Gain Deep Brand and Customer Insight with Social Media Analytics

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The Best-Run Businesses Run SAP™

What do your customers really think?

Social media has made sharing opinions and experiences with others easier than ever before. On Facebook, Twitter, and countless other forums, your buyers are engaging with friends and strangers alike – detailing their attitudes, preferences, and buying habits. These conversations provide the keys to connect and innovate. But, how do you turn them into insight?

The SAP® Social Media Analytics application by NetBase extracts public perceptions from terabytes of social media buzz in real time and presents them in dashboards. With visibility into current and potential customers' views on any topic, you can better understand how they feel about your brands, categories, products, and services – while staying tuned to market issues and trends.

You can:

- Monitor brand health and equity more frequently with fewer resources
- Go beyond positive and negative sentiments and into customer behavior and emotion
- Gauge the social media impact of marketing campaigns and events
- Track opinions on social, environmental, health, or political issues
- Understand what is being said about your competitors

The application is natively integrated with the SAP Social OnDemand solution, letting you take action on analytics and engage with customers. It also offers a robust application program interface that enables social media insights to be incorporated in other applications and analytics.

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Billions of insights at your fingertips

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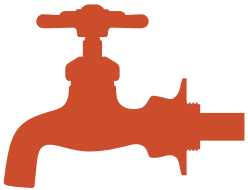
The advantage of accurately processing natural language

Dig deeper with intuitive analysis tools

Imagine you had access to a year's worth of conversations from the social Web. Imagine being able to ask any question and instantly getting feedback in the form of likes, dislikes, opinions, emotions, and behaviors. Would you ask about your brands, products, or competitors?

With SAP Social Media Analytics, you can ask all of these questions. Delivered on demand, the application gives instant access to a social intelligence warehouse containing the last 12 months of preanalyzed social media chatter selected from more than 165 million sources. We keep this Big Data store current by adding and analyzing posts every second – upwards of 500,000 new posts per hour. If that's not enough, you can get real-time access to Twitter's "firehose" complete data stream – with more than 250 million tweets per day on average.*

You can put this application to work for you right now. All you need is a Web browser to instantly access the software and start gaining powerful insights. There is no waiting for servers to be installed or data to be loaded – just log in and go.



A year's worth of social media intelligence from more than 165 million sources is at your disposal – delivered instantly in the cloud.

*Note: The full Twitter stream starts accumulating history from the point it is turned on. Twelve months of preanalyzed history is not available for the full Twitter stream.

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Making decisions based on inaccurate insight can lead to missed opportunities and lost revenue. This is something that you don't have to worry about with SAP Social Media Analytics. It uses a highly accurate natural-language processing engine to deconstruct and analyze every post captured, going beyond plain language to understand:

- Slang – for example, recognizing that "My new phone is sick!" is a positive comment
- Alternative spellings – for example, "luv," "kewl," or "gr8"
- Often-used shorthand – for example, "IMHO" or "ttyl"
- Common misspellings – for example, "teh/the"

To extract insights, each sentence is diagrammed and opinions, emotions, and behaviors are interpreted. Unlike statistical keyword matching, this approach recognizes context and goes far beyond simple sentiment scoring. However, language is complex, and no language processor is perfect. SAP Social Media Analytics provides transparency by giving full access to posts behind the analytics. If something looks askew, you can dig deeper and get the full context of the actual posting.

Are your products "sick"? That may be a good thing. Natural language processing helps you understand what your customers feel about your brand.

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How do people feel? Why are they talking? With SAP Social Media Analytics, you can go beyond the words to understand emotions and opinions people are expressing.

With interactive dashboards, you can zoom in on a time range, a geographic region, or a variety of other facets. You can break the buzz down into categories by grouping related words or phrases to explore emerging themes. For example, the buzz around a food item could be broken down into themes such as taste, texture, and packaging. This enables you to devise better campaigns and target product innovations.

You can also:

- Refine searches and isolate brand commentary with ambiguous names (such as "Cheer")
- Drill down to individual comments, presorted by precision and identified themes
- Export data and graphics into presentations or reports
- Subscribe to e-mail alerts that include key metrics and top sound bites for your topics

You can even benchmark your brand against others and track performance over time with scorecards that include sentiment and passion scores for multiple brands or products.

See figure on next page.

Take the extra steps needed to understand not only the "what" about markets, consumers, and the competition – but also the "why."

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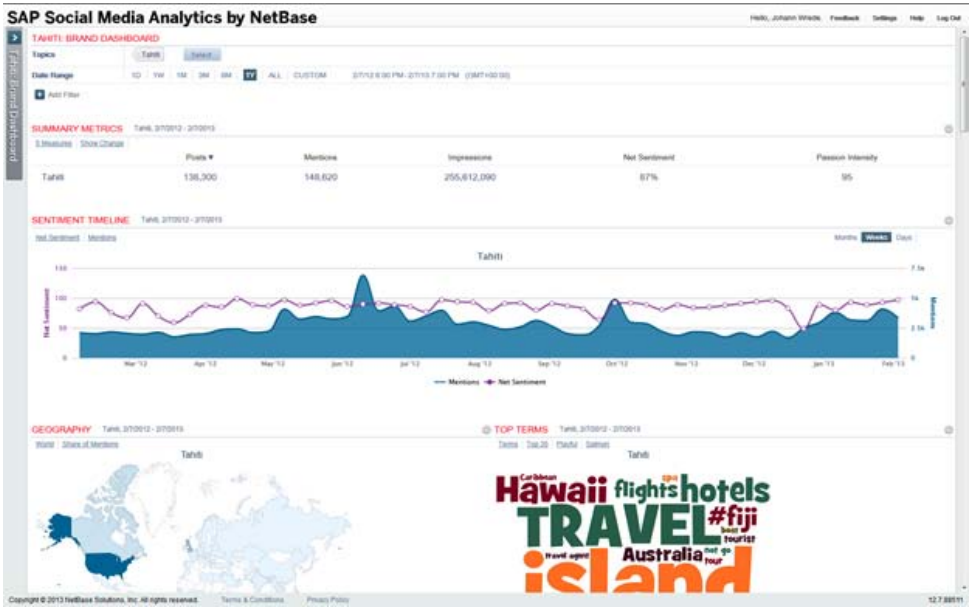

Figure: Interactive dashboards let you analyze insights to better understand customers.

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Put the customer at the heart of your decisions

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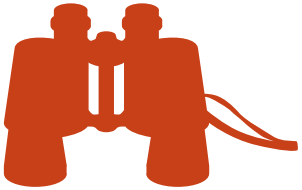
Social networks have empowered customers with instant access to information and the opinions of everyone they know and don't know. Modern customers expect companies to understand their needs and speak to them in a clear and relevant way. SAP Social Media Analytics gives the insight you need to put the customer at the heart of decision making.

Drive innovation and help ensure that you provide what customers want by understanding sentiment, opinions, and behaviors around your products and services. Track reactions to your campaigns and competitors, and make adjustments in real time to capitalize on emerging opportunities for engaging your audience in a relevant way. And protect your brand by detecting risks early and reacting appropriately, while you monitor whether issues are going viral or fading away.

All of this power is delivered on demand with subscription-based pricing, which minimizes initial investment and provides a predictable, low total cost of ownership with no IT overhead. In short, you can start immediately.

Your customers are talking right now. Are you ready to listen?



See your products, brand, competitors, and market through the eyes of your customers. Imagine the possibilities.

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Summary

The SAP® Social Media Analytics application by NetBase helps you track and monitor what your customers are saying about your market, products and services, brands, and competitors on social media sites all over the world. Delivered on demand with data from more than 165 million sources, this application helps you better understand your customers so that you can drive everything from a better customer experience to more innovative products and services. As a result, your customers are at the heart of your decisions with insights that you can act on.

Objectives

- Grow brand equity
- Understand what customers want
- Track the competition and differentiate your brand
- Drive innovation

Solution

- Cloud delivery with instant access to terabytes of social media data
- Natural language processing for deep and accurate customer insight
- Scorecards with e-mail alerts tracking sentiment, passion, and competitor status
- Interactive dashboards for investigation of attitudes, opinions, and behaviors

Benefits

- Better brand management and greater customer loyalty
- Improved competitive analysis and insight
- Early warning and monitoring of potential PR issues
- Low risk and minimal up-front investment with on-demand delivery

Learn more

To find out more, call your SAP representative today or visit us online at www.sap.com/socialanalytics.

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