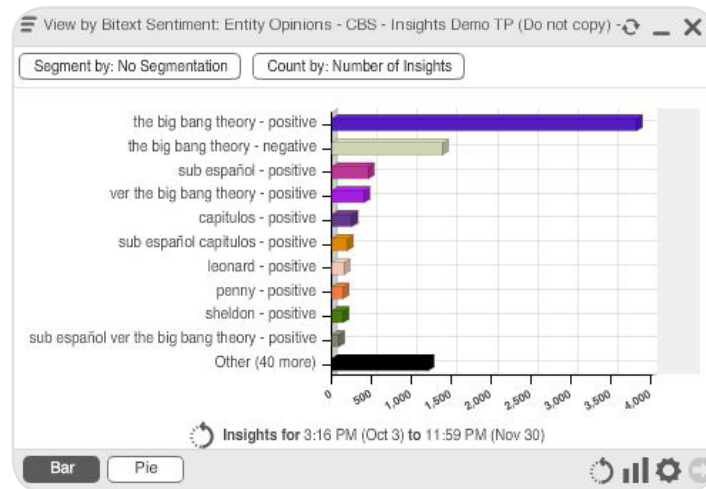
Displays relevant entities from your Topic Profile.



Entities Mentioned

## Entity Opinions

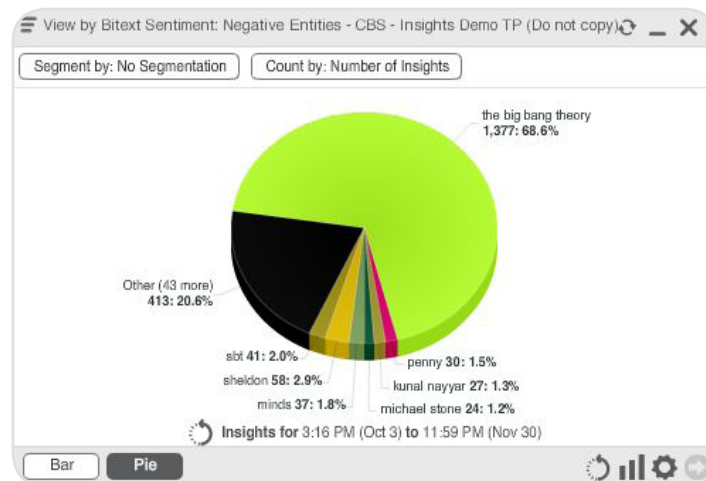
Displays relevant entities from your Topic Profile along with the associated sentiment.



Entity Opinions

## Negative Entities

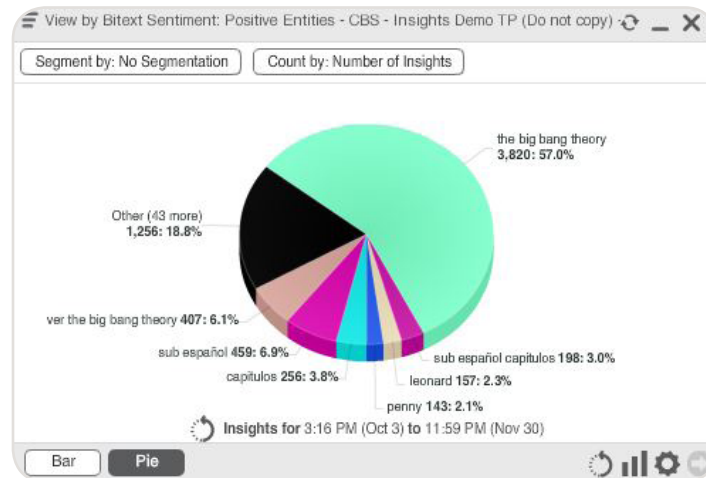
Displays relevant entities from your Topic Profile with negative associated sentiment.





## Positive Entities

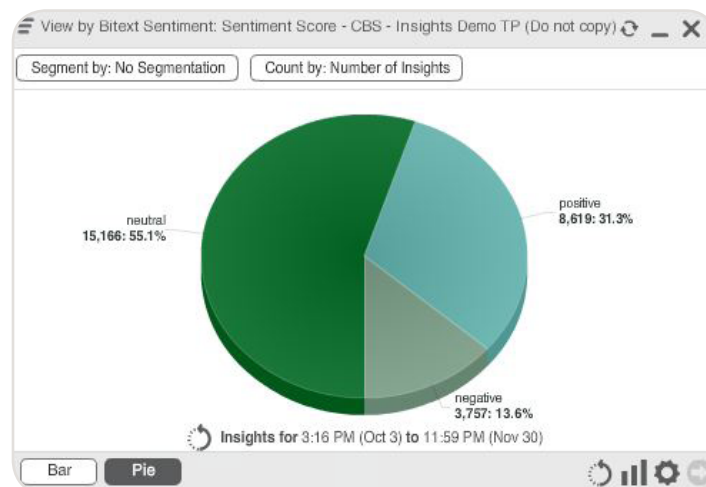
Displays relevant entities from your Topic Profile with a positive associated sentiment.



Positive Entities

## Sentiment Score

Displays the overall sentiment score for the whole text, from your Topic Profile.



Overall Sentiment

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# CLARABRIDGE LINK SENTIMENT

## Overview

Clarabridge Link Sentiment analyzes the positivity and negativity of social posts. This analysis is done in-language, meaning conversations are scored in their original language, reducing the inaccuracies that occur when translating posts into English to score.

Clarabridge Link Sentiment supports nine languages:

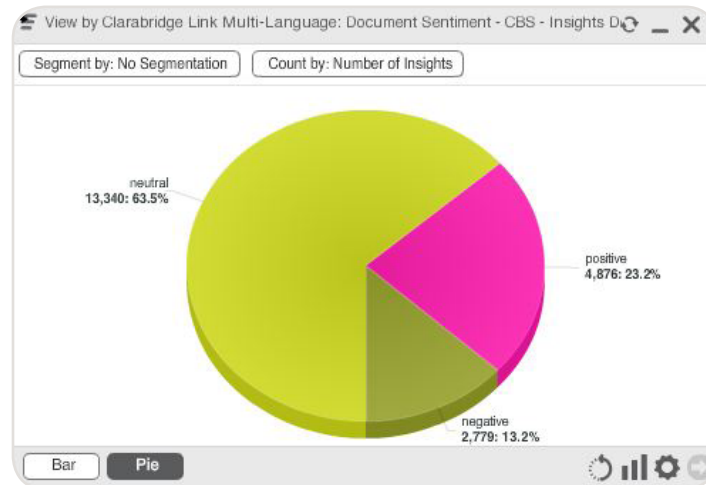
- English
- Spanish
- Portuguese
- French
- German
- Russian
- Chinese
- Italian
- Dutch

Clarabridge Link Sentiment provides two insights to view data from the nine supported languages:

- Document Sentiment
- Sentence Sentiment

## Document Sentiment

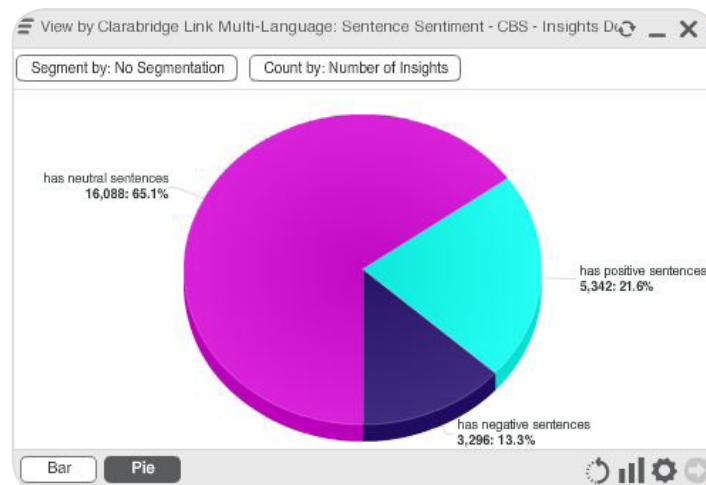
Document Sentiment looks at the full picture of the social posts and determines a total sentiment value for each social post. It displays results as neutral, positive or negative



Document Sentiment

## Sentence Sentiment

Sentence Sentiment looks at the sentences within a post and determines if posts have neutral, positive or negative sentences.



Sentence Sentiment

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- T 1-888-672-3426



# CLARABRIDGE LINK UNIVERSAL

## Overview

Clarabridge Link Universal provides a categorization and classification system for your social media conversations to analyze trends, detect emerging issues and reveal a deeper understanding of what is being talked about. It looks at all of your social posts and provides you with a breakdown of the different areas people are discussing within your results.

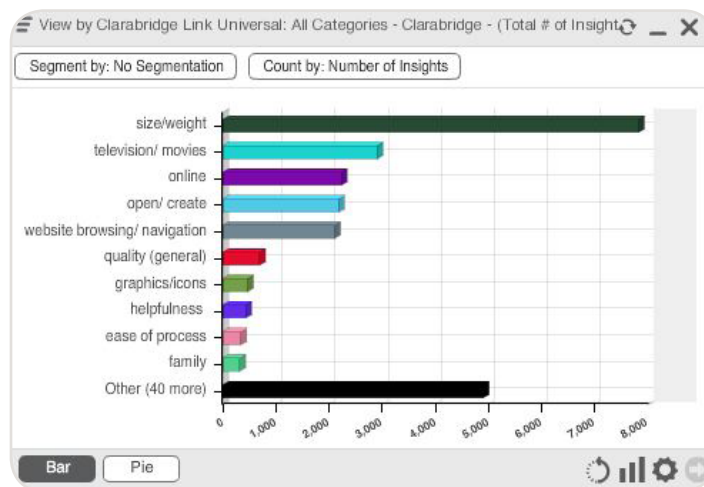
You will have four options to look at these results:

- All Categories
- Positive Categories
- Negative Categories
- Neutral Categories

Clarabridge Link Universal categorizes data in nine languages: English, French, Spanish, German, Italian, Dutch, Chinese, Russian and Portuguese.

## All Categories

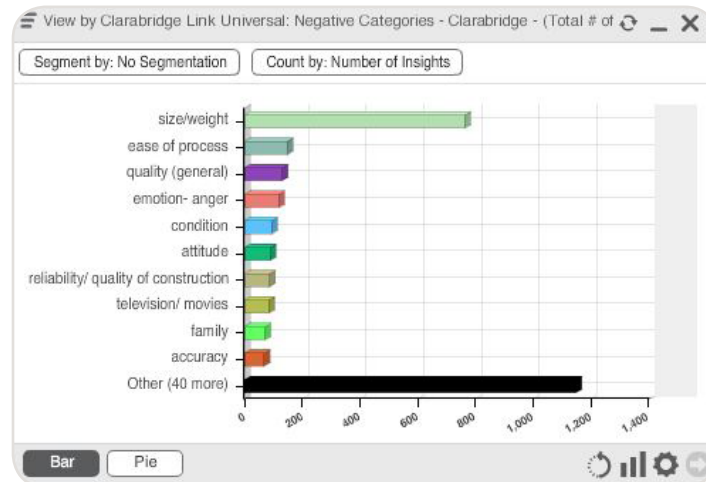
All Categories displays the most talked about words, phrases and entities from all sentiment categories.



All Categories

## Negative Categories

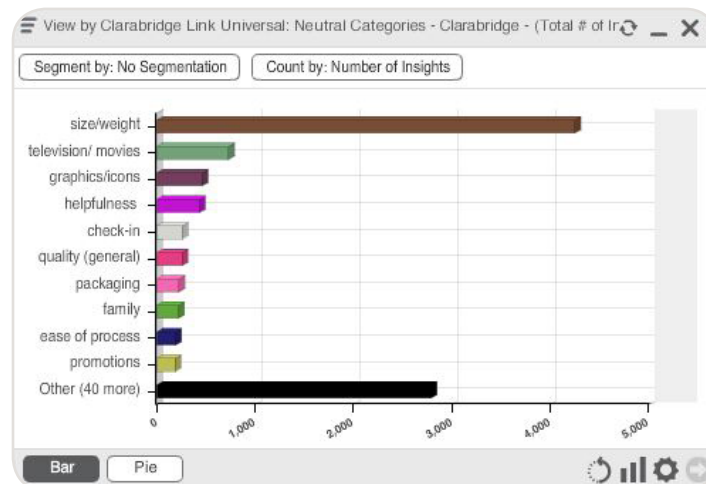
Negative Categories displays the most talked about words, phrases and entities from posts categorized as negative sentiment.



Negative Categories

## Neutral Categories

Neutral Categories displays the most talked about words, phrases and entities from posts categorized as neutral sentiment.

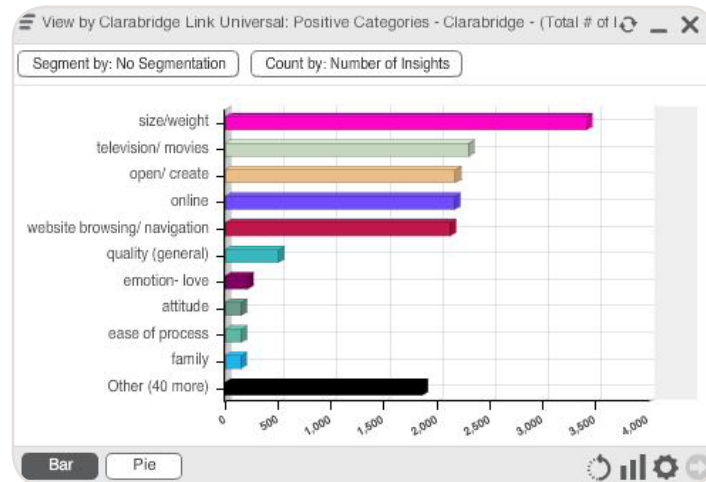


Neutral Categories



## Positive Categories

Positive Categories displays the most talked about words, phrases and entities from posts categorized as positive sentiment.



Positive Categories

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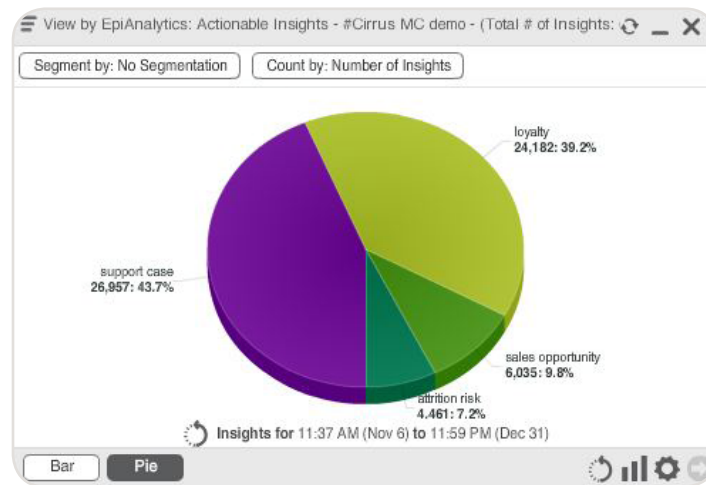
# EPIANALYTICS

## Overview

EpiAnalytics transforms unstructured, open-ended comments from social media posts into structured data, extracting repeatable business value. This enables you to react quickly to consumer comments realizing significant process efficiencies.

## Actionable Insights

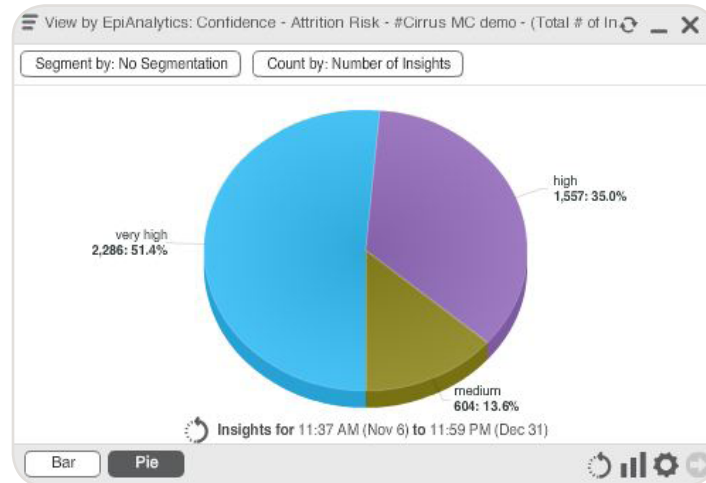
Displays all active classifications from your Topic Profile data.



Actionable Insights

## Confidence - Attrition Risk

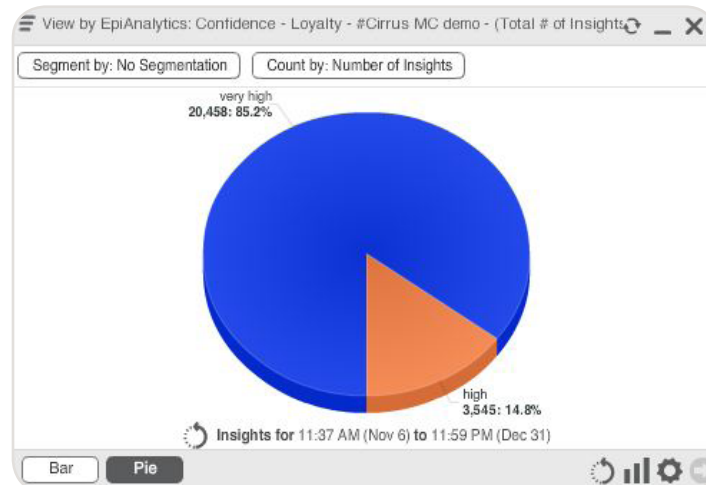
Attrition Risk helps identify and tag consumer churn risks.



Attrition Risk

## Confidence - Loyalty

Loyalty enables you to identify positive mentions and consumer promoters.

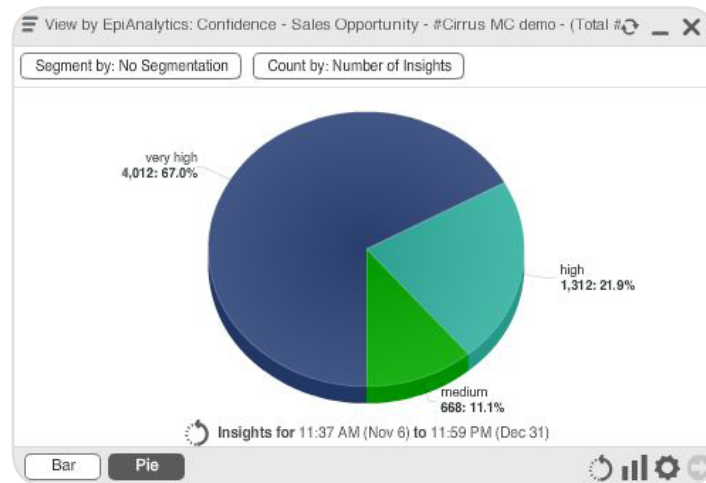


Confidence - Loyalty



## Confidence - Sales Opportunity

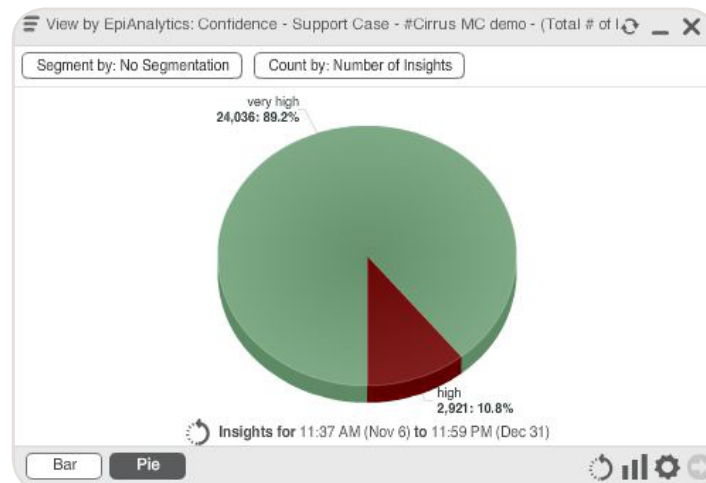
Sales Opportunity enables you to identify and tag leads and consumer sales opportunities.



*Sales Opportunity*

## Confidence - Support Case

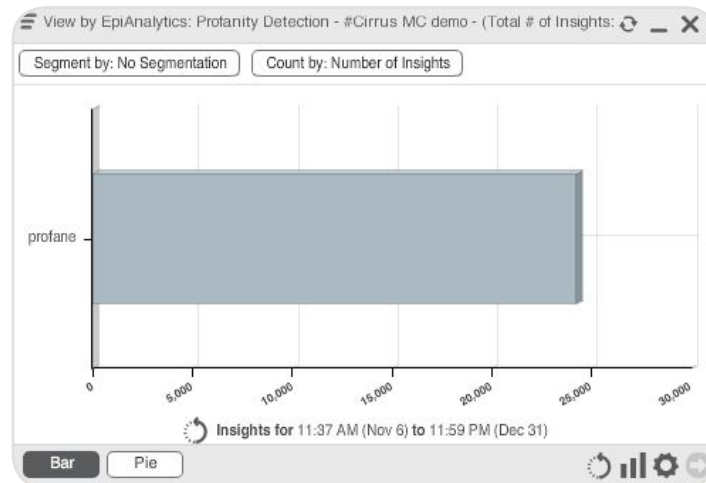
Support Case enables you to identify and tag cases, consumer complaints and service requests.



*Support Case*

## Profanity Detection

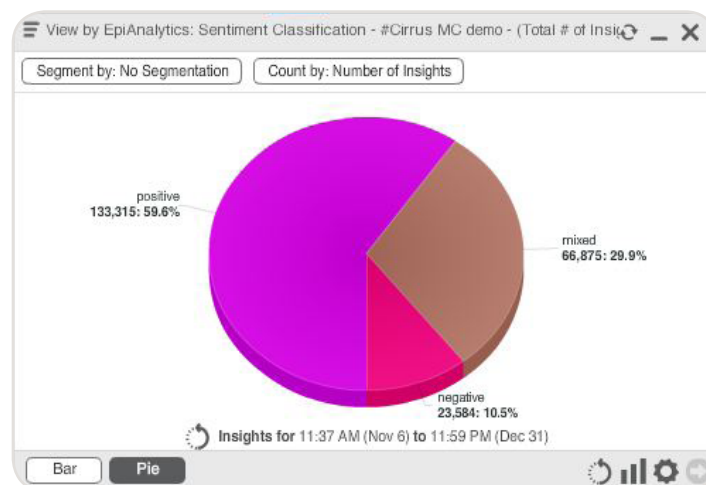
Profanity Detection provides an enhanced profanity filter for segmentation.



Profanity Detection

## Sentiment Classification

Sentiment Classification displays enhanced sentiment in multiple languages for segmentation, tracking, and early warning.



Sentiment Classification

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# UNDERSTANDING KLOUT

## Klout Overview

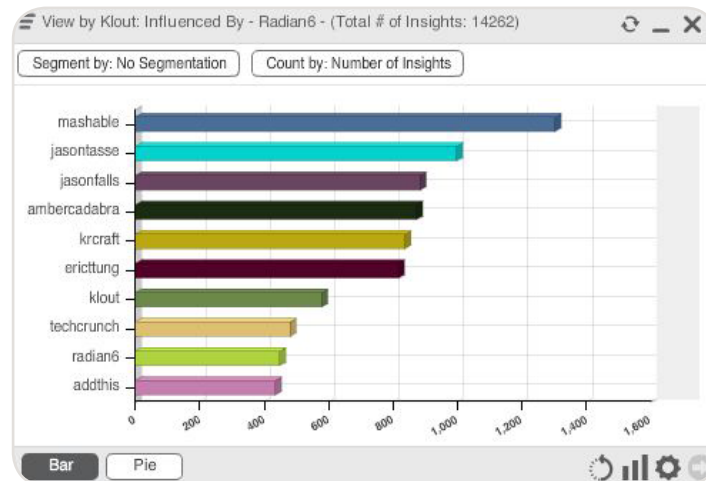
Klout measures influence across the social web, providing context around who a person influences and the specific topics about which they are most influential.

Klout reveals who is influencing your Twitter conversations by providing:

- Influenced By
- Influencer Of
- Topics
- Klout Classification

## Influenced By

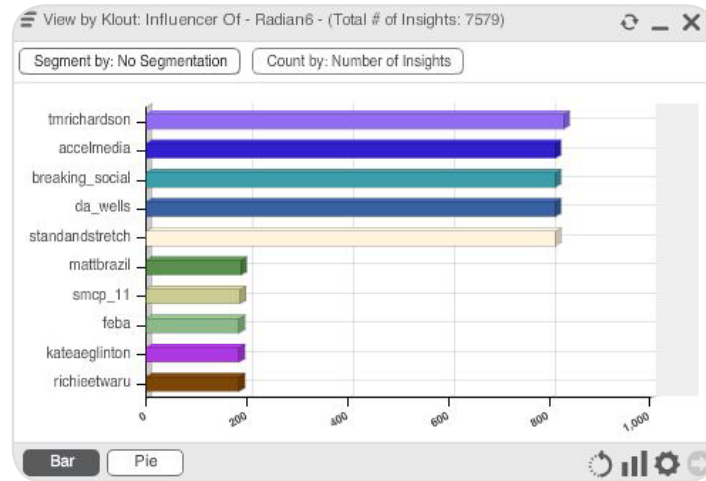
This insight looks for Twitter users that the selected user influences, or common Twitter users that a group of Twitter users influence.



*Klout - Influenced By*

## Influencer Of

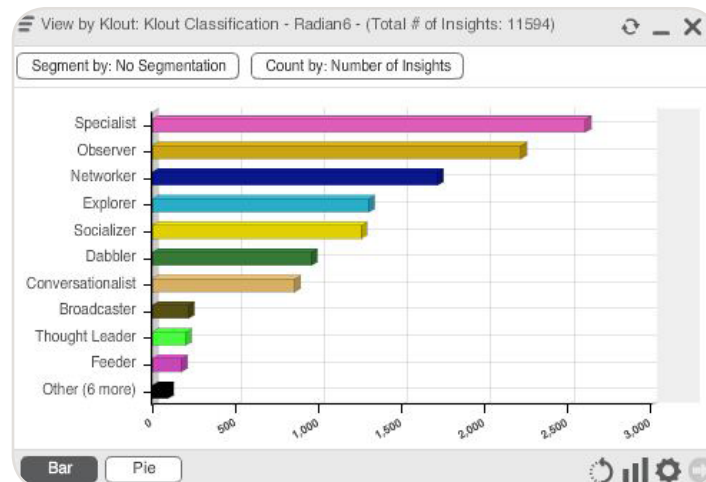
This insight looks for Twitter users that are influencers of the given user or group of users.



*Klout - Influencer Of*

## Klout Classification

Klout Classification provides an instant breakdown of your Twitter users into the most popular Klout Classifications.

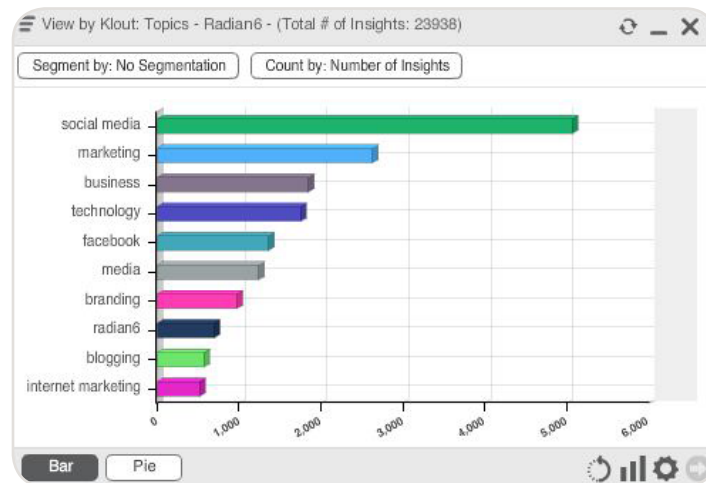


*Klout - Classification*



## Topics

Klout semantically tags Tweets and analyzes them for engagement and reach, to find the topics over which Twitter users have the most influence. The most influential topics are those tweeted about frequently and that get the highest engagement. This insight represents visually those topics over which your audience has influence.



*Klout Topics*

## Data

Klout is constantly analyzing the conversation on Twitter to determine Online Influence, Topics of Influence and Reach. They have proprietary methods and algorithms for making these determinations.

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# LEADSIFT

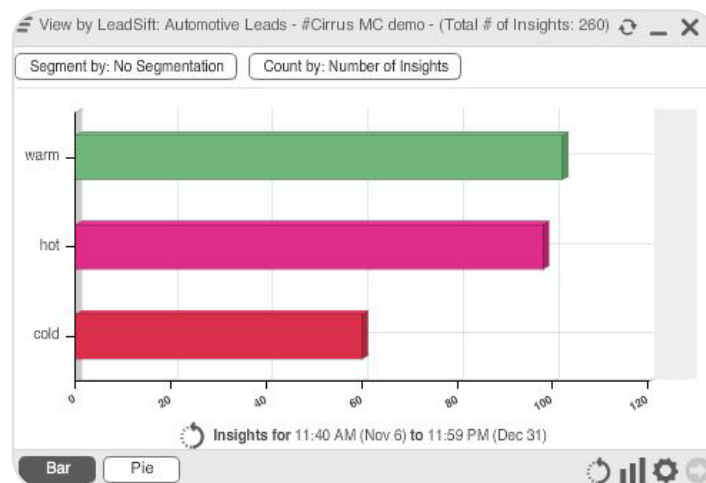
## Overview

LeadSift enables you to generate new business by locating potential consumers. LeadSift helps you quickly sort through social media data to find the conversations that can lead to more sales for your business. Using industry focused Natural Language Processing (NLP) algorithms, LeadSift enables sales teams to prioritize their workflow so they can engage the hottest leads first.

LeadSift ranks conversations according to the hotness of the lead, giving you the opportunity to engage with customers currently looking to make a purchase. This enables you to uncover posts asking questions or expressing intention to purchase and to locate customer complaints, either yours or those of your competition. The LeadSift ranking algorithm assigns a score to each post and presents you with an ordered list to help you engage with your customers through their preferred social media platform.

## Automotive Leads

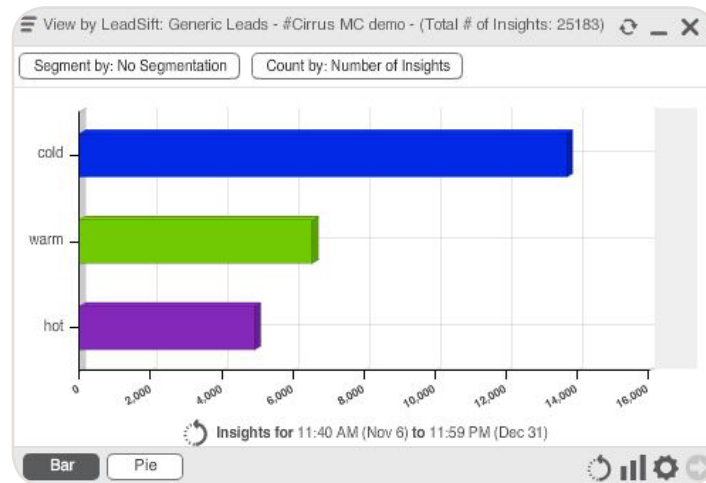
Displays leads using LeadSift's ranking algorithm for the automotive sector.



*Automotive Leads*

## Generic Leads

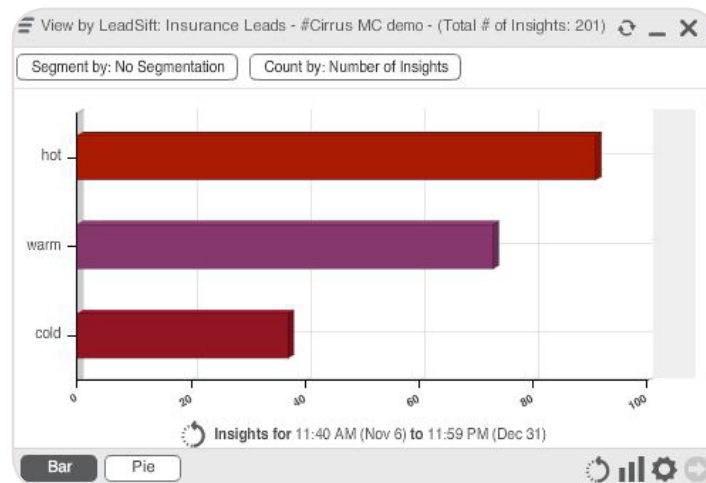
Displays generic leads using LeadSift's ranking algorithm.



Generic Leads

## Insurance Leads

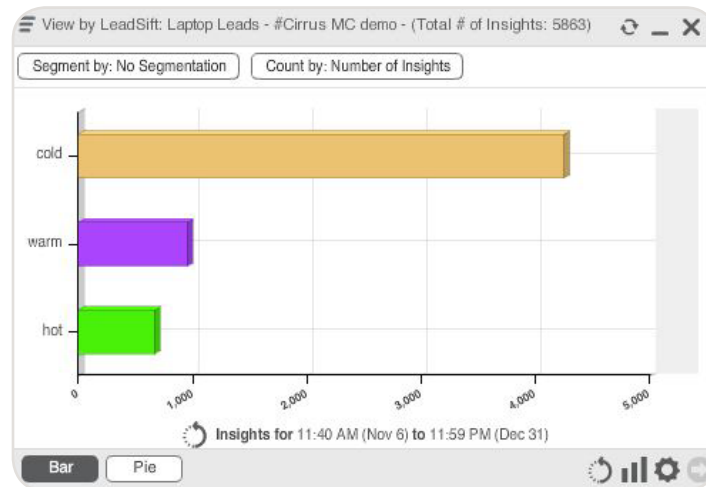
Displays leads using LeadSift's ranking algorithm for the insurance sector.



Insurance Leads

## Laptop Leads

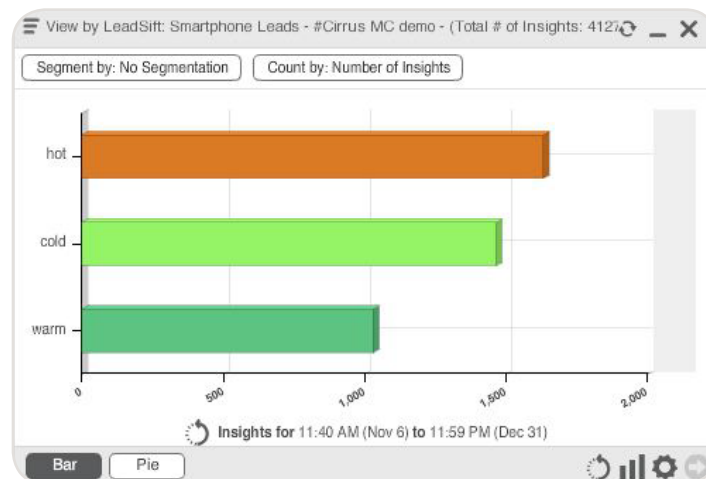
Displays leads using LeadSift's ranking algorithm for the laptop sales sector.



Laptop Leads

## Smartphone Leads

Displays leads using LeadSift's ranking algorithm for the smartphone sales sector.

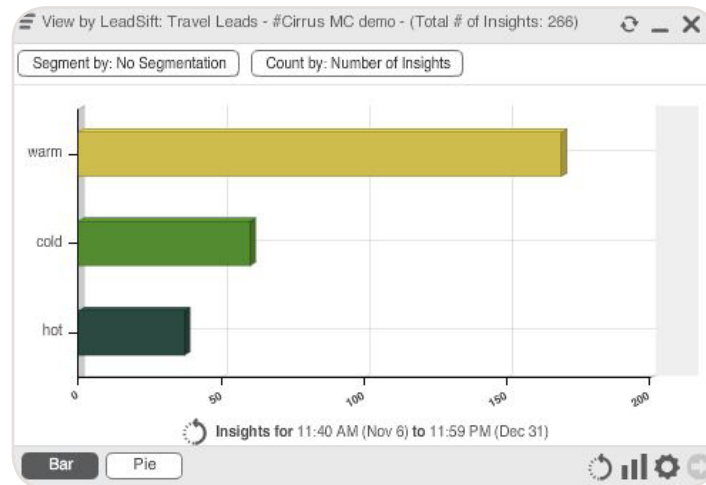


Smartphone Leads



## Travel Leads

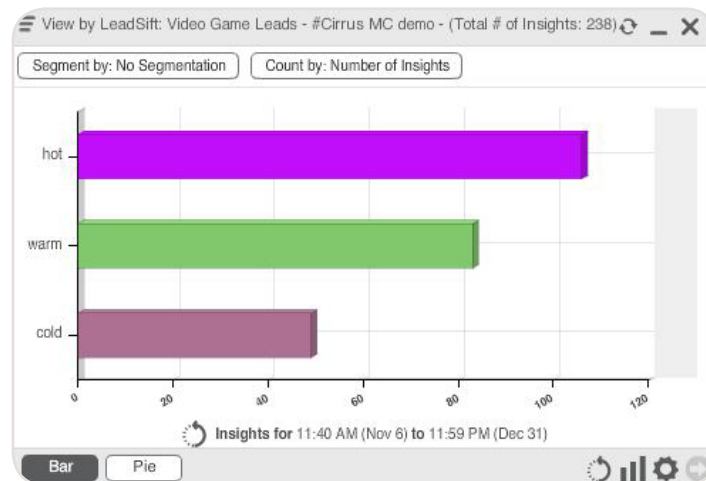
Displays leads using LeadSift's ranking algorithm for the travel sector.



Travel Leads

## Video Game Leads

Displays leads using LeadSift's ranking algorithm for the video game sector.



Video Game Leads

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# LYMBIX EMOTION ANALYSIS

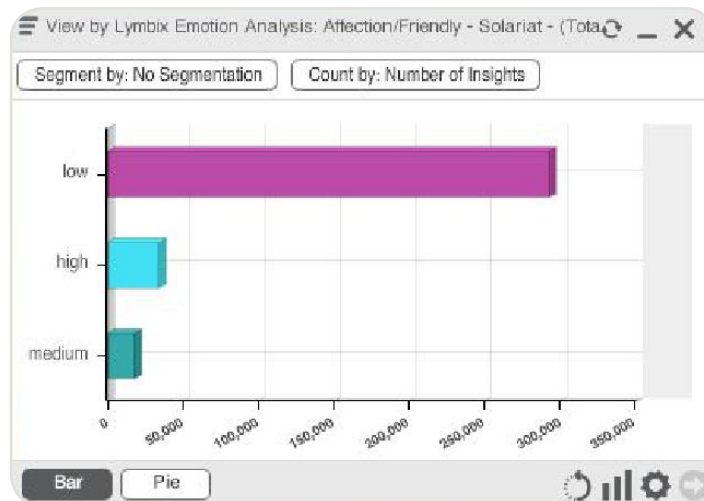
## Overview

Lymbix Emotion Analysis helps you understand the tone and feelings behind online conversation. It uses crowd sourcing on Lymbix's community powered website, [ToneADay.com](http://ToneADay.com). Crowd sourcing helps to identify and incorporate new language and social media acronyms, meaning that you are receiving the most relevant analysis and insight into your conversations.

Lymbix enhances pre-existing sentiment analysis, ensuring relevant and adaptable sentiment and tone analysis. The adaptive learning processes of the platform improve sentiment scoring quality over time. Lymbix specializes in sentiment analysis that mixes Natural Language Processing (NLP) with adaptive learning gathered from crowd sourcing the Lymbix community. Lymbix provides the following insights:

## Affection/Friendly

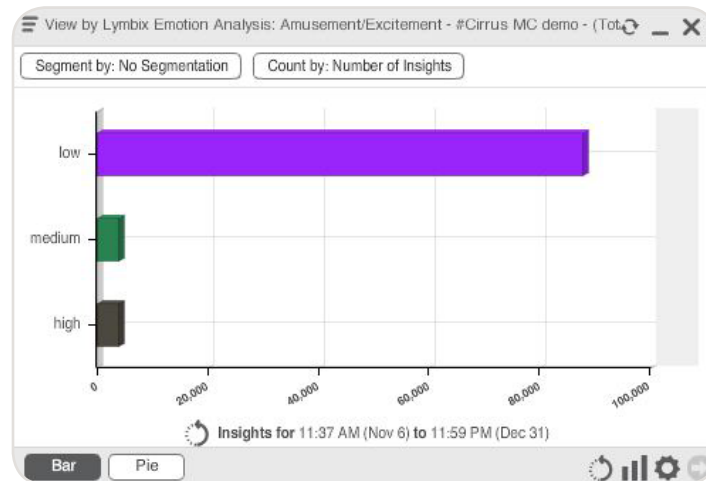
Ranks the response for Affection/Friendly as High, Medium or Low.



Affection/Friendly

## Amusement/Excitement

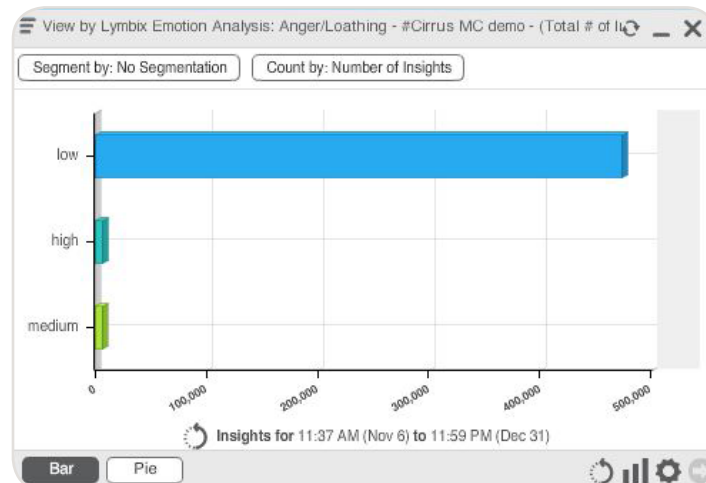
Ranks the response for Amusement/Excitement as High, Medium or Low.



Amusement/Excitement

## Anger/Loathing

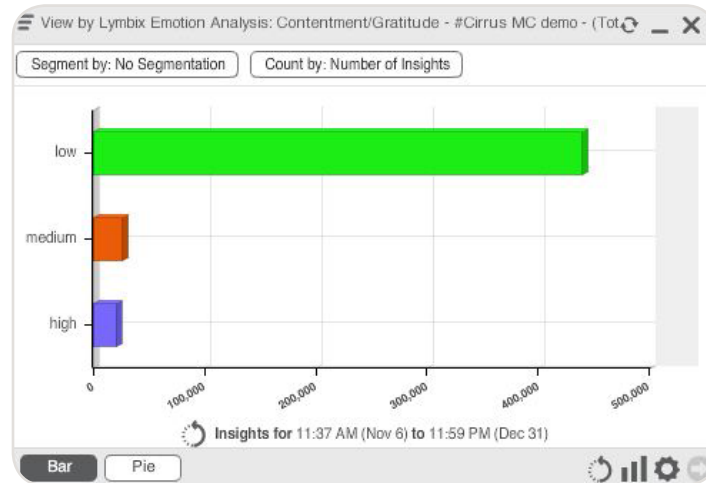
Ranks the response for Anger/Loathing as High, Medium or Low.



Anger/Loathing

## Contentment/Gratitude

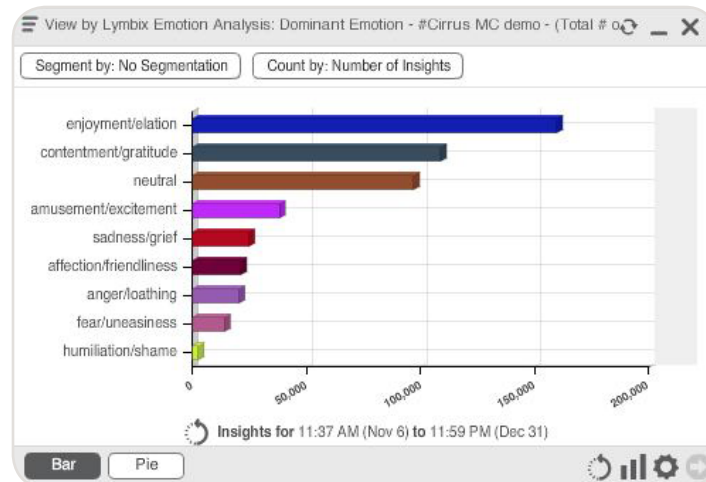
Ranks the response for Contentment/Gratitude as High, Medium or Low.



Contentment/Gratitude

## Dominant Emotion

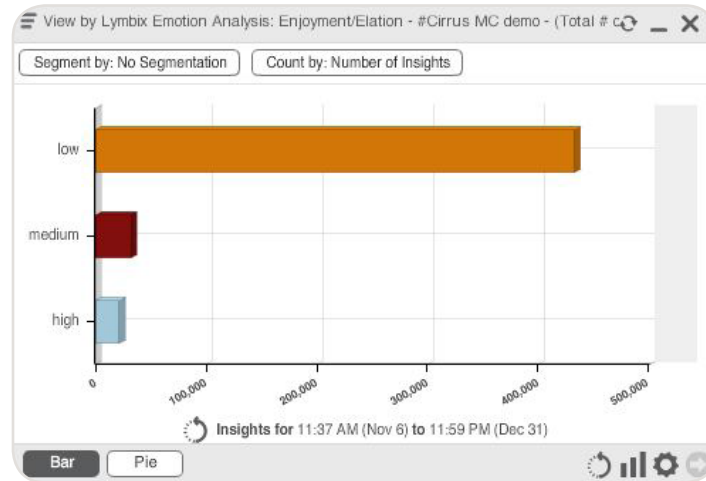
Dominant Emotion will give you the breakdown of what emotion is really driving the conversation, including those conversations that are coming up neutral. Lymbix gives every post a score for emotions. The emotion with the top score is the Dominant Emotion.



Dominant Emotion

## Enjoyment/Elation

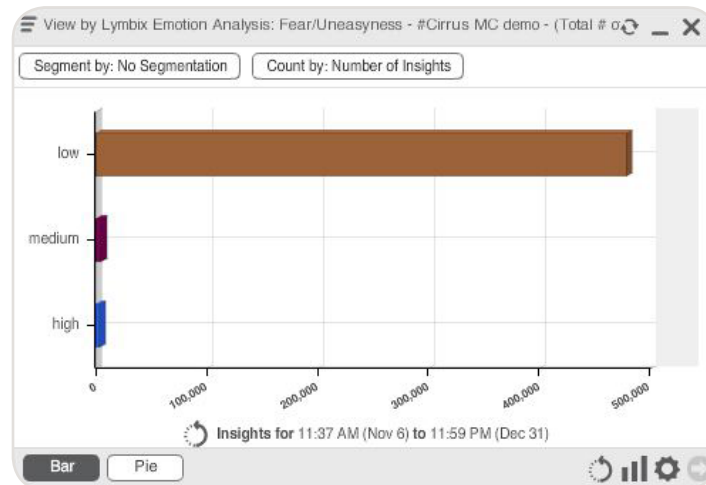
Ranks the response for Enjoyment/Elation as High, Medium or Low.



Enjoyment/Elation

## Fear/Uneasiness

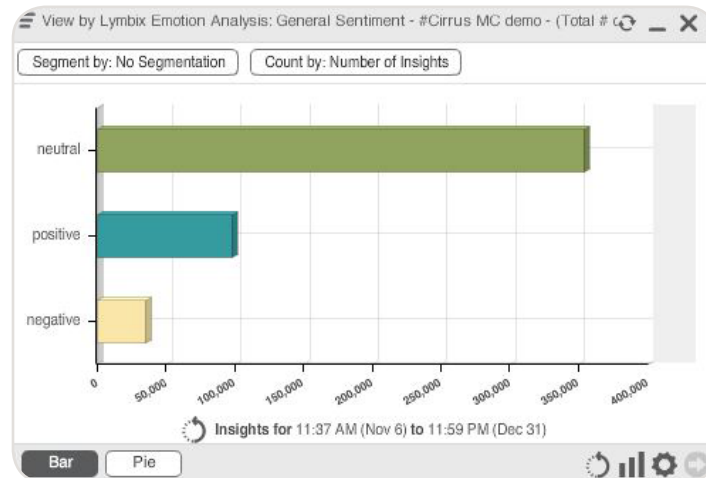
Ranks the response for Fear/Uneasiness as High, Medium or Low.



Fear/Uneasiness

## General Sentiment

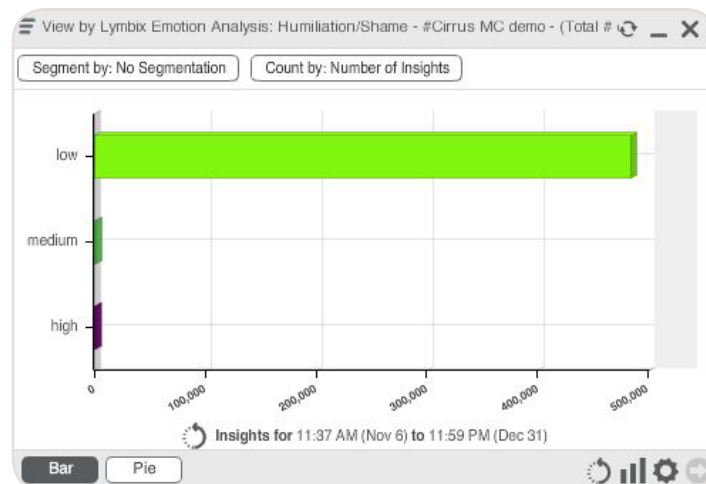
General Sentiment gives you the breakdown of neutral, positive, or negative sentiment as it pertains to the social posts within your Topic Profile.



General Sentiment

## Humiliation/Shame

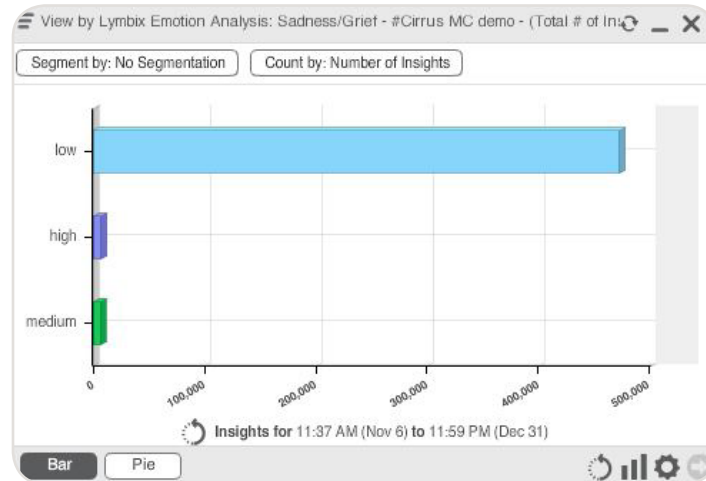
Ranks the response for Humiliation/Shame as High, Medium or Low.



Humiliation/Shame

## Sadness/Grief

Ranks the response for Sadness/Grief as High, Medium or Low.



Sadness/Grief

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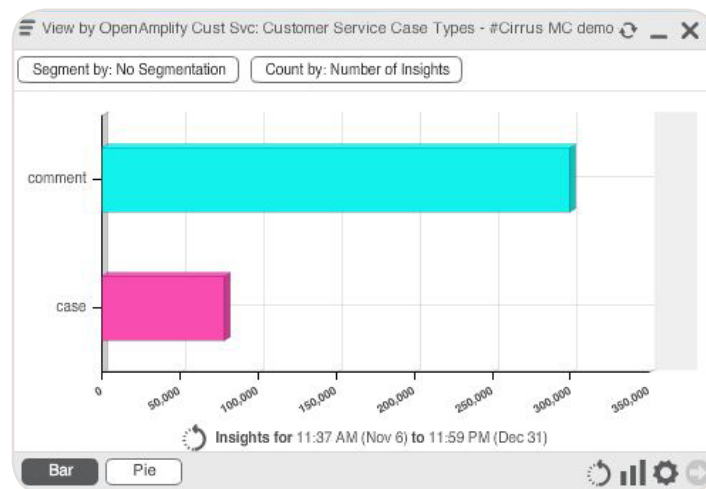
# OPENAMPLIFY CUSTOMER SERVICE

## Overview

OpenAmplify brings the power of their natural language processing and text analytics to Customer Service. This enables you to identify social posts containing potential Customer Service issues and also the topics of those potential issues.

## Customer Service Case Types

Customer Service Case Types identifies Cases vs Comments.

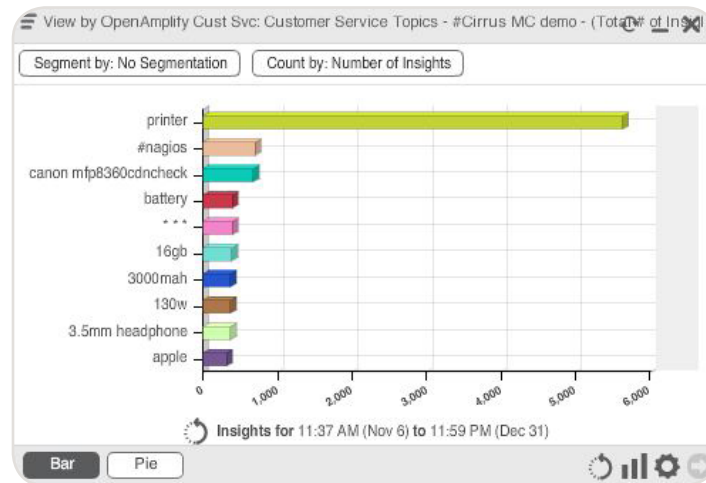


Customer Service Case Types



## Customer Service Topics

Customer Service Topics identify topics within a Case.



Customer Service Topics

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[1-888-672-3426](tel:1-888-672-3426)



# OPENAMPLIFY

## Overview

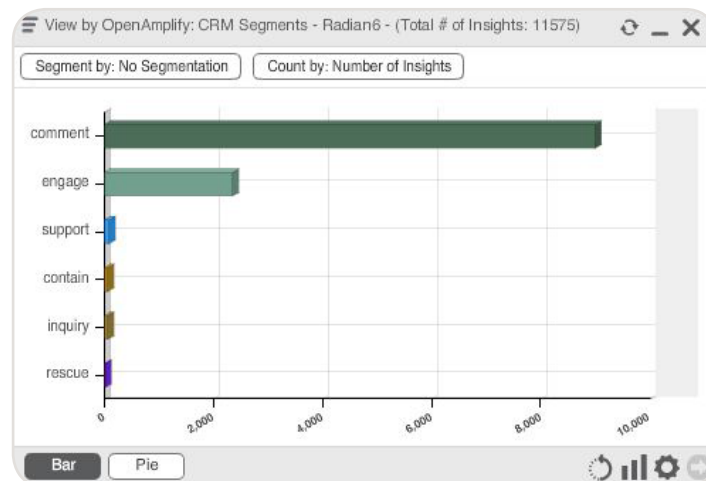
OpenAmplify specializes in natural language processing and text analysis. This enables a deeper understanding of meaning, feeling, topics, actions and intentions.

## CRM Segments

This insight categorizes posts into 6 different categories. Using it, you can triage and route CRM messages within the organization.

The 6 categories are:

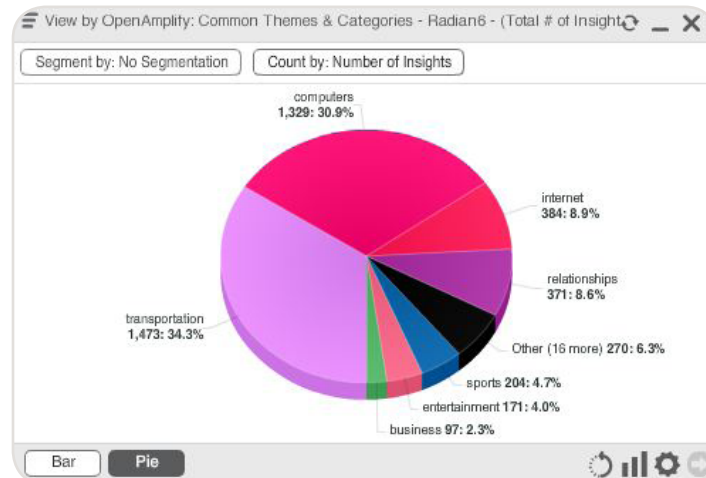
- Comment (just a comment)
- Engage (fan and advocate)
- Support (happy and asking for help)
- Contain (annoyed and telling everyone about it)
- Inquiry (asking for help)
- Rescue (annoyed and asking for help)



OpenAmplify - CRM Segments

## Common Themes & Categories

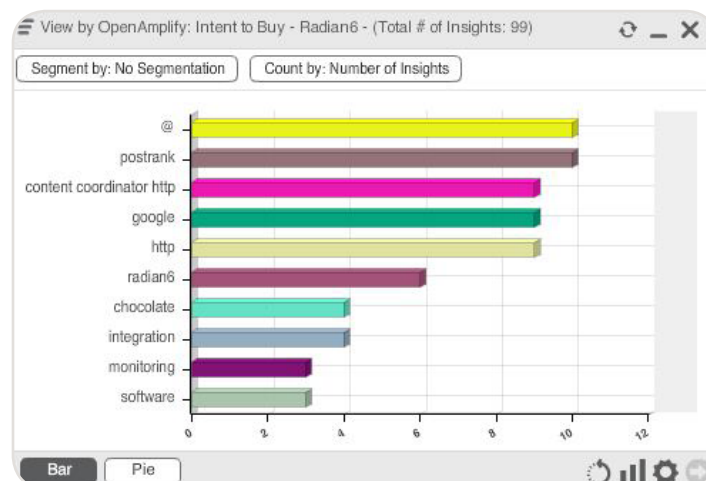
Themes are categories of interest. Understanding that post content is predominantly about a certain category can be of great value in targeting marketing, sales and CRM efforts.



OpenAmplify - Common Themes & Categories

## Intent to Buy

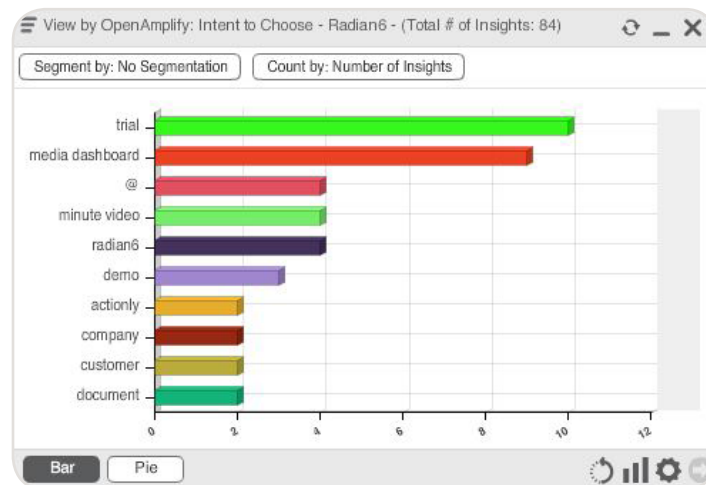
This insight extracts the Buy verb as it relates to the topics found in the data. The Buy Insight identifies possible sales leads or motivated customers. What you will see in the results is a list of all the text references to buying.



OpenAmplify - Intent to Buy

## Intent to Choose

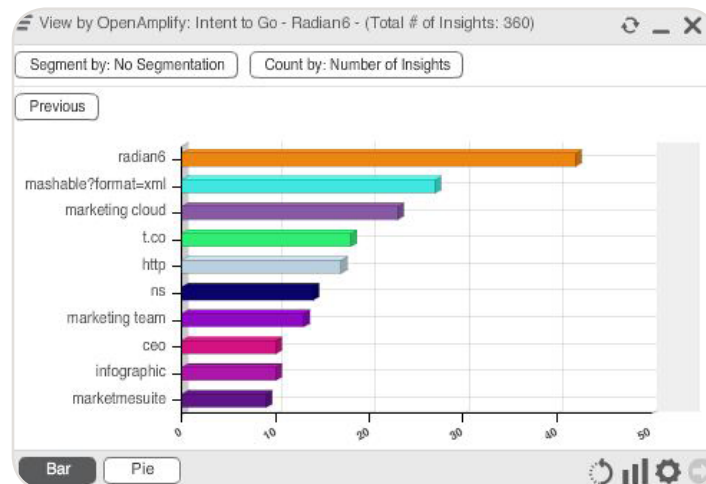
This insight extracts the Choose verb as it relates to the topics found in the data. The Choose Insight is useful in identifying customers who are trying to make a decision. What you will see in the results is a list of all the text references to choosing.



OpenAmplify - Intent to Choose

## Intent to Go

This insight extracts the Go verb as it relates to the topics found in the data. The Go Insight is of particular value for users seeking to identify those who will attend or travel to places or events, or calls to action.

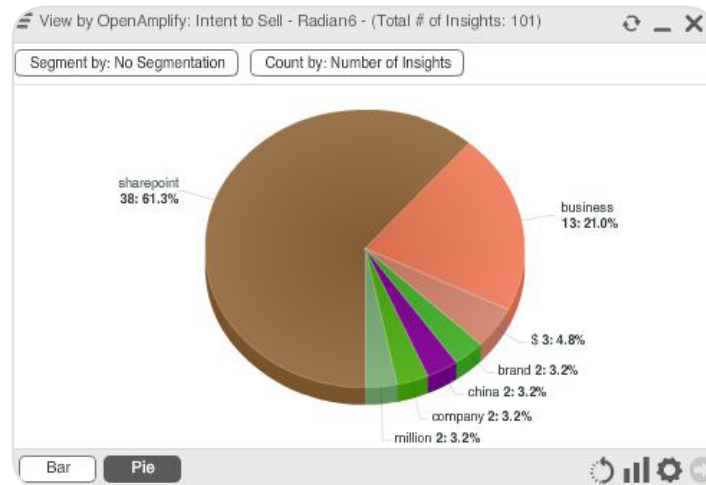


OpenAmplify - Intent to Go



## Intent to Sell

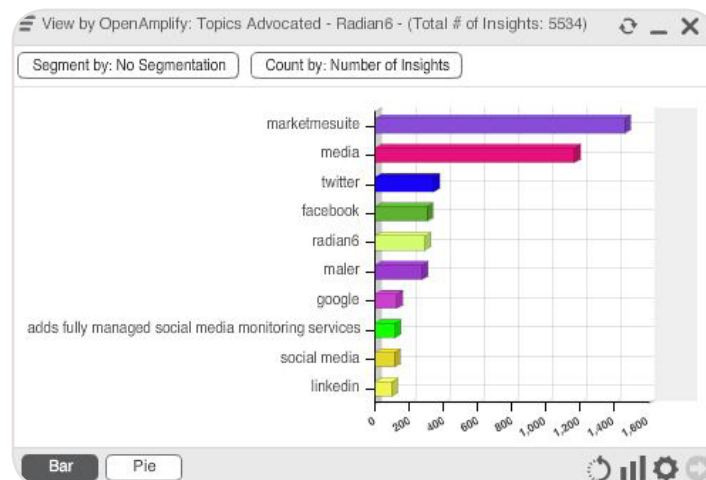
This insight extracts the Sell verb as it relates to the topics found in the data. The Sell Insight can identify people seeking to sell products or services.



OpenAmplify - Intent to Sell

## Topics Advocated

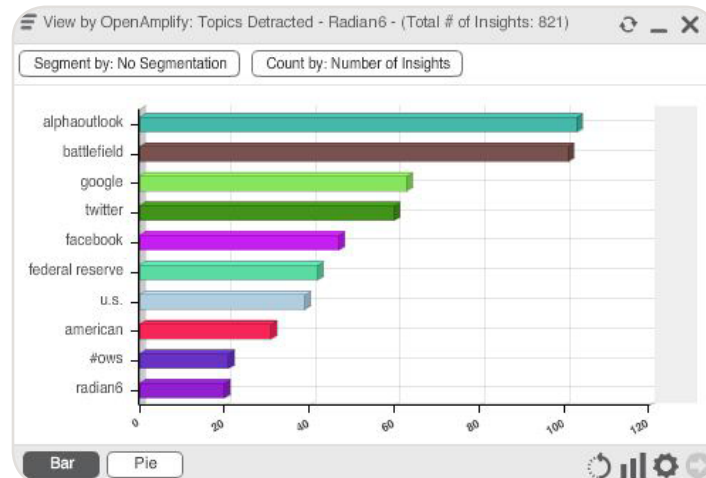
This insight weights the most favoured topics. Identifying advocated topics can be a key means of focusing marketing, CRM efforts, and social media communications around topics likely to get the most attention.



OpenAmplify - Topics Advocated

## Topics Detracted

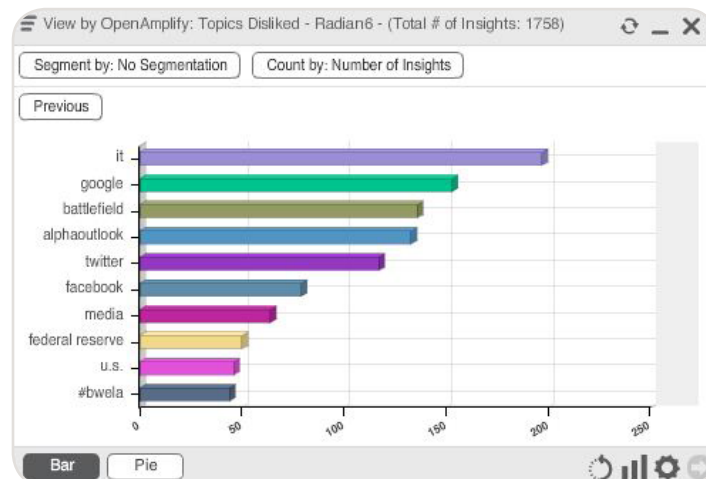
This insight weights the least favoured topics. It is useful for identifying people whose openly negative perceptions might need to be addressed.



OpenAmplify - Topics Detracted

## Topics Disliked

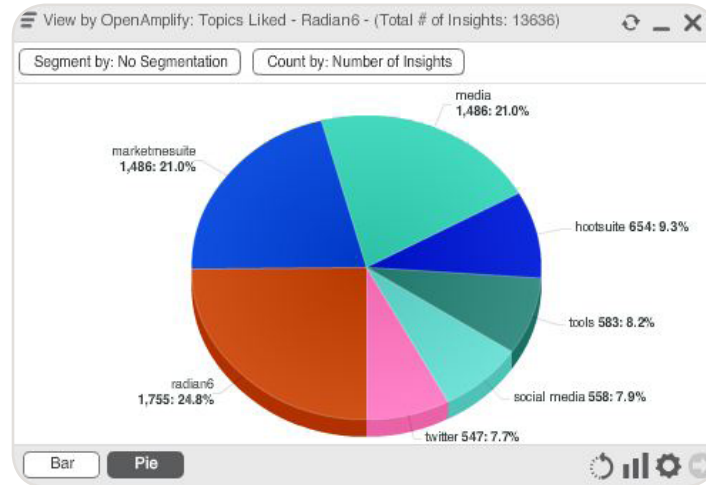
This insight combines negative sentiment with topics. Dislikes identifies people with negative perceptions but who are not offering any particular advice.



OpenAmplify - Topics Disliked

## Topics Liked

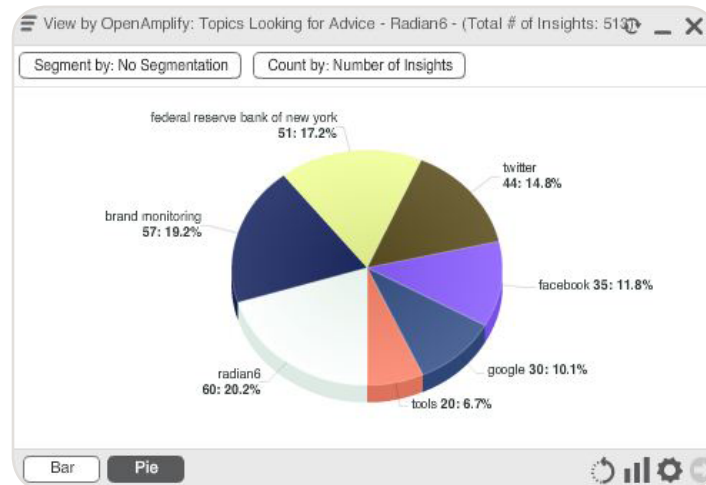
This insight combines positive sentiment with topics. It can identify people who are positively disposed towards those topics, but who otherwise are not taking any particular action, nor seeking or offering advice.



OpenAmplify - Topics Liked

## Topics Looking for Advice

Advice is requested or provided for a Topic Profile subject. This is of value in identifying people who are looking for help or guidance about these topics, and may be influenced.

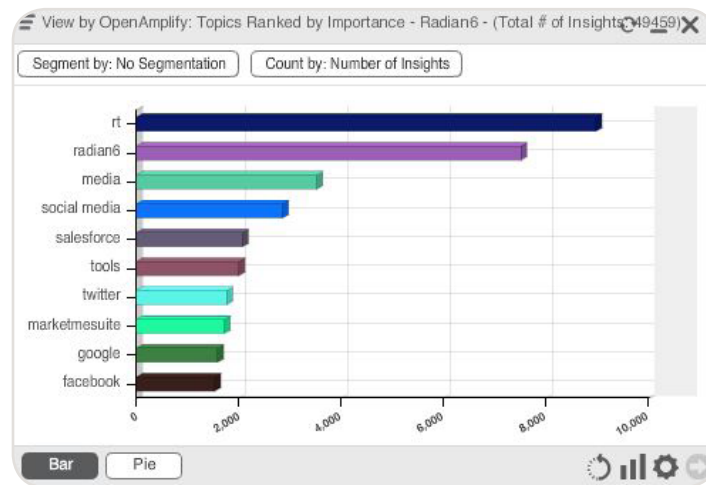


OpenAmplify - Topics Looking for Advice



## Topics Ranked by Importance

In OpenAmplify a topic is a noun from the text. It may be further identified as a Named Entity (persons, organizations and locations). Knowing which topic is truly the most important in a text can help focus the response to the customer.



OpenAmplify - Topics Ranked by Importance

## Data

Through a unique combination of natural language processing and text analysis, all of the insights provided by OpenAmplify come directly from their analysis of the Topic Profile data.

## Have questions? Contact us:

- [www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)
- [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)
- [@marketingcloud](https://twitter.com/marketingcloud)
- [1-888-672-3426](tel:1-888-672-3426)





# UNDERSTANDING OPENCALAIS

## OpenCalais Overview

OpenCalais helps connect content on the Web by scanning through documents and social media posts (Text / HTML / XML), to retrieve named entities, facts, and events within it. OpenCalais extracts meta data directly from the posts associated with a Topic Profile.

### Insights Available

The entities available for extraction currently include:

- **Anniversary** - Describes an entity that is a reference to an anniversary.
- **City** - Describes an entity that is a city, village or settlement.
- **Company** - Extracts a full or partial company name (the term Company includes any business organization, including newspapers, media companies, law firms, etc.).

*Note - The company name is normalized to the fullest name occurring within the document.*

- **Continent** - Extracts a continent name.
- **Country** - Extracts a name of a country.

*Note - The country name is normalized to the fullest name occurring within the document.*

- **Currency** - Extracts a reference to a currency amount.

*Note - Normalized currency name / sign (\$ is normalized to USD).*

- **Email Address** - Extracts an email address.
- **Entertainment Award Event** - Extracts references to entertainment-related events and awards, such as film and music festivals and awards related to the entertainment industry.
- **Facility** - Extracts references a fabricated physical entity (building).

*Note - Ambiguous organizations or facilities such as courts, embassies, consulates, radio stations and TV stations will be tagged as Facility only if there is one or more explicit location/building indicators. Places such as parks, borders, settlements, farms and parking lots will not be extracted, but theme parks or amusement parks will be extracted. Universities and hospitals are tagged as Facility.*

- **Fax Number** - Extracts a full fax number, including prefix and extension, if available.



- **Holiday** - Extracts references to holidays (name of the holiday, including the country or nationality if mentioned).

*Note - The holiday name is normalized to a standard form.*

- **Industry Term** - Extracts a description of an industry, segment, product family, or business.
- **Market Index** - Extracts a name of a stock market index.

*Note - The name is normalized to the common name of the index (for example, S&P 500 or FTSE 100).*

- **Medical Condition** - Extracts references to human medical conditions, such as diseases, disorders and syndromes.
- **Medical Treatment** - Extracts references to medical treatments, such as procedures, treatments and therapeutics provided to any medical condition.
- **Movie** - Extracts references to movies and films.
- **Music Album** - Extracts references to music albums, CDs, etc.
- **Music Group** - Extracts references to music groups and bands.
- **Natural Feature** - Extracts a name of a specific geographical (not man-made) entity, such as a geological formation or body of water.
- **Operating System** - Extracts an operating system name.
- **Organization** - Extracts a full or partial organization name, including governmental and military organizations.

*Note - The organization name is normalized to the fullest.*

- **Person** - Extracts one of the following types of person references in the text:
  - A full or partial person name.
  - A full or partial person name with aliases, nicknames or tribal names.

*Note - In such cases, the normalized name includes the alias/nickname/tribal name inside quotes or parentheses at the middle or end of the name, according to its appearance in the document. If there is a sequence of two aliases for the same person, they appear with a "/" between them. If the alias/nickname/tribal name appears by itself later in the document, it will also be extracted.*

- **Anaphora** (type of expression whose reference depends on another referential element) of the form he/she/his/him/her, which refers to a person name previously mentioned in the document.

*Note - In each case, the name is normalized to the fullest name occurring in the document.*



- **Phone Number** - Extracts a full phone number, including prefix and extension, if available.
- **Political Event** - Extracts information about two major types of political event: Voting and Other (the first refers to any voting event, such as election or primary; the latter refers to an event with political reference such as rallies, demonstrations, debates, speeches).
- **Position** - An extracted person's position or job title.
- **Product** - Extracts references to products (product type is extracted for the following product types: drug products, electronic products, car models, aircraft models, and weapons).
- **Programming Language** - An extracted programming language.
- **Province or State** - Extracts a name of a province, state, county or other politically defined part of a country (normalized to the full name).
- **Published Medium** - Extracts references to published media, such as newspapers, journals and magazines.
- **Radio Program** - An extracted radio program.
- **Radio Station** - Extracts references to radio stations.

*Note - This entity type is currently focused on U.S. radio stations, although it might identify non-U.S. stations as well.*

- **Region** - Extracts a name of a (non-politically defined) geographical region of the world (excluding continents).
- **Social Tag** - SocialTag is a new feature of OpenCalais that attempts to emulate how a person would tag a specific piece of content (for example, if you submit a story about Barack Obama and a piece of legislation, at least one reasonable tag would be U.S. legislation. A story about the relative merits of BMWs, Ferraris and Porsches should probably be tagged Sports Cars and Luxury Make as well as Auto Racing and Motorsport).
- **Sports Event** - Extracts references to sports-related tournaments and championships.
- **Sports Game** - Extracts references to sports games like football, baseball, soccer, etc.
- **Sports League** - Extracts names of sports leagues.

*Note - Some sports leagues may also be extracted as organizations.*

- **TV Show** - Extracts references to TV shows and programs.
- **TV Station** - Extracts references to TV stations. Currently focused on U.S. TV stations, although it might identify non-U.S. stations as well.
- **Technology** - Extracts a technology name or a description of the technology.



- **Topics** - An extracted content category or topic which can be any of the following: Business/Finance, Disaster/Accident, Education, Entertainment/Culture, Environment, Health/Medical/Pharma, Hospitality/Recreation, Human Interest, Labour, Law/Crime, Politics, Religion/Belief, Social Issues, Sports, Technology/Internet, War/Conflict, and Other.
- **URL** - Extracts a URL or FTP address.

## Data

OpenCalais obtains their data directly from the posts in your Topic Profiles. Their analysis of that data comes from their own proprietary method of recognizing entity reference in text and documents, then grouping these entities together, despite the many ways in which people might talk about them.

## Have questions? Contact us:

- W [www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)
- E [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)
- T [@marketingcloud](https://twitter.com/marketingcloud)
- T 1-888-672-3426

# PEEKANALYTICS

## Overview

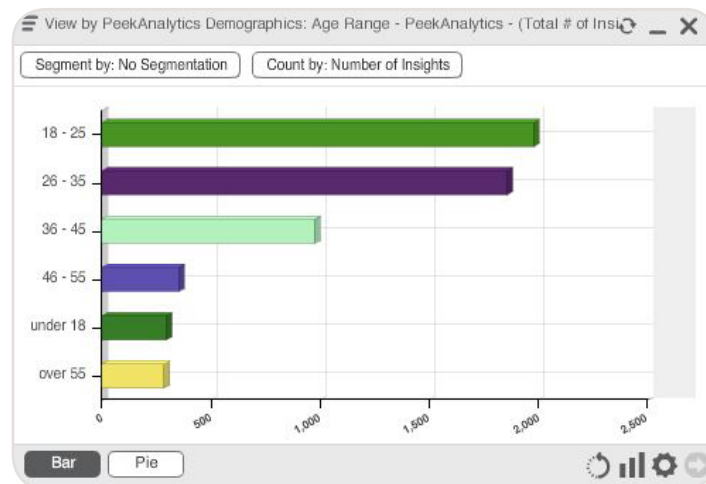
PeekAnalytics displays self-reported demographics that include age, gender, career, location, interests, online behaviors, influence and much more. It unifies consumer data from over sixty social media sources, and reports demographic and psychographic insights.

## PeekAnalytics Demographics

These insights give you the information you will need to determine if you are hitting your target audience or what audience it is you are connecting with.

### Age Range

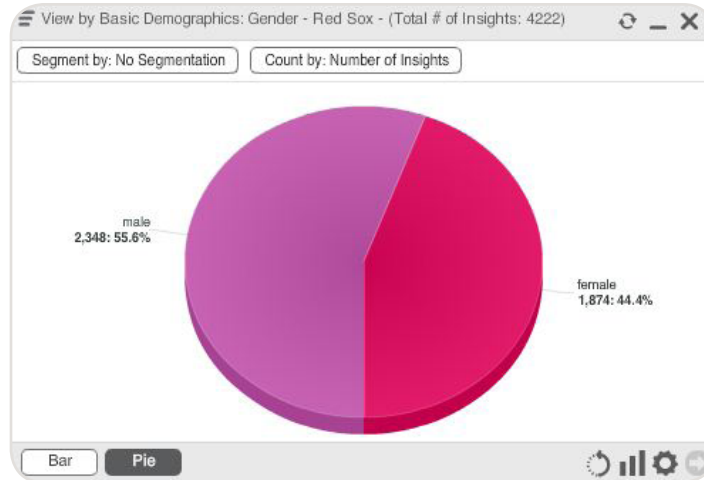
A bracket view of the age range within your social audience.



Age Range

## Gender

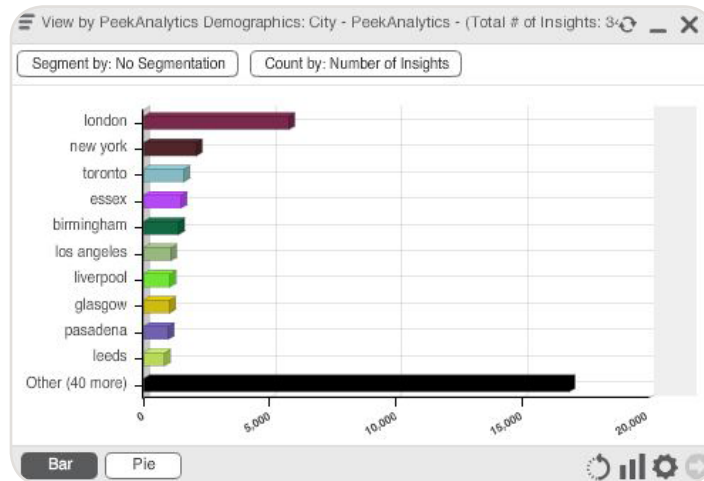
This insight shows the Male/Female breakdown.



Gender

## City

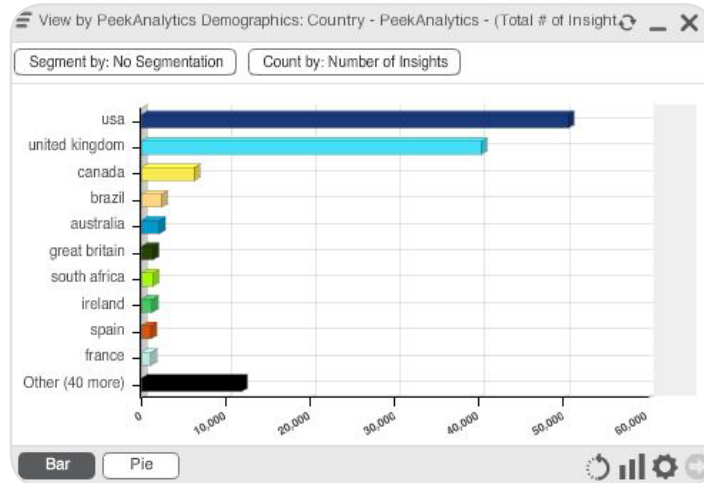
A breakdown of the different city-level locations for your audience.



City

## Country

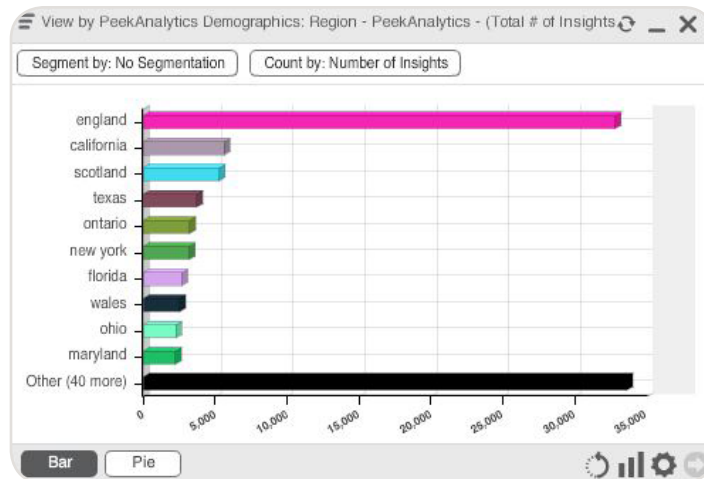
A breakdown of the different country-level locations for your audience.



Country

## Region

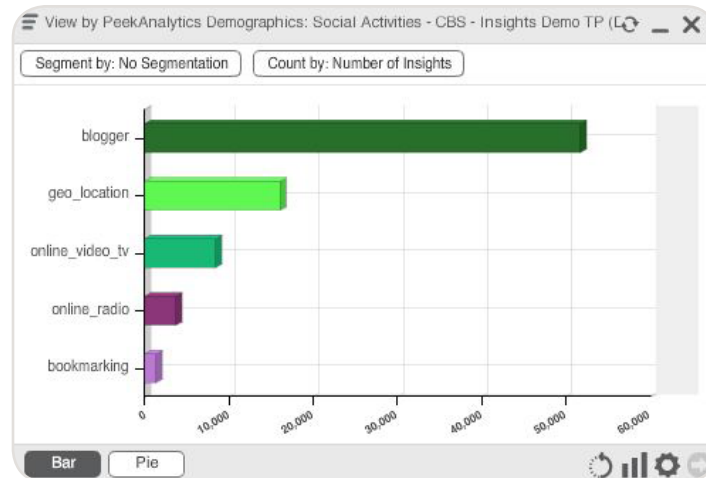
A breakdown of City, Country, State pulled from social sites that look at region-specific location.



Region

## Social Activities

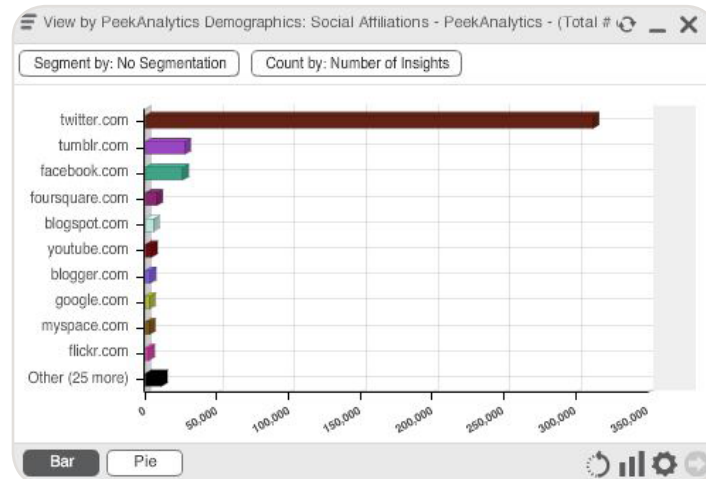
A classification of the common activities your audience performs on social media.



Social Activities

## Social Affiliations

This will give you a breakdown of the different social channels with which your audience is associated.



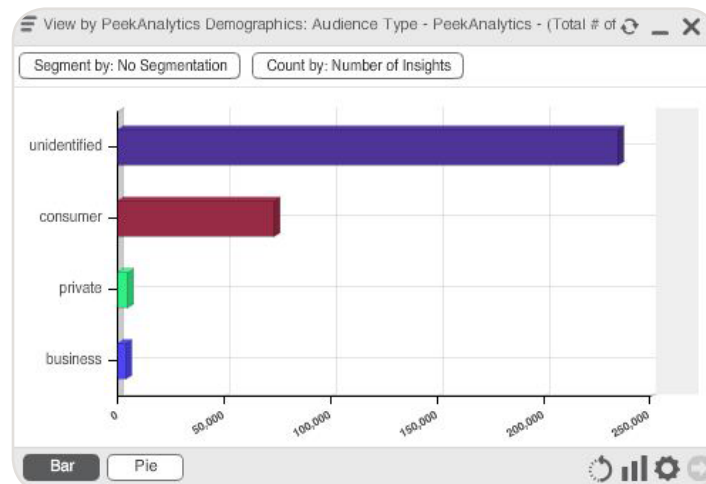
Social Affiliations



## Audience Type

Displays the audience of your social search. Audience types may be Consumers, Business, Private, or Unidentified.

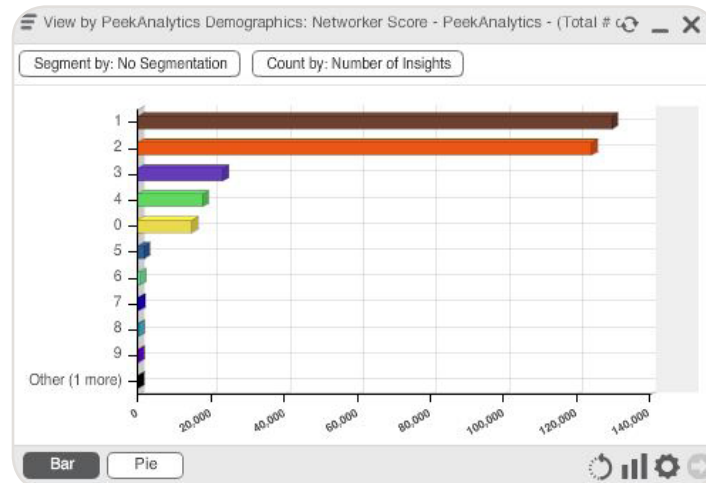
- **Consumer** - Someone who uses their offline identify online. Can be matched back to other sources of data (other social sites, offline data such as a public records or a phone directory). Real names and real location data.
- **Business** - PeekAnalytics has over 100,000 business names in their database and can match an account to a business, as opposed to a consumer, with a high degree of accuracy.
- **Private** - If an account is set to Private, PeekAnalytics does not return or analyze any information from it.
- **Unidentified** - Unidentified accounts are an assortment of anonymous and spam accounts, PeekAnalytics does not factor these accounts into audience metrics.



Audience Type

## Networker Score

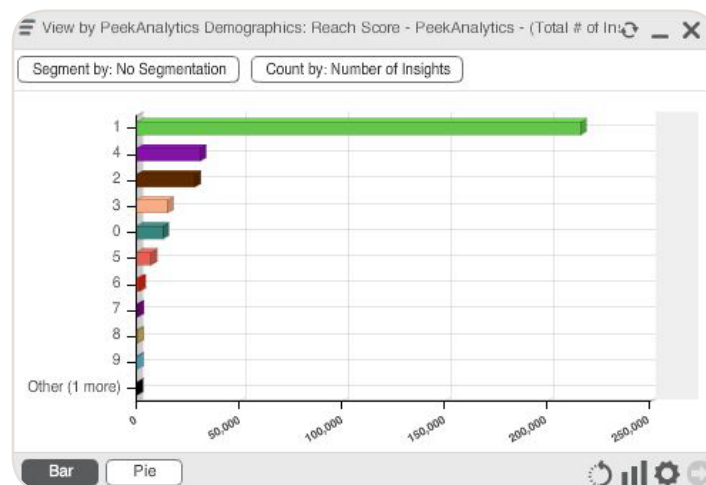
A score out of 10 that ranks your audience by their network across multiple social channels. A score of 10 indicates over 500,000 aggregate connections.



Networker Score

## Reach Score

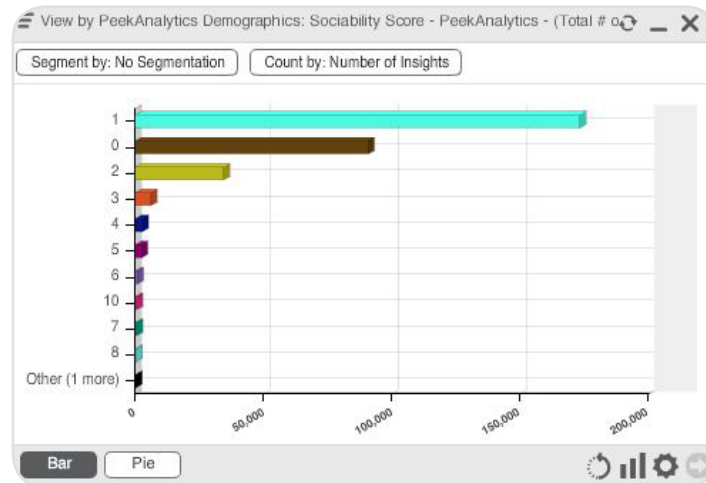
A score out of 10 that ranks your audience by their ability to reach others on social media across multiple social channels. Reach measures the combined ability to reach people across multiple channels. A score of 10 indicates large networks across multiple communication platforms.



Reach Score

## Sociability Score

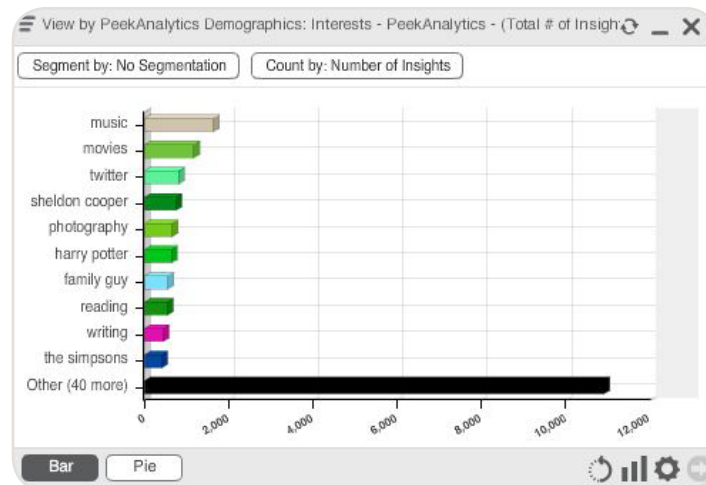
A score out of 10 that ranks your audience by how social they are across multiple social channels. A score of 10 indicates social addiction.



Sociability Score

## Interests

A breakdown of different categories with which your audience is interested.

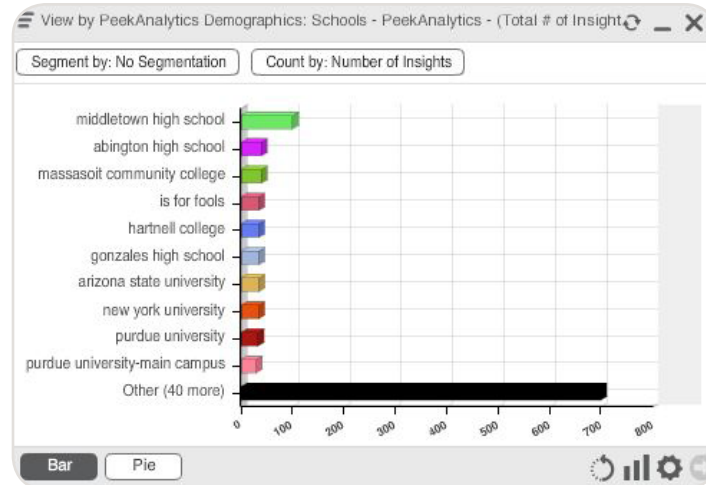


Interests



## Schools

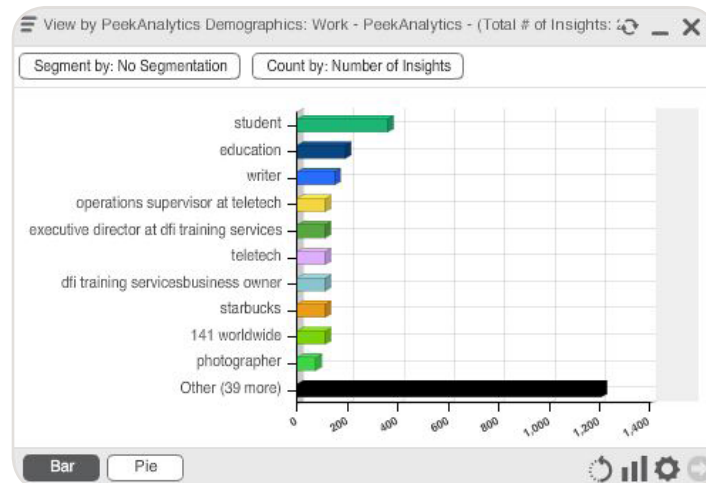
Know what type of schools your audience attended.



Schools

## Work

Uncover in which industries your audience works.



Work

Have questions? Contact us:

- [www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)
- [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)
- [@marketingcloud](https://twitter.com/marketingcloud)
- 1-888-672-3426



# BASIC DEMOGRAPHICS

## Overview

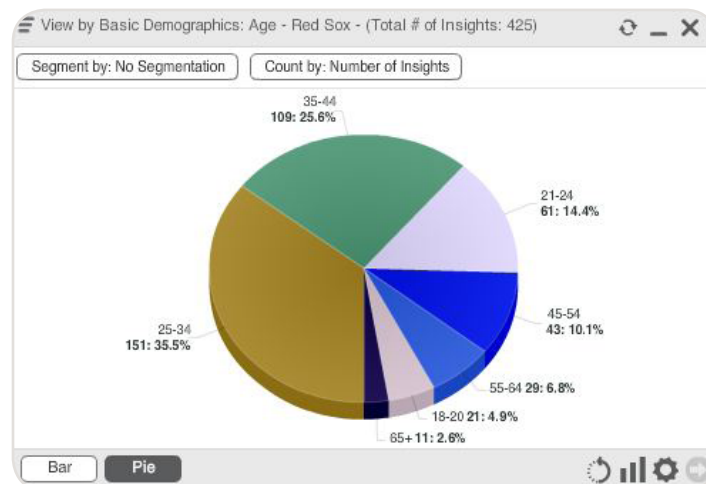
Basic Demographics provides author-level Insights which are an analysis of the Age, Gender and Location of Twitter authors. This demographic data is collected from Twitter users' public profiles and added to your Topic Profile data when you activate this Insight Provider.

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.

## Age

Age, when known, is represented as a range. Ranges include:

- 13-14
- 15-17
- 18-21
- 21-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

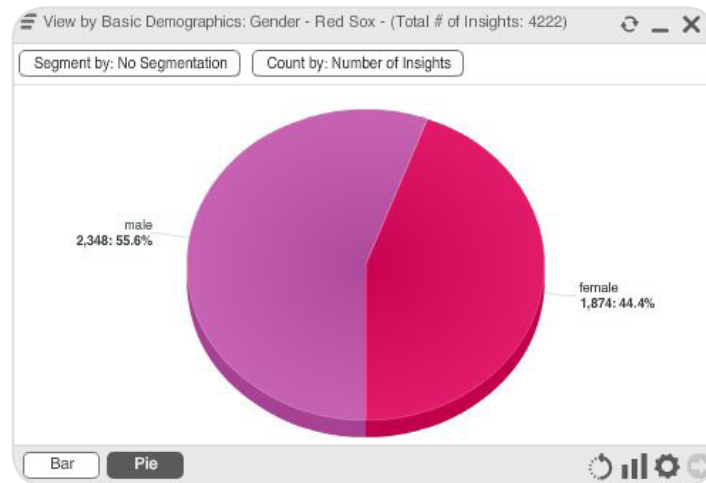


Age

## Gender

Gender, when known, is represented as:

- Male
- Female

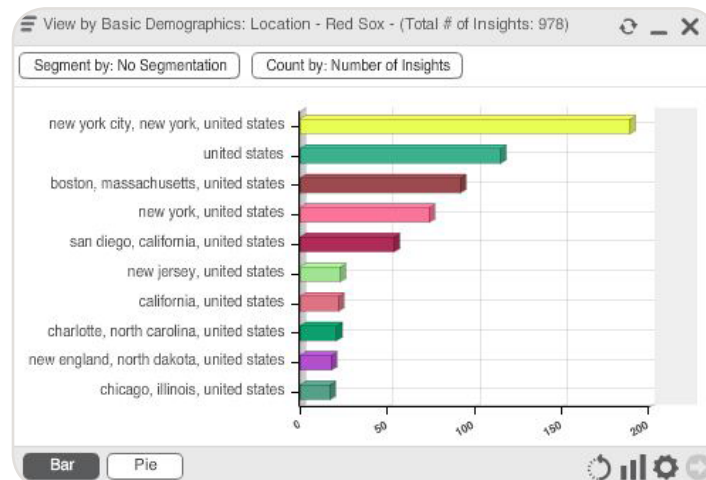


Gender

## Location

Location, when known, is represented in three categories:

- Country
- State, Country
- City, State, or Country



Location



## Data

Radian6 Basic Demographics collects Age, Gender and Location data from publicly accessible Twitter profiles.

## Have questions? Contact us:

[www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com) [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)  
[@marketingcloud](https://twitter.com/marketingcloud) [1-888-672-3426](tel:1-888-672-3426)

# RADIAN6 BASIC INSIGHTS

## Overview

Radian6 Basic Insights provides source-level and text-level insights that are an analysis of:

- Hashtags Mentioned
- Retweeted Usernames
- Usernames
- Domains Mentioned
- Sources

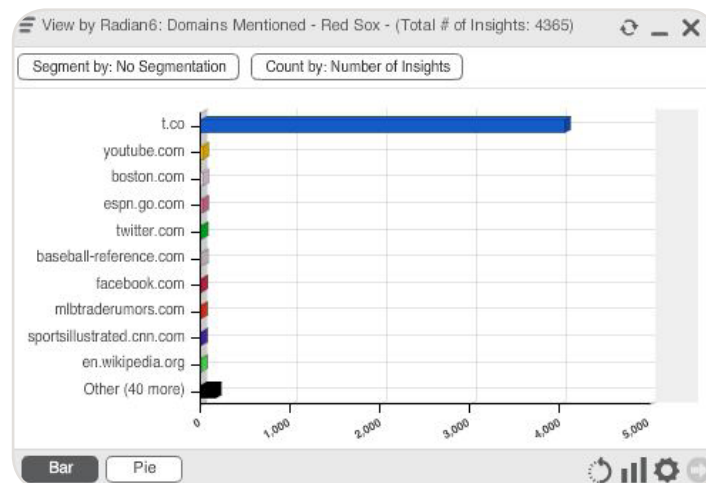
This data is compiled from the sources of social media conversation and extracted from the text of these conversations.

## Domains Mentioned

Domains Mentioned is from all media content. This insight provides users with the top domains mentioned within all conversations in a Topic Profile.

This insight shows the number of domains mentioned at a base URL level. For example, a mention for [www.radian6.com/products/insights](http://www.radian6.com/products/insights) would count as one mention for the domain [radian6.com](http://www.radian6.com).

The top domains are extracted from the entirety of all social media posts, and the top ten are represented visually from greatest volume to least.



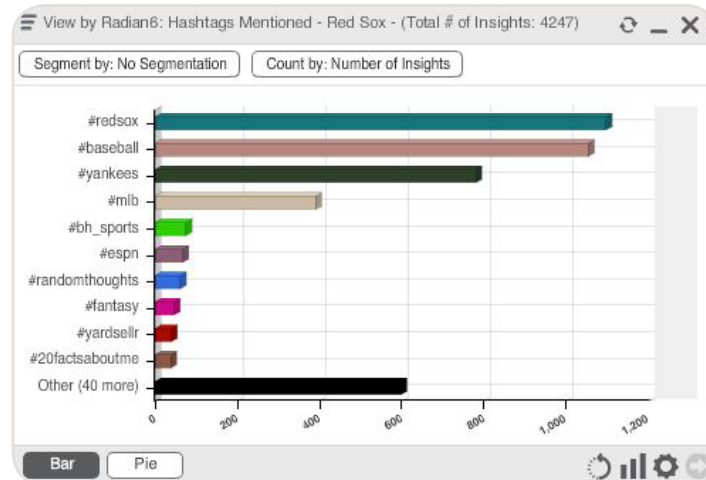
Basic Insights - Domains Mentioned



## Hashtags Mentioned

Hashtags Mentioned is from Twitter only. This insight provides users with the top hashtags mentioned within a Topic Profile.

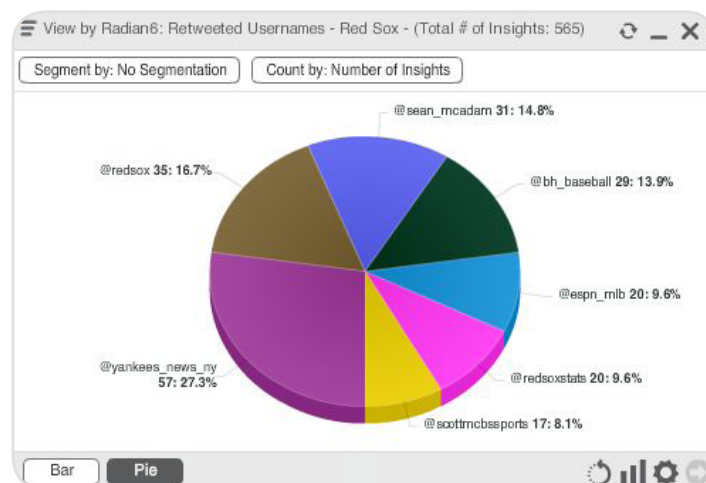
The hashtags are extracted from the entirety of Twitter conversations, and the top ten are represented visually from greatest volume to least.



Hashtags Mentioned

## Retweeted Usernames

Retweeted Usernames are from Twitter only. This insight provides the top usernames retweeted within a Topic Profile. The retweeted usernames are extracted from all Twitter conversations within the Topic Profile, and the top ten are represented visually from greatest volume to least.

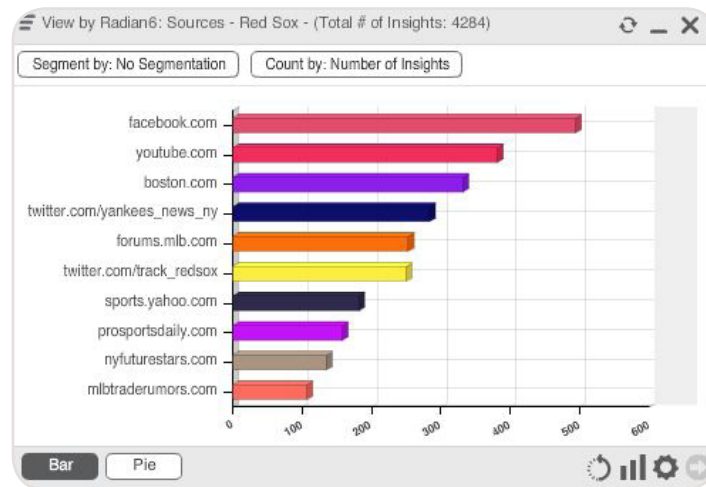


Retweeted Usernames

## Sources

This Insight provides the top sources mentioned within all conversations in a Topic Profile. A Source is the URL address of the author of the content or post. For example, the Sources insight will represent each author by his or her URL, such as [twitter.com/radian6](https://twitter.com/radian6) and [twitter.com/salesforce](https://twitter.com/salesforce).

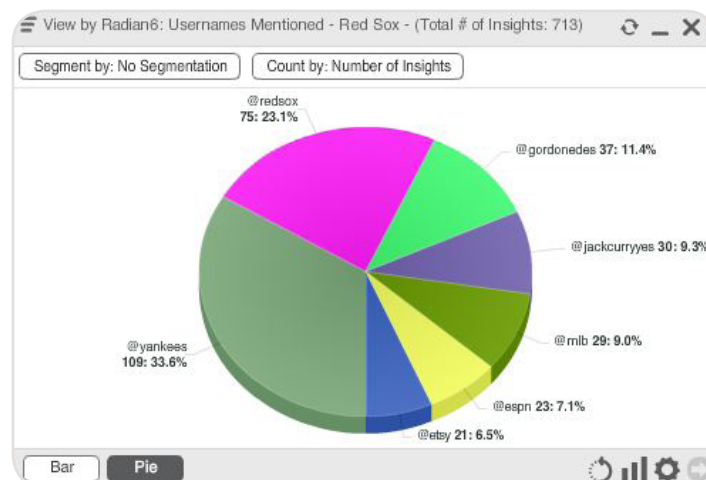
The top sources are extracts from the entirety of all social media posts, and the top ten are represented visually from greatest volume to least.



Sources

## Username Mentions

Username Mentions are from all content. They are not Twitter specific. This insight provides users with the top usernames mentioned within all conversations in a Topic Profile. The usernames are extracted from the all social media posts within your Topic Profile, and the top ten are represented visually from greatest volume to least.







Username Mentions



## Data

Radian6 Basic Insights data comes from web sources and text analysis. It is from URLs and the complete content of your social media conversations.

## Have questions? Contact us:

 [www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)     [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)  
 [@marketingcloud](https://twitter.com/marketingcloud)     1-888-672-3426

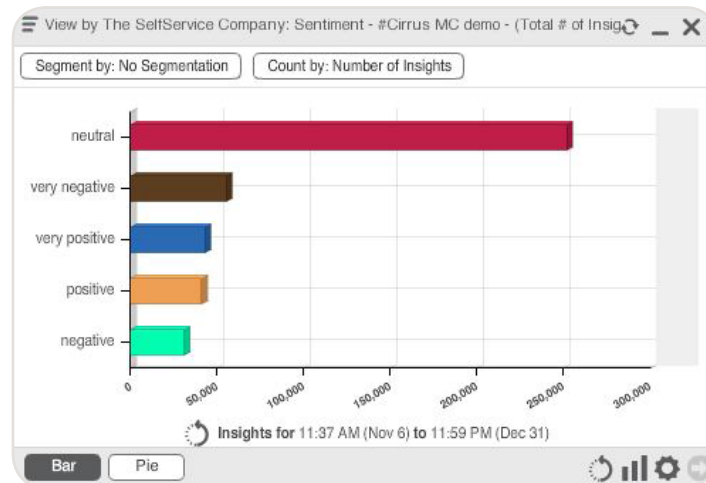
# THE SELFSERVICE COMPANY

## Overview

The SelfService Company enables you to focus your attention on the social mentions most relevant to your brand and ensure you are handling customer concerns quickly. Based on Natural Language Processing (NLP) technology, SelfService helps your organization focus on the online conversations that need your attention now. This all works together to give you increased accuracy, relevance and precision so you can provide the best customer care.

## Sentiment

SelfService provides a sentiment ranking on a five item scale ranging from very positive to very negative.



Sentiment

# SOSHIO

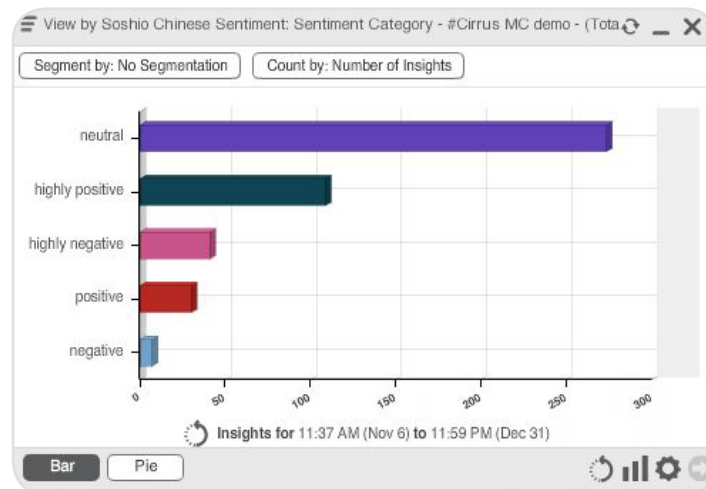
## Overview

Soshio is a text analytics company focused on analyzing Chinese social media activity. It enables you to extract and examine the sentiments expressed in Chinese text. You can also segment, identify and understand the Chinese conversations about your brand or any other topics you track.

Soshio is the preeminent service for understanding conversation across Chinese social networks. Through their proprietary text analytics technology, based on native Chinese characters, Soshio provides unparalleled levels of accuracy without the pitfalls of mistranslation. Soshio was built from the ground up to support the Chinese language, including Internet specialized terms and slang.

## Sentiment Category

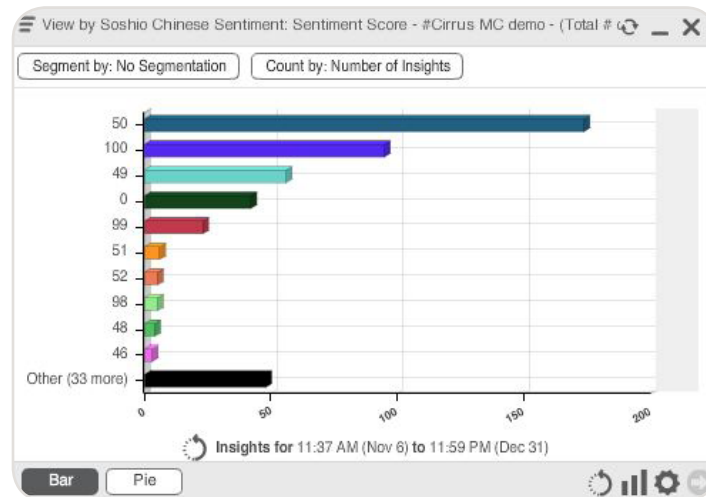
Sentiment Category of the post can be Positive, Neutral, or Negative.



Sentiment Category

## Sentiment Score

Sentiment Score of the document is ranked between 0 to 100.



Sentiment Score

Have questions? Contact us:

[www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)
[marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)  
[@marketingcloud](https://twitter.com/marketingcloud)
[1-888-672-3426](tel:1-888-672-3426)

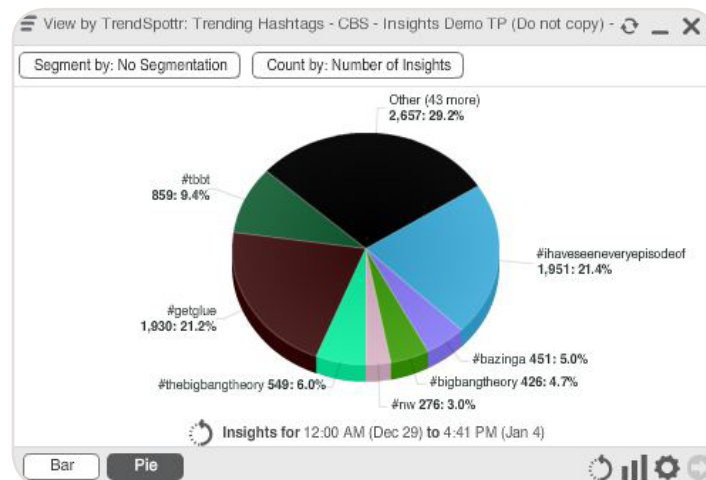
# TRENDSPOTTR

## TrendSpottr Overview

TrendSpottr is an early warning system that provides businesses and social media users with timely and predictive insights about emerging news, events and influencers. TrendSpottr's technology analyzes real-time data streams such as Twitter and Facebook and spots trends at their earliest acceleration point, usually hours and sometimes days before they have gained mainstream awareness. Trendspottr Insights identifies those issues, events and influencers that have high viral potential and are projected to grow in importance and impact over the next several hours and days.

## Trending Hashtags

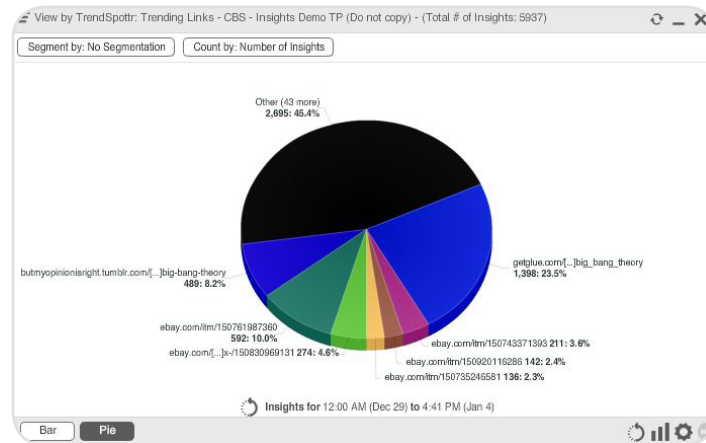
This insight categorizes hashtags used in relation to your Topic Profile. Using it you can identify issues and events which are using hashtags.



Trending Hashtags

## Trending Links

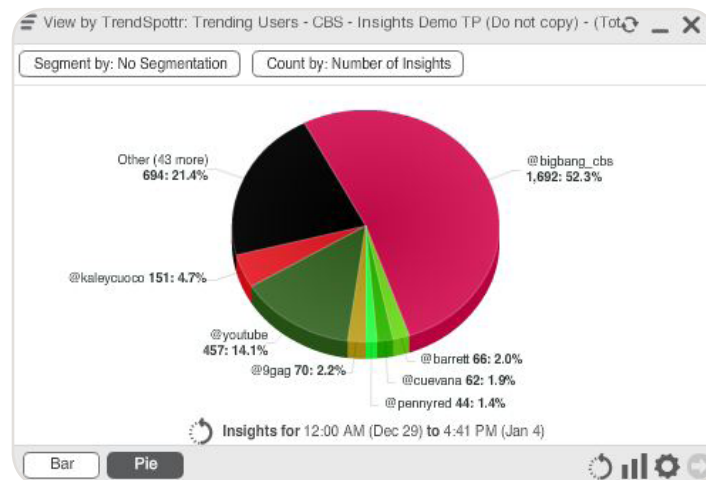
Trending Links provides the top published links for the selected time period. This enables you to identify links which are frequently used.



Trending Links

## Trending Users

This insight provides the most frequently published user names from your Topic Profile. This enables you to identify those users mentioned most frequently in relation to your Topic Profile.



Trending Users

## Have questions? Contact us:

- W [www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)
- E [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)
- T [@marketingcloud](https://twitter.com/marketingcloud)
- T 1-888-672-3426