

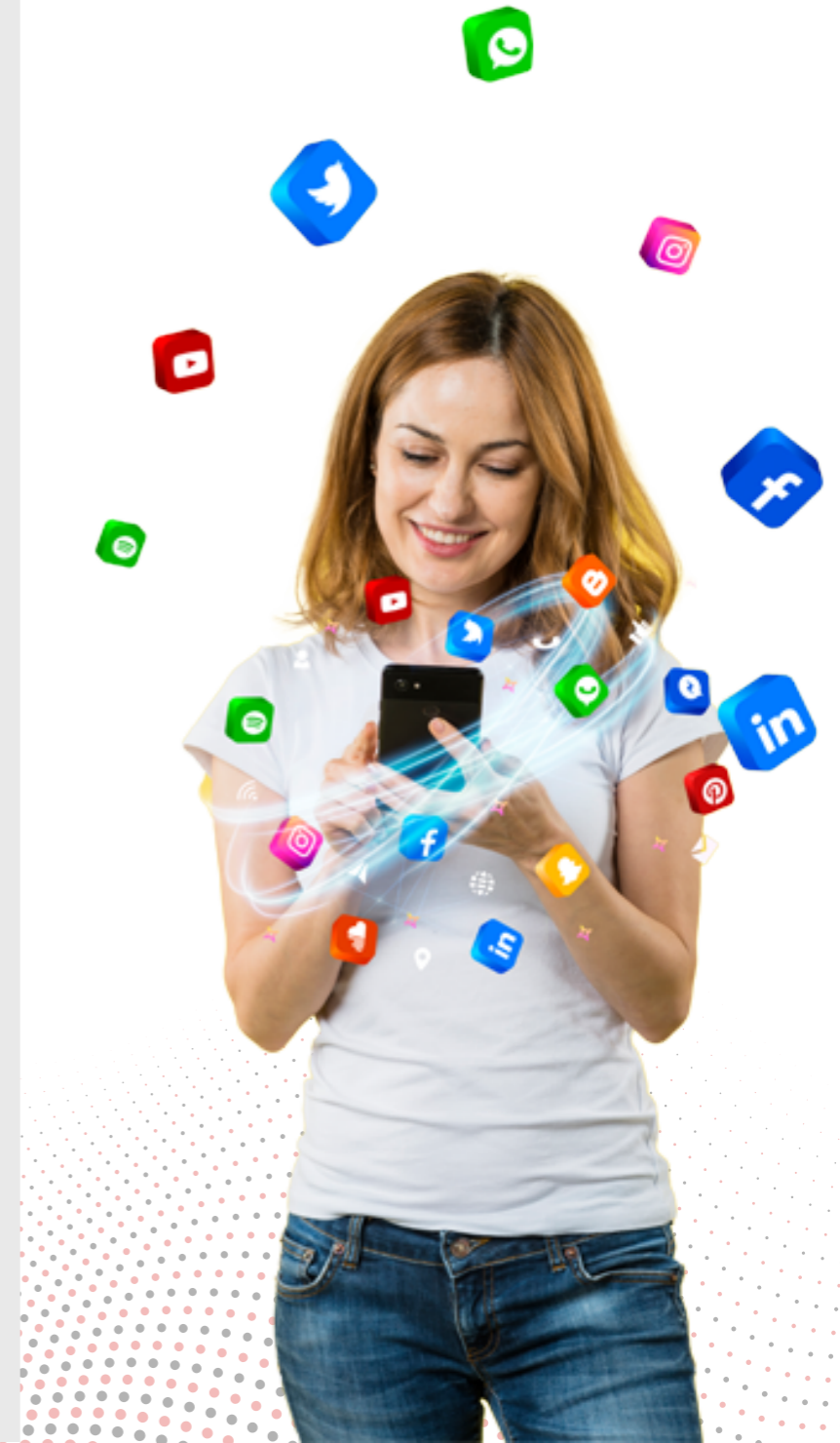


Social Media Listening

Reading the pulse of conversations

Social media has completely transformed the paradigm of consumer engagement for businesses and revolutionized the way brands connect with their audiences. **84%** of social media marketers say social media will become consumers' preferred channel for customer service in 2023. **Social Media Listening (SML) is your tool to decode the digital chatter, answer crucial questions, and shape marketing strategies.**

Discover and assess what people say on social media about brands, products, or companies.



Features



Enhanced data coverage

Our search scope goes beyond hashtags or mentions. Intelligent extraction ensures keywords, related words, and topics are identified with minimal false positives.



Trend capture and alerting

Detect early warning signs and receive alerts about upcoming trends. Monitor trending topics, their popularity, and social engagement through a dynamic dashboard.



Enhanced contextual search

Discover relevant discussion drivers with minimal user feedback. We provide extensive coverage to ensure you never miss out on upcoming trends, regardless of geography or product.



Scalability across geographies and products

Adapt and expand effortlessly. Our system is scalable across multiple brands, products, and geographies. Drill down into specific views for detailed insights.



Continuous monitoring and feedback

We continuously monitor and generate new discussion drivers, capturing the latest trends and insights as they emerge. Our dashboards evolve with changing sentiments.

Technologies used



keyBERT

This is a module developed by using a Bidirectional Encoder Representations from Transformers (BERT)-based language model which is used for the extraction of the keyphrases from the documents.



Pattern Exploiting Training

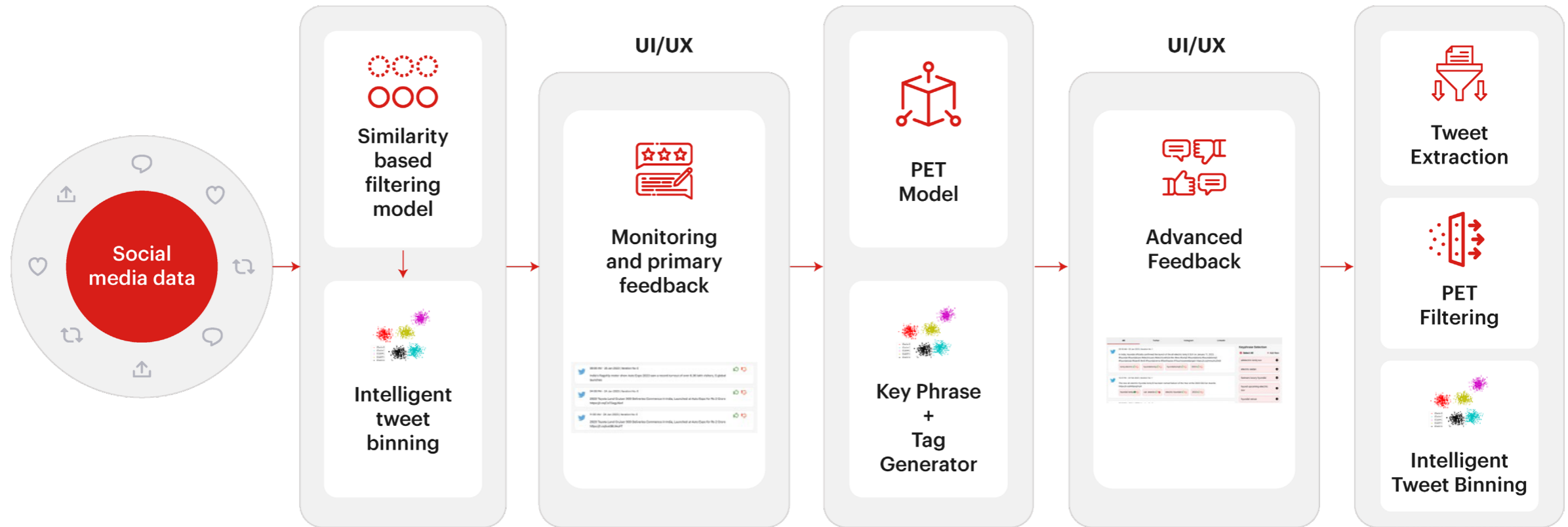
PET is a few shot learning approach to train a language model to enhance its classification capability on documents of similar contexts.



Text-davinci-003

An OpenAI LLM model based on GPT3.5 architecture. For each topic, a subset of documents along with the prompt is passed to this model to generate a name for the topic.

Solution architecture



[Watch SML in action](#)

[Schedule a demo](#)

Business applications



Enhance brand value

Elevate brand recognition and bolster positive brand sentiment through this proficient social media listening tool. Swiftly spot adverse trends in customer sentiment, enabling preemptive action to safeguard brand reputation.



Optimize marketing expenditure

Curtail market research expenses with the precision of data-driven insights. Leverage invaluable data for more efficient product development, ensuring resource allocation matches market needs.



Improve marketing ROI

Craft purpose-driven campaigns that resonate with your target audience, ensuring every dollar spent yields substantial returns. Amplify your marketing impact and boost the overall return on investment for your marketing efforts.



Enhance customer experience

Deliver an exceptional customer journey by promptly identifying and resolving recurring pain points. Acquire a deep understanding of customer preferences, both for your brand and competitors.

Join the Gen AI revolution

Let's talk!