the problem
It's well established that every business should be listening. Your market is telling you everything you need to improve your customer experience and grow your business. There's a goldmine of insights just waiting to be leveraged. But with a proliferation of channels, languages, and ways of interacting with a brand, are you equipped to find the signal in the noise?

the solution
You need a way to instantly understand what's driving the market, and why – and to immediately put those insights into action.

Filter through the noise for more breadth, depth, and actionability than ever, and with fewer restrictions so you can explore your data, your audiences more freely and completely. With an instant, complete view into the topics, audiences, and tactics driving the market, you know how you stack up against the competition.

Every team in your business gets smarter, empowered with the intelligence they need to immediately take action. From tracking full campaign impact to optimizing customer care in real time, extract meaningful insights that actually inform business decisions.

how we do it
DISCOVER BILLIONS OF CONVERSATIONS ACROSS THE GLOBAL SOCIAL WEB
• Ingest, understand, and act on data from all over the world, including social networks, forums, video, news, reviews, and more
• Understand what customers aren't saying – with sentiment, images, and engagement activity across paid, owned, and earned data
• Instantly access 200+ billion messages across 2 years of historical data, including the Twitter firehose with unlimited ad hoc searches
Conduct ad hoc historical research, test and optimize queries, and actively listen to real-time conversations all in the same place.

INSTANTLY UNDERSTAND THE TOPICS, AUDIENCES, AND TACTICS DRIVING THE MARKET... AND HOW TO STAND OUT

- Understand sentiment around key industry topics, themes, and emerging events – and how they affect your business
- Endlessly drillable dashboards surface real-time insights that connect to your unique business KPIs
- Monitor competitive and industry activity to benchmark successes and decode competitors’ strategy

Fuel focused, accurate analytics with unlimited, powerful queries, highly accurate sentiment, and industry-leading spam filters.
MAKE SOCIAL DATA AN ASSET THAT DRIVES STRATEGY ACROSS YOUR ENTIRE BUSINESS

- Connect to large-scale command center displays and bring data to the heart of your business
- Automatically route content to the appropriate team for resolution with flexible workflows, integrated case management, and custom audience tools
- Stay in the loop 24/7 with a mobile app, custom alerts, and automated report exports