

# Buzzient Enterprise Social Media Analytics



## *Social Media Is Everywhere*

MySpace, Facebook, Twitter, Youtube, blogs, wikis, online forums – people are sharing more content than ever on the Internet. According to new studies, more than half of all Internet users actively participate in these social media websites at least monthly.

Much of the content in social media is about products and services. There's no bigger source of honest, direct and outspoken consumer opinion than social media sites.

## *Social Media Affects Buying Decisions*

Consumers trust social media. More than 90% of Internet users say they trust online product reviews that were written by other consumers – often more strongly than professional reviews.

Social media is the new word of mouth. It's global, real-time, uncontrollable and dynamic. And every company has to face the fact that its customers are talking online. Maybe they are right now discussing a quality problem that you don't even know about yet.

## *Are You Listening To Your Customers?*

It's a huge challenge to keep on top of all this activity. There are currently 130 million blogs and several million online forums. And all of this is growing at an incredible rate – currently 11% *per month*.

There's no way to follow all of this by just reading through it. But somehow you *have* to listen to your customers.

That's why Buzzient created the **Buzzient Enterprise** Social Media Analytics Platform. Our sophisticated technology, originally developed at MIT, helps you to monitor what is going on in the social web. And it enables you to engage with your customers online.

**Social media is the new "word of mouth".**

**People are talking about your products online. Are you listening?**

**Buzzient helps you to listen, analyze and engage.**

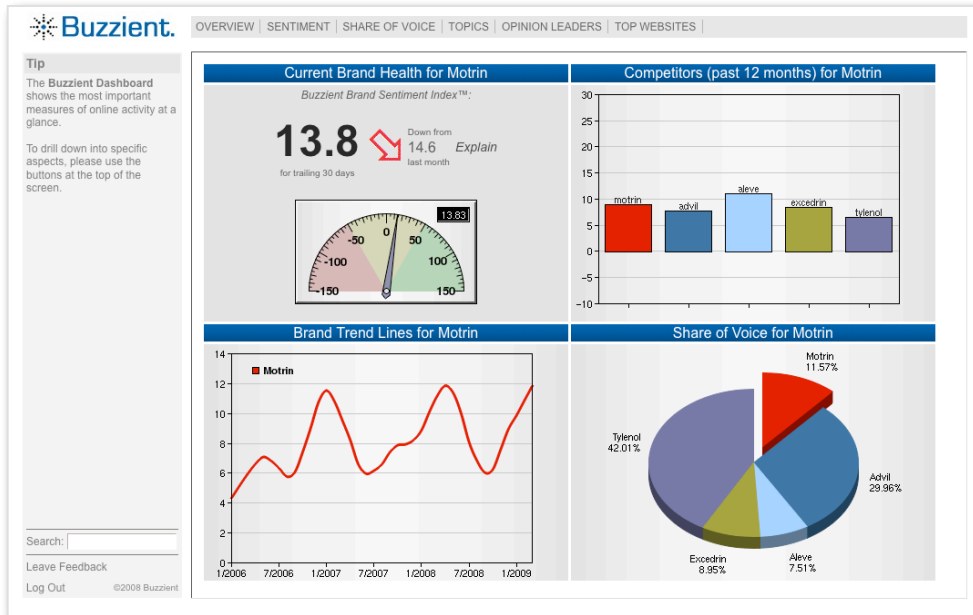


## The Buzzient Solution

Buzzient Enterprise is a comprehensive set of tools for social media monitoring and engagement. The Buzzient platform automatically collects information from a huge number of online sources in real time and analyzes the content based on your specifications.

In a user friendly, fully web-based software package, you will receive an unmatched scope of analysis functionality. Buzzient Enterprise is a hosted solution. You don't need to install anything, all you need is Internet access.

**Buzzient Enterprise does all the monitoring work for you.**



**The Buzzient Enterprise Dashboard gives you the most important metrics on one single page.**

Buzzient Enterprise offers these **groundbreaking features**:

- Fully automated data collection from millions of online sources, including historical data
- Real-time sentiment analysis for brands and products
- Topic analysis and topic alerts
- Opinion leader identification and engagement
- Analysis of most important websites and high-impact advertising opportunities
- Custom reports (in Word or PowerPoint)
- Early warning alerts

Buzzient Enterprise helps to increase customer focus and advertising effectiveness. It enables better market research, early trend recognition and real-time competitor monitoring – insights that directly affect the bottom line.

*Please contact us for a demonstration.*

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