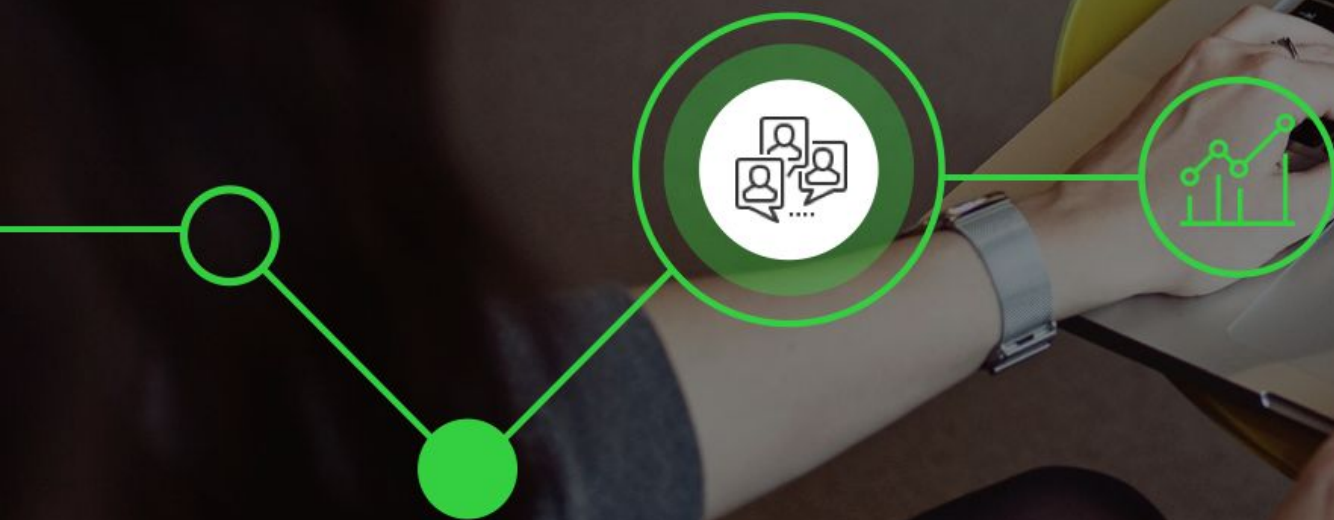




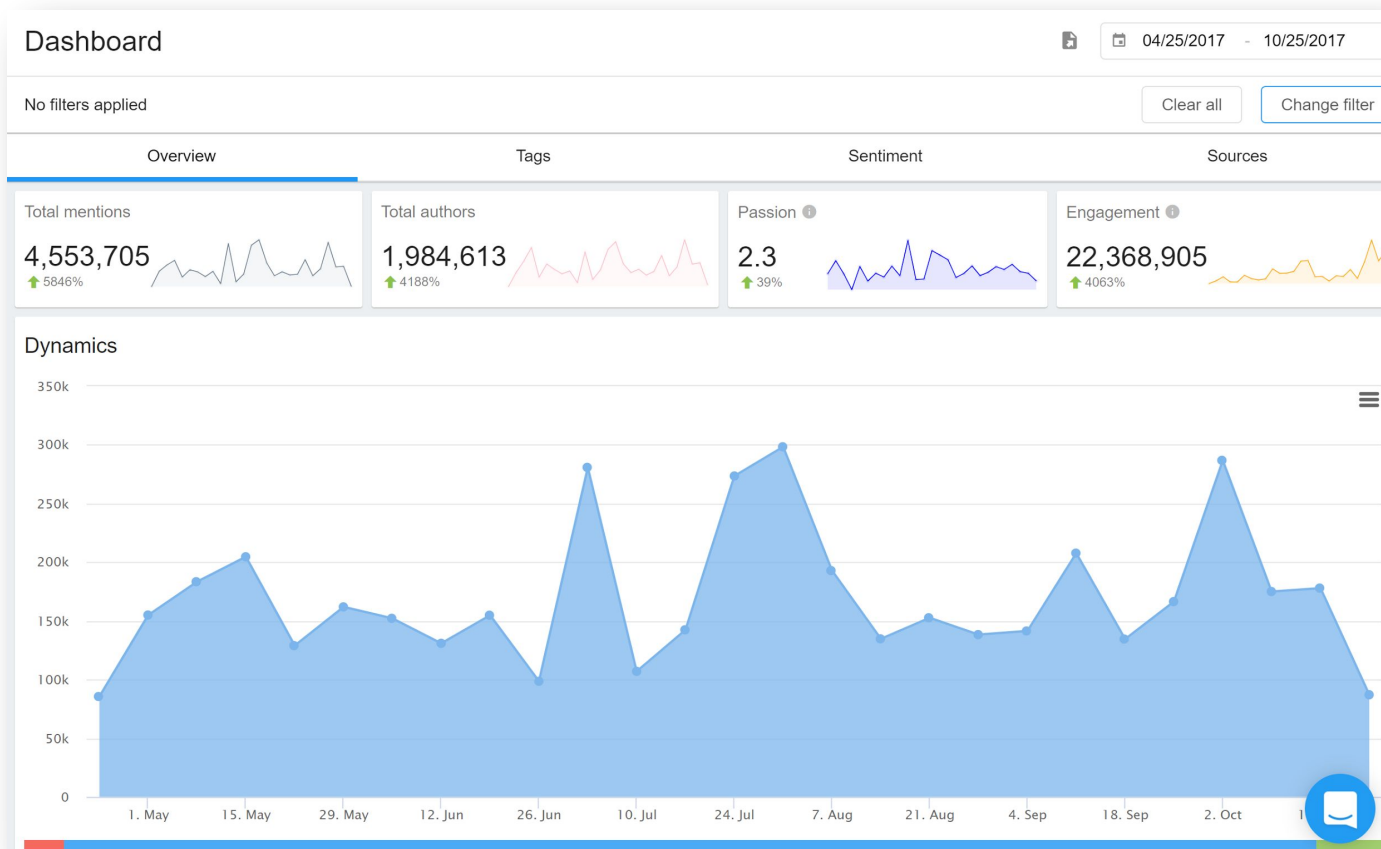
SOCIAL MEDIA MONITORING and ANALYSIS DETAILED PRODUCT DESCRIPTION



KEY FEATURES:

No restrictions on the amount of stored and processed data

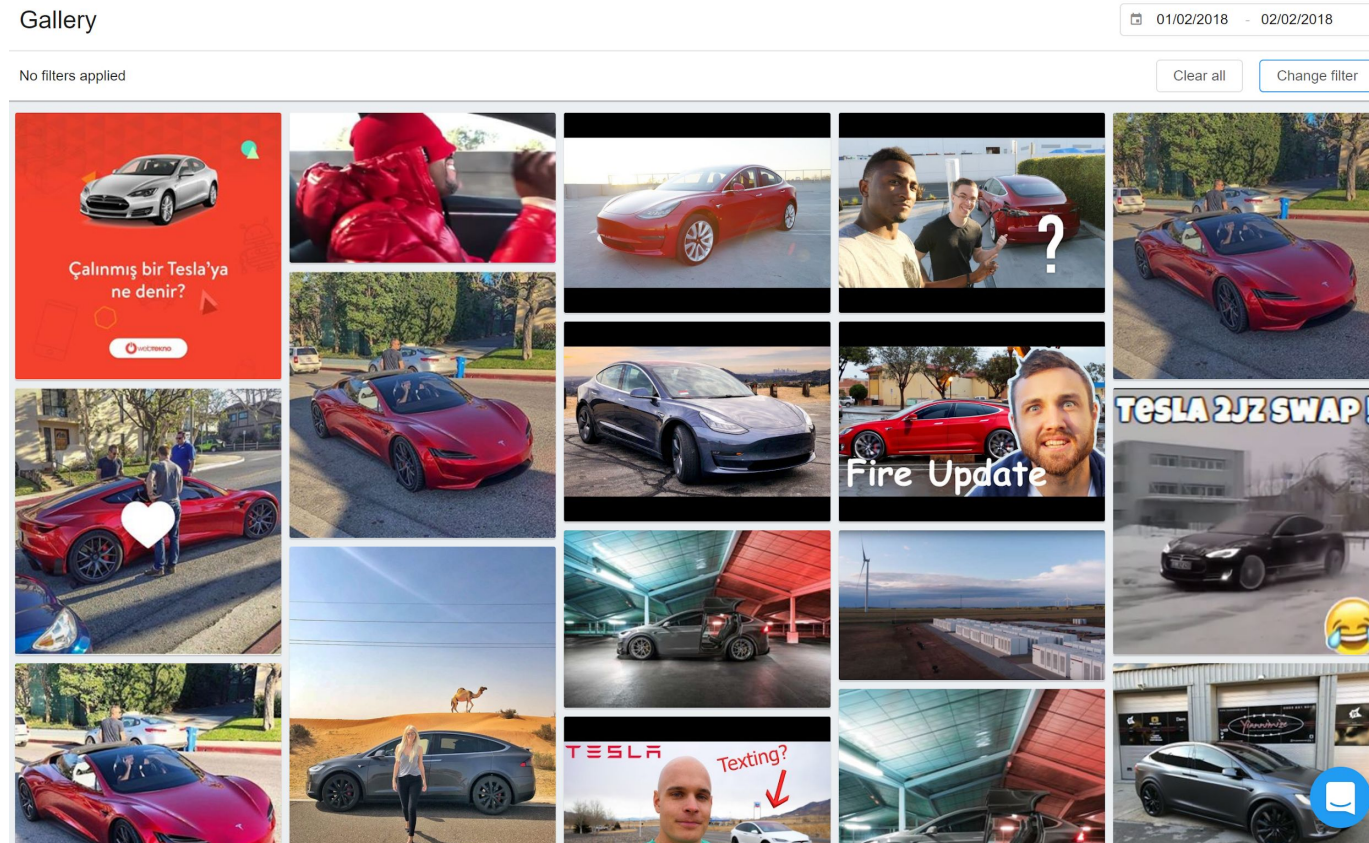
YouScan has no limits on the amount of data stored and processed by the system. All mentions found during monitoring in any of the active monitoring topics, regardless of their amount, are stored by the system for an unlimited period of time without any hidden surcharges.



KEY FEATURES:

Image analytics: gallery


The “Gallery” mode highlights the best-performing images related to your brand. It helps analyse the visuals most frequently associated with your brand in the most convenient way.




KEY FEATURES:


Smart alerts


Notifications

Receive email notifications 

Weekly 

Smart alerts

Receive email alerts 

 If this option is enabled you will be receiving email notifications when something important happens in current topic. Such as, engagement splashes, new posts from influencers, vast number of mentions growth, e.t.c. [More info](#)

Using Smart Alerts, you will automatically receive alerts about the most important events of the monitoring topic.

Algorithms of the "Smart Alerts" feature are designed in such a way that they detect an important event as early as possible, before any "fires" flared up. During the process, a combination of multiple parameters -- such as the source, sentiment, engagement, the number of "likes", the potential audience, the general "background" in the subject itself -- is taken into account; any deviation from the average indicators is captured and analyzed.




For each alert, it is possible to send feedback whether the alert was useful or not. Based on this information, the system is going to evolve and select the most relevant notifications for you.

KEY FEATURES:

Slack integration

#tesla-mentions

☆ | 👤 1 | 📁 0 | ✎ Add a topic



@ ☆ ⋮

Today


↑ Jump

3 new messages since 12:23 PM on January 17th

Mark as read ×


★ Added to your starred items


New trending [post](#) in the monitored topic [Tesla Mentions](#)

Glyn Lewis Web Man | 👤 63,916

Ferrari plans an electric supercar that would compete with Tesla

<http://dlvr.it/QBYvzL>

 [twitter.com](#) | Today at 11:15 AM (134 kB) ▾

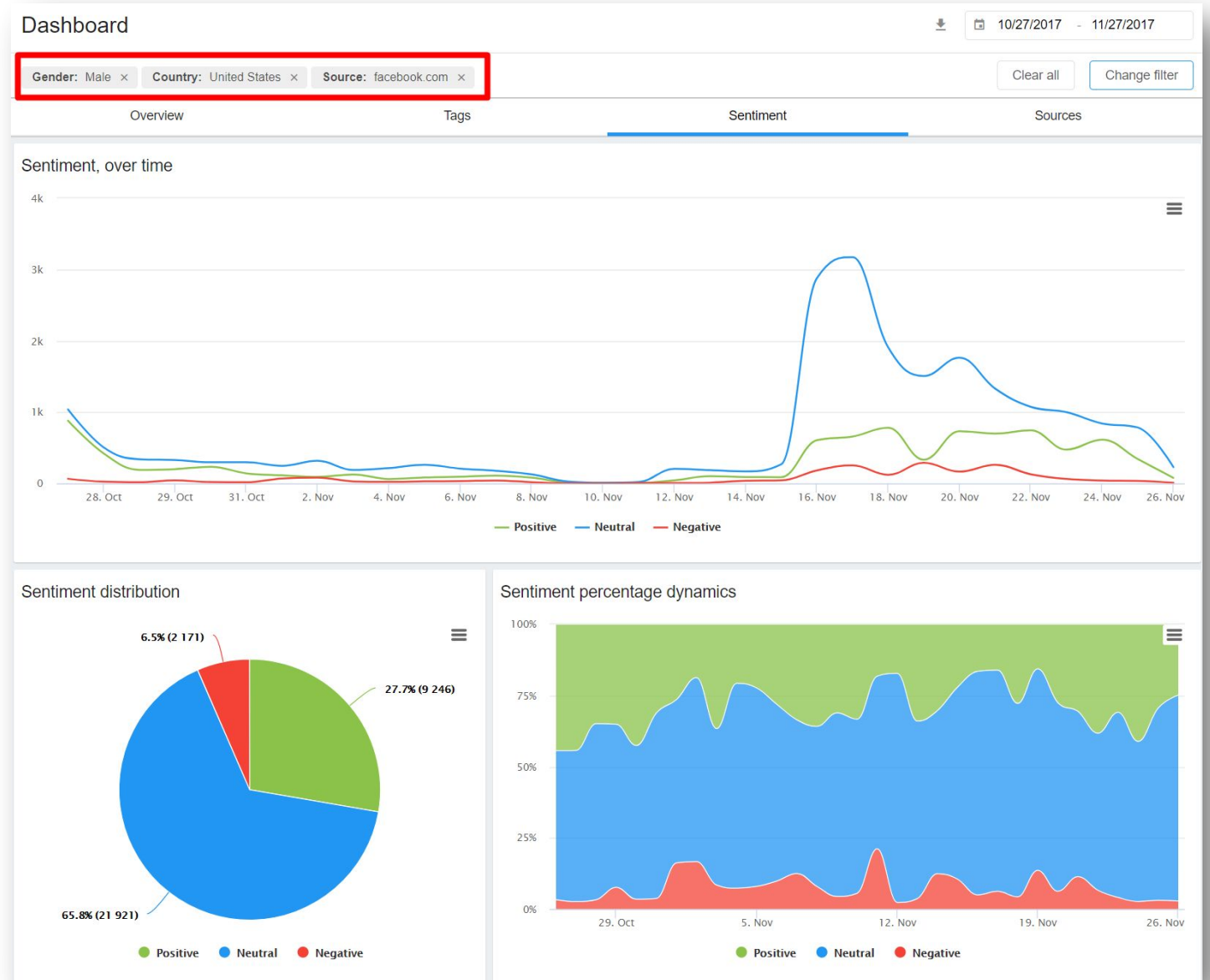


KEY FEATURES:

Multimonitoring

Multimonitoring technology allows you to receive analytical information from a cross-section of any available filters.

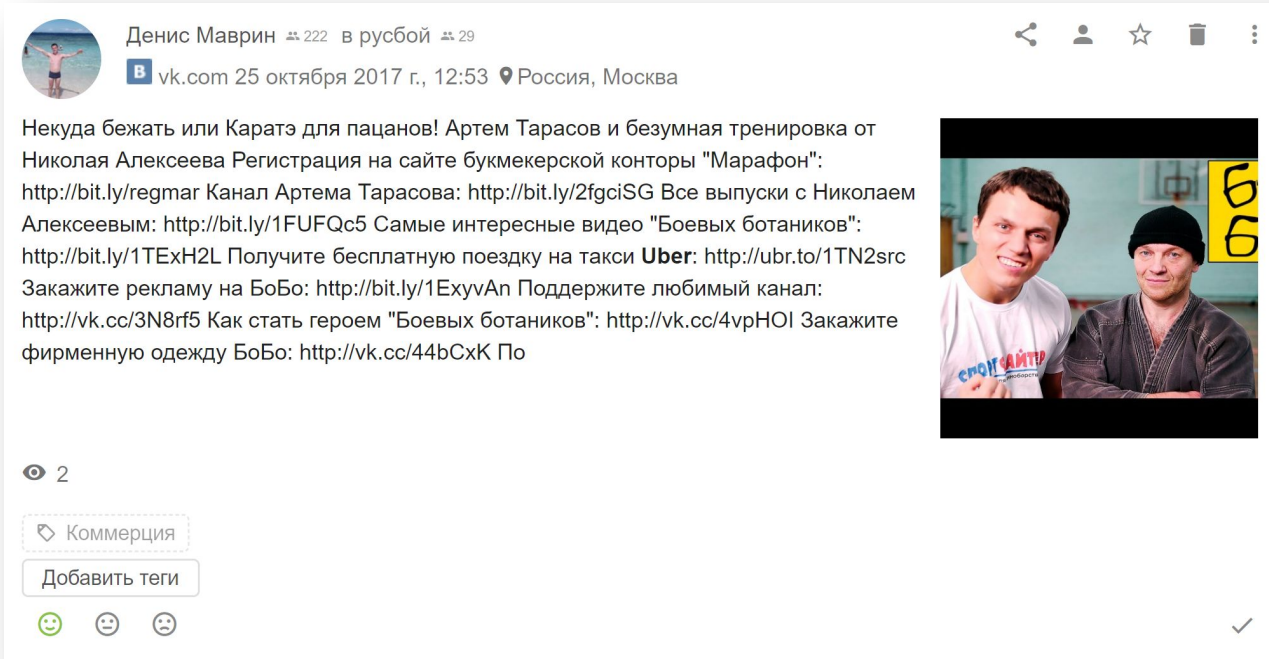
For example, it can show the distribution of sentiment on Facebook for men in the United States.



KEY FEATURES:

Auto-categories «Commerce», «Charity» etc.

Auto-category



YouScan can determine the category of each post using machine learning algorithms. For example, the categories include:

- Commerce
- Charity
- Recipes
- WOM (word-of-mouth, user-generated content)
- and so on

Using auto categorization data, the user can configure automatic rules for further markup of messages. For instance, commercial posts can be automatically deleted or placed in "processed" folder.

KEY FEATURES:

Online support

The screenshot displays a social media monitoring interface. At the top, a dark blue header contains the word "Topics", a notification bell, a user profile for "Mark Oliinyk" (YouScan Experim...), and a date range filter set to "07/27/2018 - 08/27/2018". Below the header, the "Mentions" section is active, showing a list of posts. The first post is from "buybest" (myvap.org) dated August 27, 2018, at 9:54 PM. It features a blue notification bubble that says "There are 100 new mentions". The post content is a "Buybest Flash Sale Update" for Smoant Cylon TC Box MOD. The second post is from "SFgate" (sfgate.com) dated August 27, 2018, at 9:12 PM, titled "Nissan launches China-focused electric car". A chat overlay is positioned in the lower right, with a blue header "Hi Mark" and a white box titled "Start a conversation" that says "The team typically replies in a few hours." and includes a "New conversation" button. To the right of the chat, a sidebar shows a list of "Words" and "Tags" with their respective counts: tesla (862,881), musk (317,931), elon (317,623), @elonmusk (241,059), electric (84,262), ceo (83,320), and model (83,320).

Topics

MO Mark Oliinyk
YouScan Experim...

Mentions

07/27/2018 - 08/27/2018

Language: English x

Clear all Change filter

1-50 of 1,437,589

Merge duplicates

Search

Words Tags

tesla 862,881

musk 317,931

elon 317,623

@elonmusk 241,059

electric 84,262

ceo 83,320

model 83,320

buybest posted in Supplier | myVap - There are 100 new mentions

myvap.org August 27, 2018 9:54 PM

Buybest Flash Sale Update - \$31.99 for Smoant Cylon TC Box MOD

Here comes the new round of our flash sale . Product list as below. Ends at 23:59PM on August 29,2018. Vaporesso Polar 220W TC Kit with Cascade Baby SE (Only Blue/Black,6.5ml Standard Edition) PTH-305 Wireless Bluetooth Speakers (Only Rose Gold Color) Smoant Cylon 218W TC Box MOD (Only Black Color) Desire Mad Mod 108W TC Kit with M-Tank (Only Blue,Standard Edition) SMOK TFV12 Beast Tank 6ml (Only Silver Color) REV Drift Subohm Tank 2ml/4.5ml (Only Red,2ml) Next round of flash sale will start from 00:00AM August 30 to 23:59PM September 1. Check the product list in advance GeekVape Zeus Dual RTA 5.5ml/2ml C181 HD Recording Video Pen Tesla Nano 120W TC Box MOD Waterproof IPX7 Bluetooth Speaker with Led Light and Suck IJOY Saber 100 20700 VW Kit Cthulhu Hastur MTL RTA 3.5ml Thank you & enjoy shopping at www.buybest.com

3

Add tag

SFgate

SF sfgate.com August 27, 2018 9:12 PM United States

Nissan launches China-focused electric car

GUANGZHOU, China (AP) — Nissan's first electric sedan designed for China began production Monday at the start of planned lower-cost electrics being created by global automakers for their biggest market. Manufacturers including Volkswagen are poised this year to launch a flood of electric sedans, minivans and SUVs in China designed for smaller budgets. Nissan, Tesla, GM and others sell imported electrics or electrified versions of models made by the market is

6 76

Add tag

Hi Mark

Start a conversation

The team typically replies in a few hours.

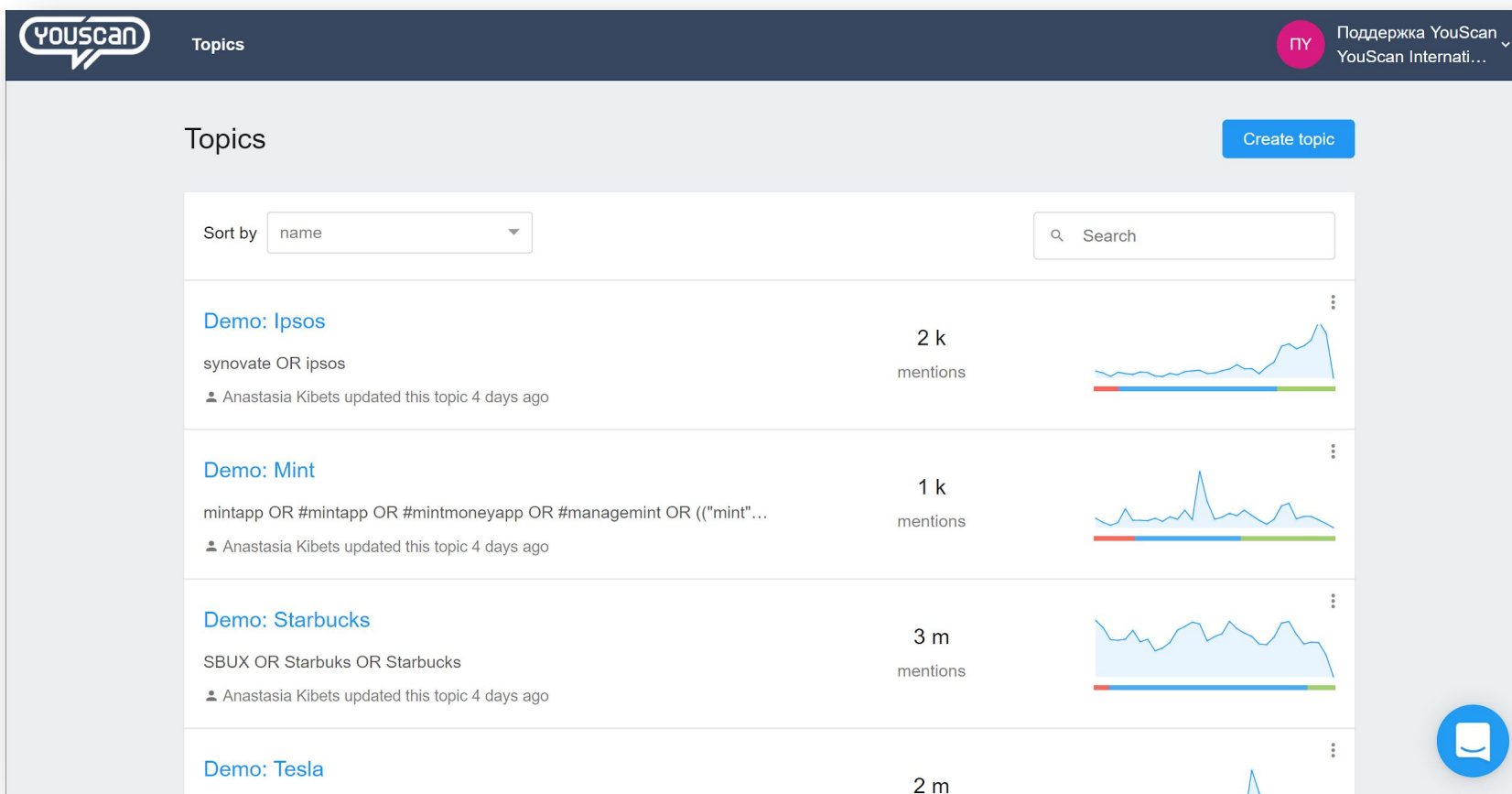
New conversation

MONITORING TOPICS

MONITORING TOPICS:

General concepts

In order to begin monitoring social media mentions, the user needs to create a monitoring topic. The list of existing monitoring topics is presented in the user's main YouScan dashboard:



A topic is a single search query consisting of a list of keywords (variations and combinations of the monitoring object's name) which will be used to search mentions on social media.

A separate stream of mentions, statistics and analytical reports will be built for each monitoring topic.

MONITORING TOPICS:

Creation of monitoring topics

Topic creation

Name

Query

```
mintapp OR #mintapp OR #mintmoneyapp OR
#managemint OR (("mint" OR "#mint") /10
(((create OR spent OR management OR control
OR check OR track OR pay OR app OR
application OR program OR programm) /7
(profit OR cost OR budget OR money OR cash
OR income OR bill)) OR intuit OR intu OR
(credit /5 score) OR (personal /5 finance)
OR #personalfinance OR quicken OR #quicken
OR ynab OR #ynab OR (level /1 money) OR
#levelmoney OR #intuit OR #intu)) -linux
-tbsp -cooking -photo -hair -"mint.me"
-mintme -dating -blockchain -bitcoin
-medals
```

532

Show preview

Statistics

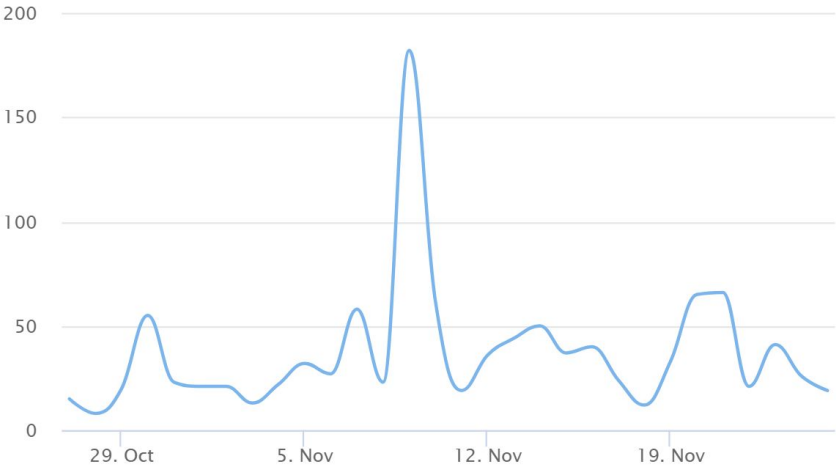
Mentions

Amount of mentions for the last month

1,115

Daily average

37



Need help?

Create topic

The query language supports the operators AND, OR, parentheses and distance between words.

More information about creating a topic and using the query language can be found [here](#).

Before creating a new topic, you can use the "preview" function to see mentions activity for this query for the previous month, as well as some examples of mentions.

MONITORING TOPICS:

Additional settings for the monitoring topics

After creating a topic, there are several additional search parameters to help refine the search, such as country, language, source type (for example, only social networks) and types of mentions (for example, only posts, without reposts and comments).

These settings help narrow the data collection to the relevant scope. Data that's already been collected can also be filtered by any parameter without disrupting the rest of the topic.

Filter

Languages

You will receive mentions only in selected languages

- ☐ Ukrainian
- ☐ Russian
- ☒ English
- ☐ Kazakh
- ☐ Belorussian
- ☒ Other

Resource type

You will receive mentions only with selected resource types

- ☒ Blog
- ☒ Forum
- ☒ News
- ☒ Social
- ☒ Reviews
- ☒ Messengers
- ☒ Other

Post type

You will receive only selected types of mentions

- ☒ Post
- ☒ Repost
- ☒ Comment

Country

You will receive mentions only from selected countries

- ☒ Ukraine
- ☒ Russia
- ☒ Belarus
- ☒ Kazakhstan
- ☒ Other ⓘ
- ☒ Not defined

[+ add country](#)

MONITORING TOPICS:

Search for potential customers

With the assistance of unique technology custom-built for determining customer intent on social networks - Intent Intelligence Technology (IIT) - YouScan can be used for lead generation, or the search for potential customers. (In this case, a special monitoring topic is required)

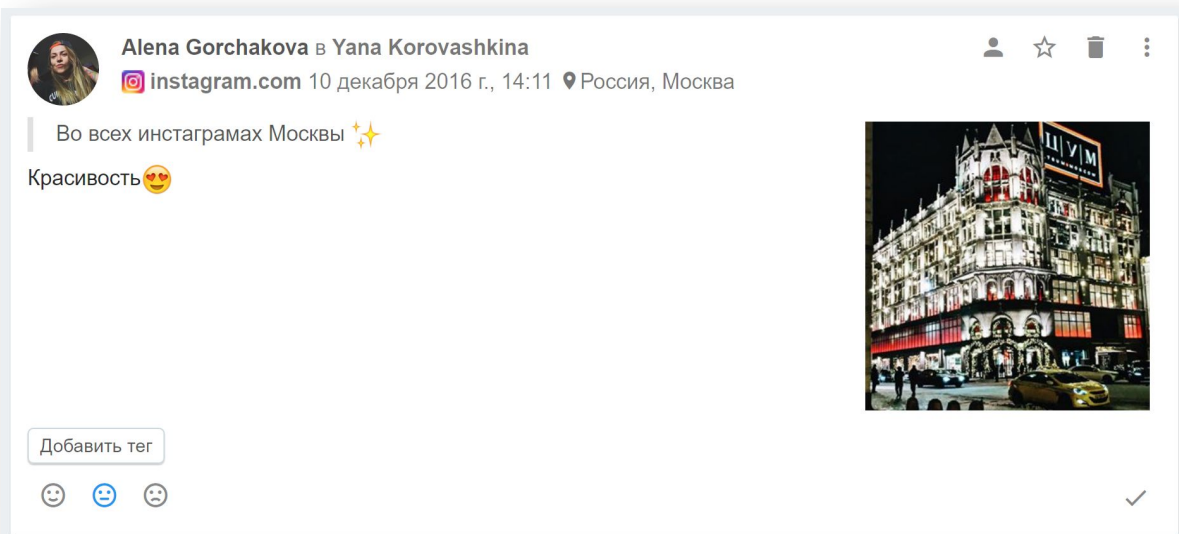
Lead generation can be adjusted to take into account all the specifics of the business for searching both explicit (when a person expresses intention to buy) and implicit (when, for example, a person mentions a problem that you solve with the help of your product or service) intent.



MONITORING TOPICS:

Monitoring of “Channels”, regardless of the search queries

In addition to monitoring by keywords, YouScan supports the inclusion of "Channels" in the monitoring topic. In this case, all posts and comments from a certain source will be included in the topic stream, regardless of whether or not the keywords are present.



At the moment, the following “channels” are available:

- For Facebook: public pages and groups, all posts and comments on a particular user's profile.
- For Twitter: all tweets from a certain user, as well as all posts where the user is @mentioned.
- For Instagram: user profiles and location tags.
- For VK: public pages and groups (together with the "discussion" section), user profiles.
- For OK: public groups and a user's timeline/feed.
- For a number of review sites: monitoring of individual review pages.

DATA COLLECTION

DATA COLLECTION:

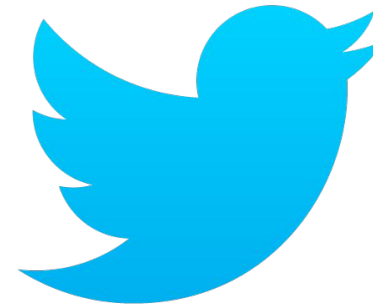
Social Networks and Messengers

- Social Networks

- Facebook
- Instagram
- Google+
- YouTube
- Twitter
- VK
- Regional (OK.ru, etc)

- Messengers

- Telegram



DATA COLLECTION:

Other sources

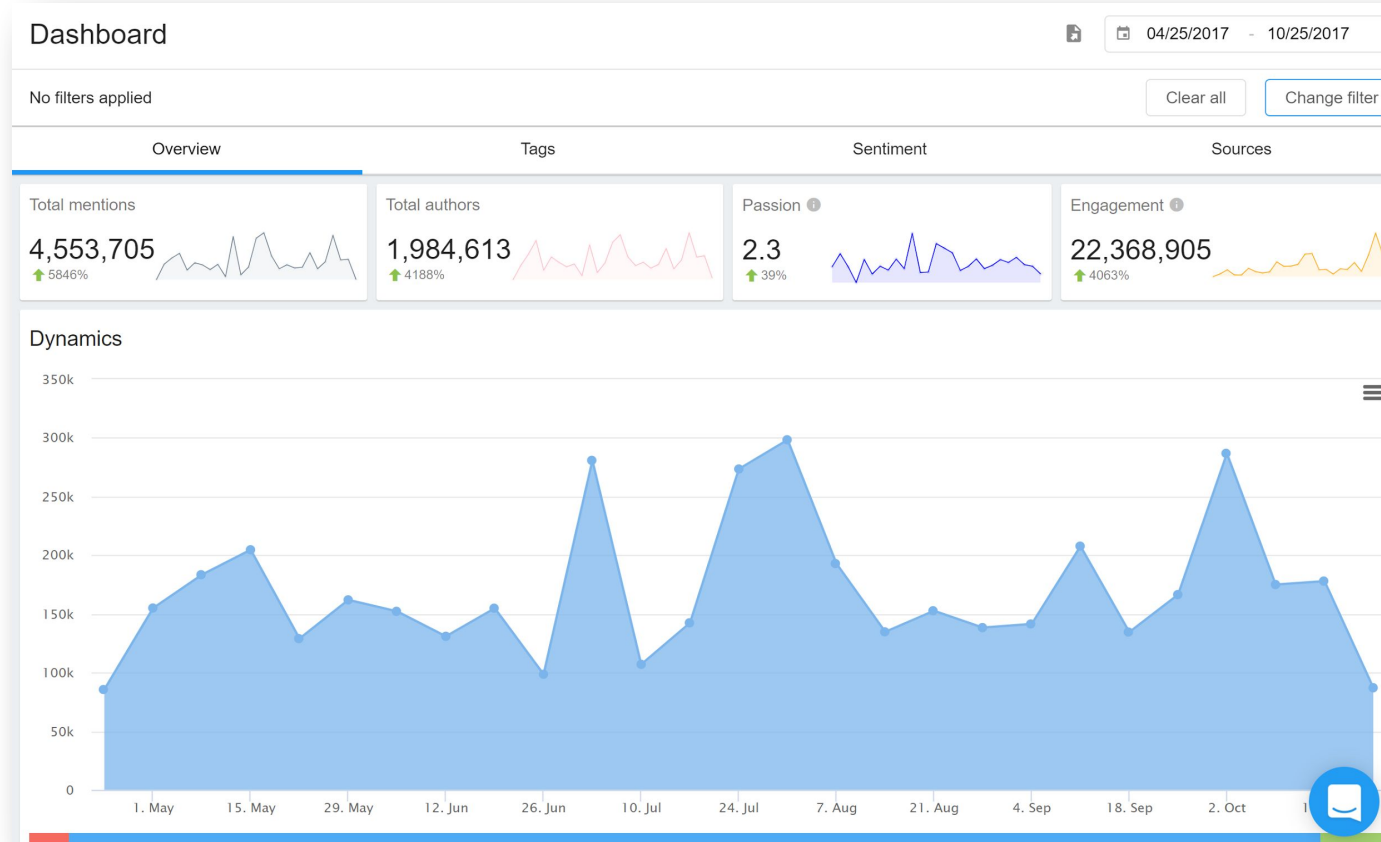
- Blogs and blog platforms
- Online news
- Forums
- Review sites
- Reviews on e-commerce sites

Overall, more than 100 thousand sources with monthly activity.

DATA COLLECTION:

No restrictions on the amount of stored and processed data

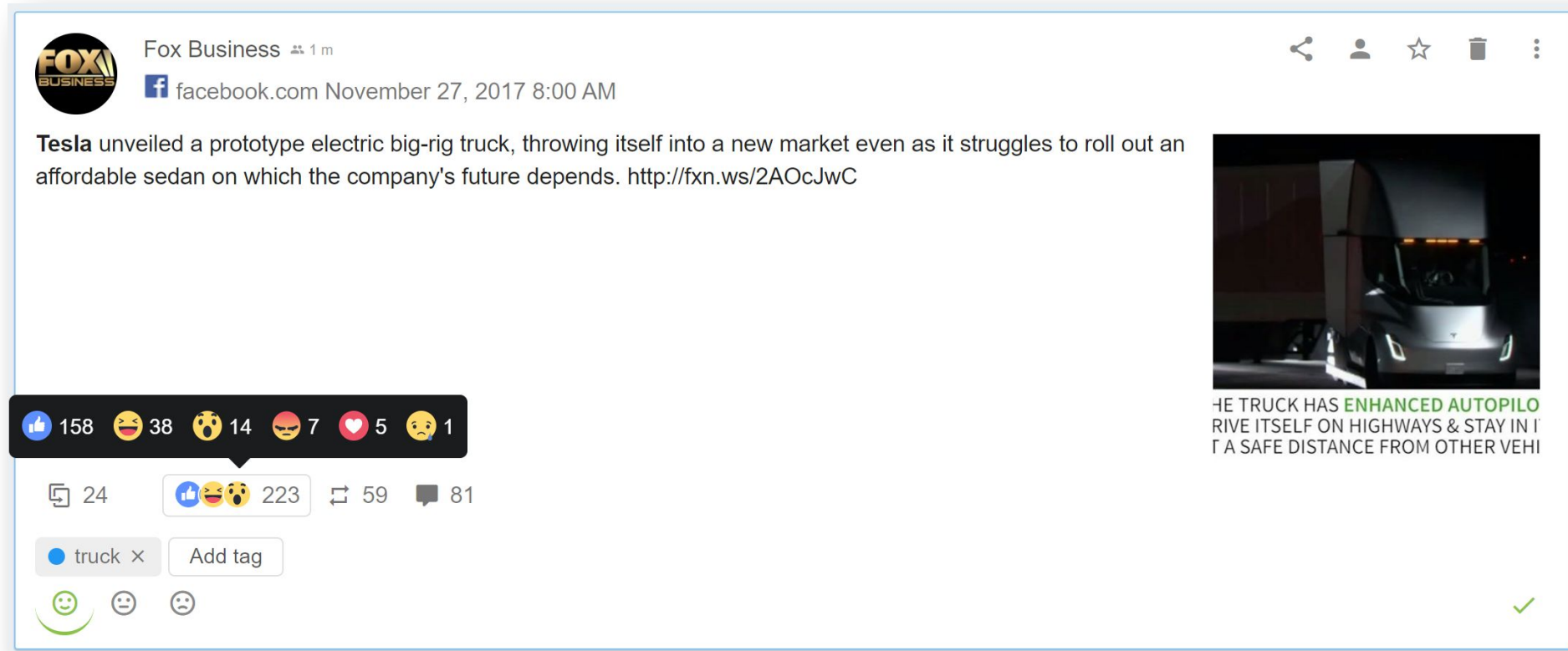
YouScan has no limits on the amount of brand mentions stored and processed by the system. All mentions of the brands found during monitoring are stored by the system for an unlimited period of time for any of the active monitoring topics, regardless of their number, without any hidden surcharges.



DATA COLLECTION:

Engagement (likes, reposts, comments) and number of views

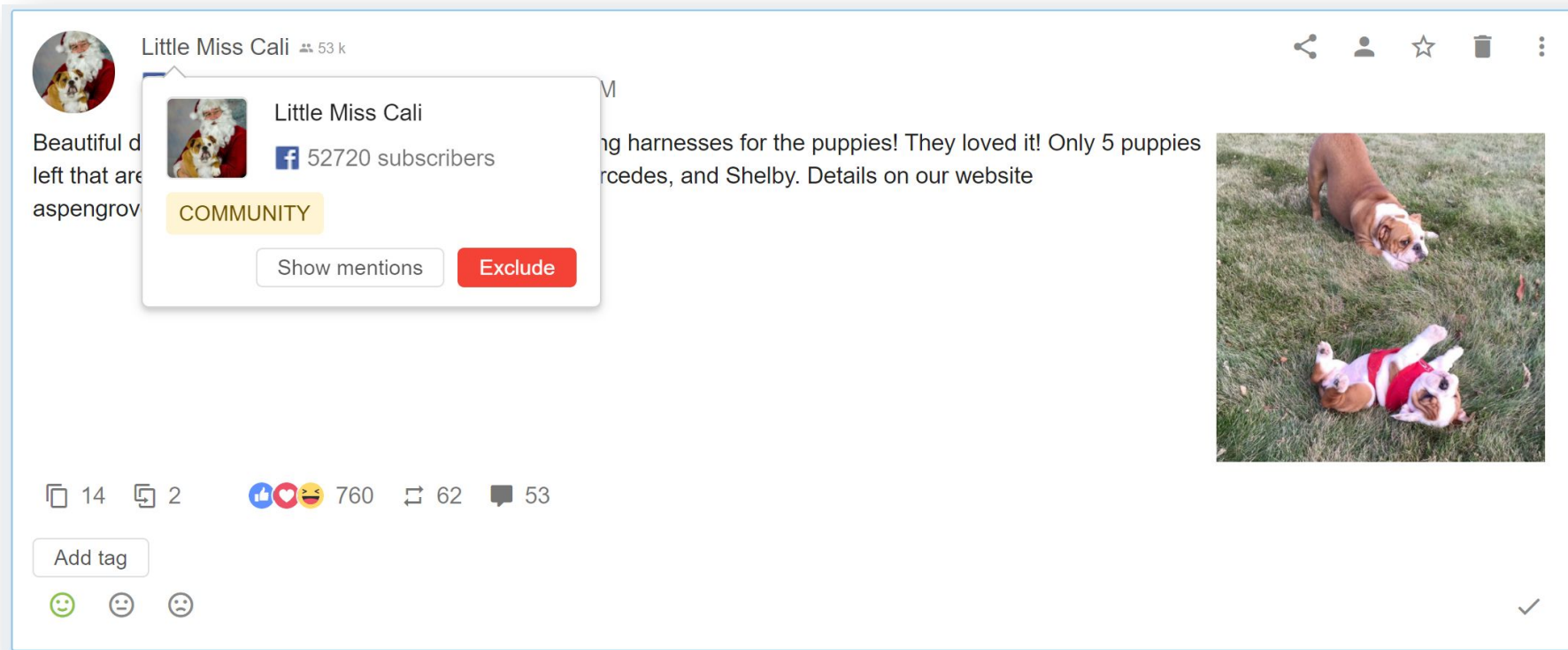
For mentions on social networks, YouScan also collects information about engagement (the number of likes, reposts, comments). Post engagement data is held for a month after its publication. Similarly to the engagement stats, YouScan also monitors the number of views on VK posts, YouTube videos and Instagram.



DATA COLLECTION:

Number of subscribers and other parameters

YouScan allows users to assess the influence score of the author of the mention. For popular blog platforms and social networks, the number of subscribers (readers) of the authors determines their influence.



YouScan also takes into account the author's gender, age, and location.

WORKING WITH MENTIONS

WORKING WITH MENTIONS:

Mentions feed

The screenshot shows a web application interface for monitoring mentions. The top navigation bar includes a 'Demo: Tesla' dropdown, a 'Topics' section, and a user profile for 'John Johnson' from 'YouScan International'. The left sidebar contains a menu with options: Analytics, Mentions (selected), All, Unprocessed, Processed, Starred, For me, Spam, Deleted, Authors, Comparison, Export, and Settings. The main content area is titled 'Mentions' and shows a list of social media posts mentioning 'Tesla'. The first post is from Artem Morozov on Facebook, dated November 27, 2017, at 5:08 PM, from Saint-Petersburg, Russia. The post text discusses a new MRI device with a static magnetic field strength twice that of current devices, mentioning 'Tesla' in the context of magnetic field strength measurements. It includes an image of a brain MRI scan. The second post is from Екатерина Максимова on Facebook, dated November 27, 2017, at 4:54 PM, from Lviv, Ukraine. The post is in Polish and discusses a translation of a text about Tesla's inventions. To the right of the mentions list is a sidebar with a 'Merge duplicates' toggle, a search bar, and a list of words and tags associated with the mentions, such as 'tesla', 'elon', 'musk', '#tesla', 'santa', '#milaandkiesha', '#santaclaus', 'bestfriend', 'claus', 'hates', 'poppy', 'yung', 'electric', and 'semi'. Each word has a count next to it.

All the mentions of the brand are displayed in a convenient interface.

The mention card contains:

- date of publication
- source
- the author and the number of their subscribers
- geographical location of the author
- automatically defined sentiment of the mention
- the engagement on the publication
- number of views
- attached image
- text of the mention

WORKING WITH MENTIONS:

Filter Options

General	Sources	Authors	Geography	Tags
Sentiment				
<input type="checkbox"/> Positive 282,422	<input type="checkbox"/> Neutral 1,511,089	<input type="checkbox"/> Negative 165,832		
Post type				
<input type="checkbox"/> Post 638,038	<input type="checkbox"/> Comment 246,803	<input type="checkbox"/> Repost 1,074,502		
Auto-category				
<input type="checkbox"/> WOM BETA 169,120	<input type="checkbox"/> News BETA 62,205	<input type="checkbox"/> Commercial 1,247	<input type="checkbox"/> Intent 21	

General	Sources	Authors	Geography	Tags
Resource type				
<input type="checkbox"/> Social networks 1,929,011	<input type="checkbox"/> Forums 16,099	<input type="checkbox"/> News 10,382	<input type="checkbox"/> Reviews 9	
<input type="checkbox"/> Blogs 3,814	<input type="checkbox"/> Messengers BETA 28			
Source				
<input type="text" value="Search"/>				
<input type="checkbox"/> twitter.com 1,409,963	<input type="checkbox"/> facebook.com 282,499	<input type="checkbox"/> instagram.com 184,361	<input type="checkbox"/> youtube.com 33,817	
<input type="checkbox"/> vk.com 12,613	<input type="checkbox"/> reddit.com 3,634	<input type="checkbox"/> plus.google.com 3,374	<input type="checkbox"/> ok.ru 2,369	
<input type="checkbox"/> teslamotorsclub.com 2,162	<input type="checkbox"/> blogspot.com 860			

YouScan allow users to filter mentions by the following features:

- Sentiment of the mention
- Type of mentions (post, repost, comment)
- Auto-category defined by machine learning ("Commerce", "Recipes", "WOM")
- Source type
- A source
- Author's gender
- Mention of a specific author
- Country, region, city
- A tag manually assigned to the mention or with the help of previously set rules.

WORKING WITH MENTIONS:

“Smart” filters: Auto-categories

Auto-category

☐ WOM **BETA** 164,799


☐ News **BETA** 59,810

☐ Commercial 1,224

☐ Intent 21

Денис Маврин 222 в русбой 29
vk.com 25 октября 2017 г., 12:53 Россия, Москва

Некуда бежать или Каратэ для пацанов! Артем Тарасов и безумная тренировка от Николая Алексеева Регистрация на сайте букмекерской конторы "Марафон": <http://bit.ly/regmar> Канал Артема Тарасова: <http://bit.ly/2fgciSG> Все выпуски с Николаем Алексеевым: <http://bit.ly/1FUFQc5> Самые интересные видео "Боевых ботаников": <http://bit.ly/1TEhH2L> Получите бесплатную поездку на такси **Uber**: <http://ubr.to/1TN2src> Закажите рекламу на БоБо: <http://bit.ly/1ЕхувАп> Поддержите любимый канал: <http://vk.cc/3N8rf5> Как стать героем "Боевых ботаников": <http://vk.cc/4vpHOI> Закажите фирменную одежду БоБо: <http://vk.cc/44bCхК> По



2

Коммерция

Добавить теги



YouScan is able to determine the category of a post using machine learning algorithms, choosing from such options as:

- Article
- WOM (word-of-mouth, user-generated content)
- Commerce
- Charity
- Recipes
- etc.

Using auto categorization data, user can configure automatic rules for further markup of messages. For example, commercial posts can be automatically deleted or placed in "processed" folder

WORKING WITH MENTIONS:

Sorting Options

by publication date (new first)

by publication date (old first)

by indexing date

by engagement

by number of duplicates

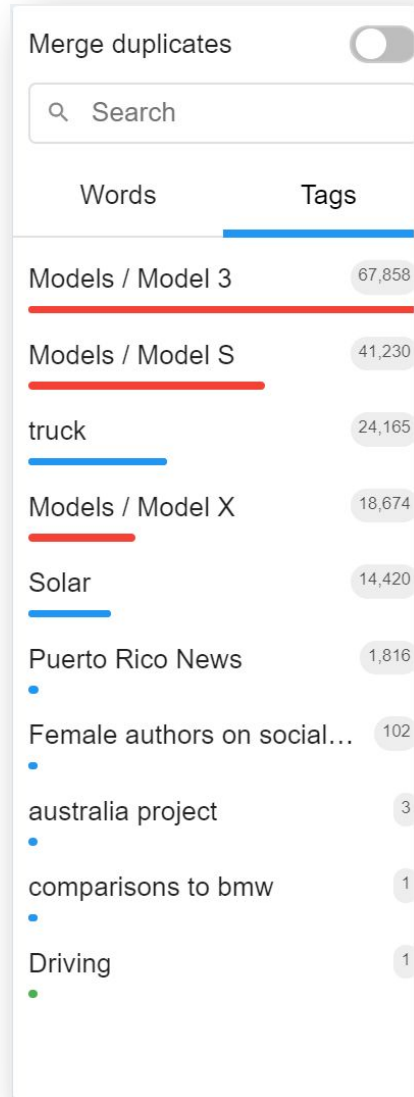
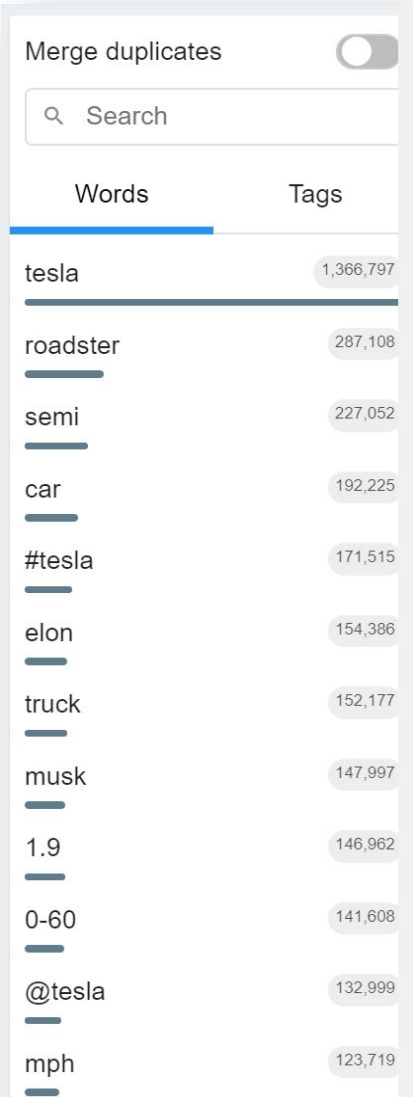
by views

YouScan allows you to sort the mentions by a variety of parameters, such as date of publication, date of collection, engagement, number of duplicates or number of views.

Thus, it is easy to find mentions that attracted the most attention in this period.

WORKING WITH MENTIONS:

Histograms of frequent words and tags

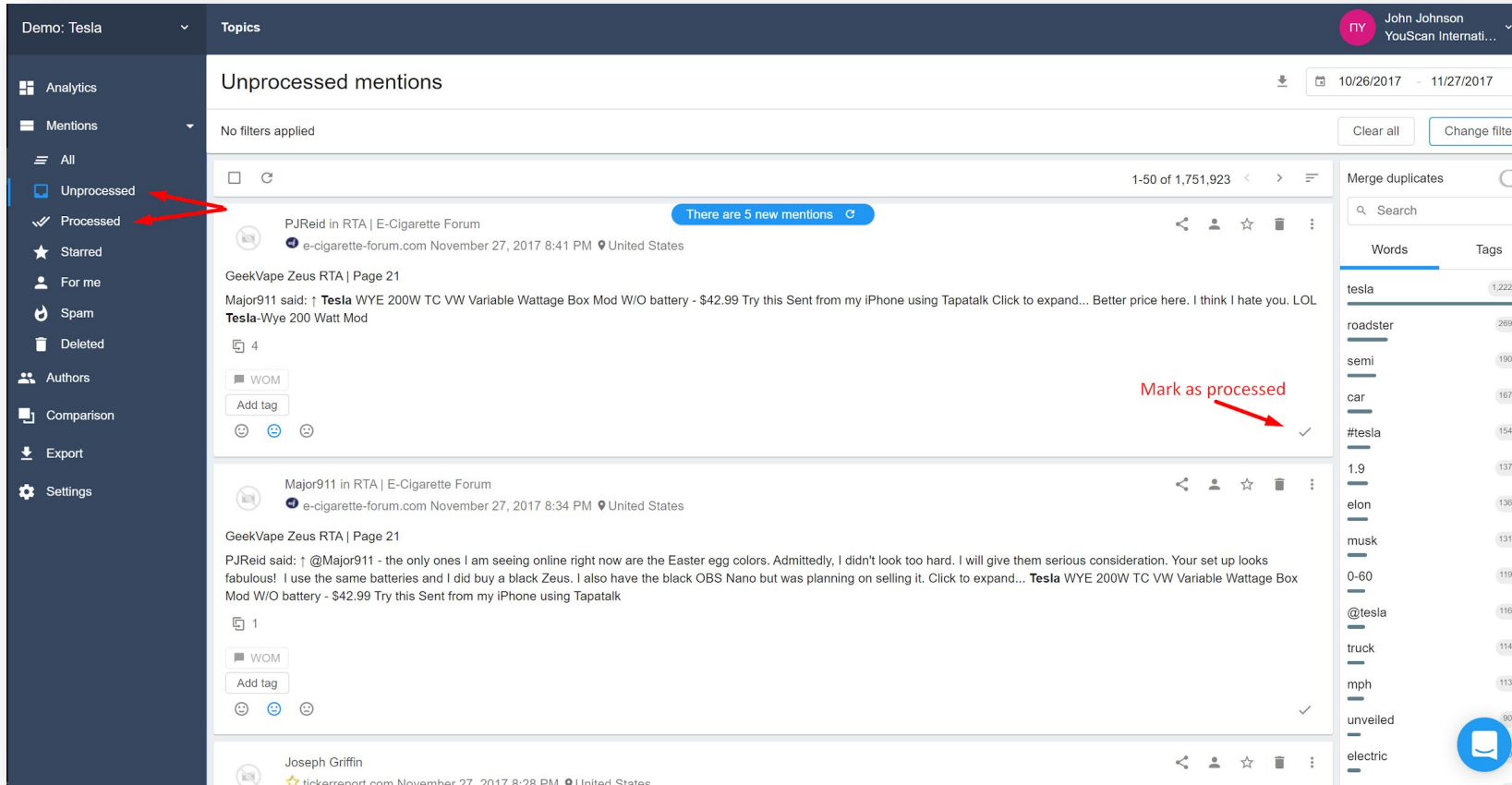


A histogram of frequent words makes it easy to assess the main discussion trends over a given period. It is also automatically adjusted depending on which filter is applied, showing the main trends of discussions in a particular region or on a particular forum.

Owing to the tags, which could be applied manually or with the help of customized automatic rules, the tag histogram quickly evaluates the distribution of selected mentions.

WORKING WITH MENTIONS:

Processed and unprocessed mentions

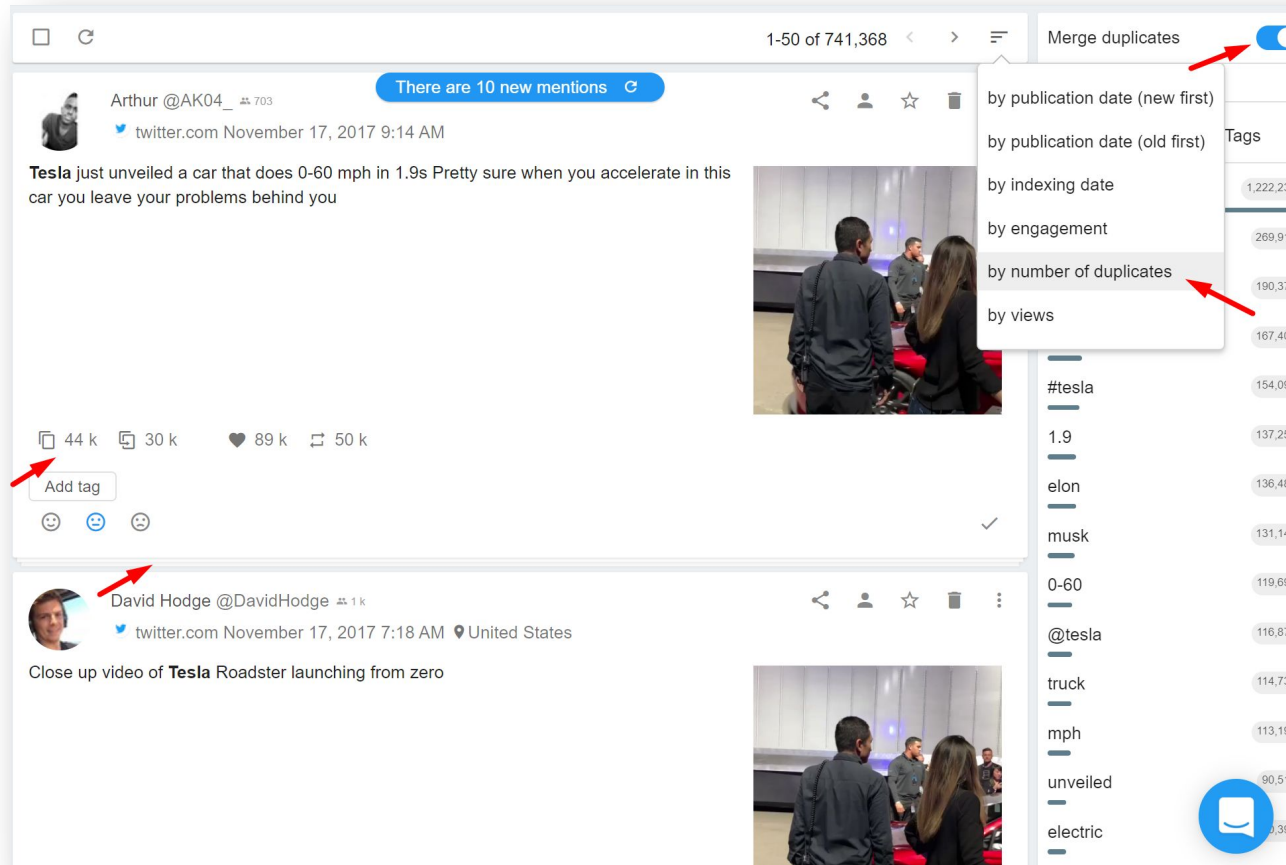


Sorting mentions into "processed" and "unprocessed" makes it much easier to work with a large number of mentions. A mention is considered "processed" only when someone viewed it and performed necessary actions on it (eg. checked the sentiment, relevance, defended, responded as necessary, etc .)

In some cases, which could easily be described by formal rules, the mark "Processed" can be stamped automatically - for example, when it comes to posts from own groups or pages.

WORKING WITH MENTIONS:

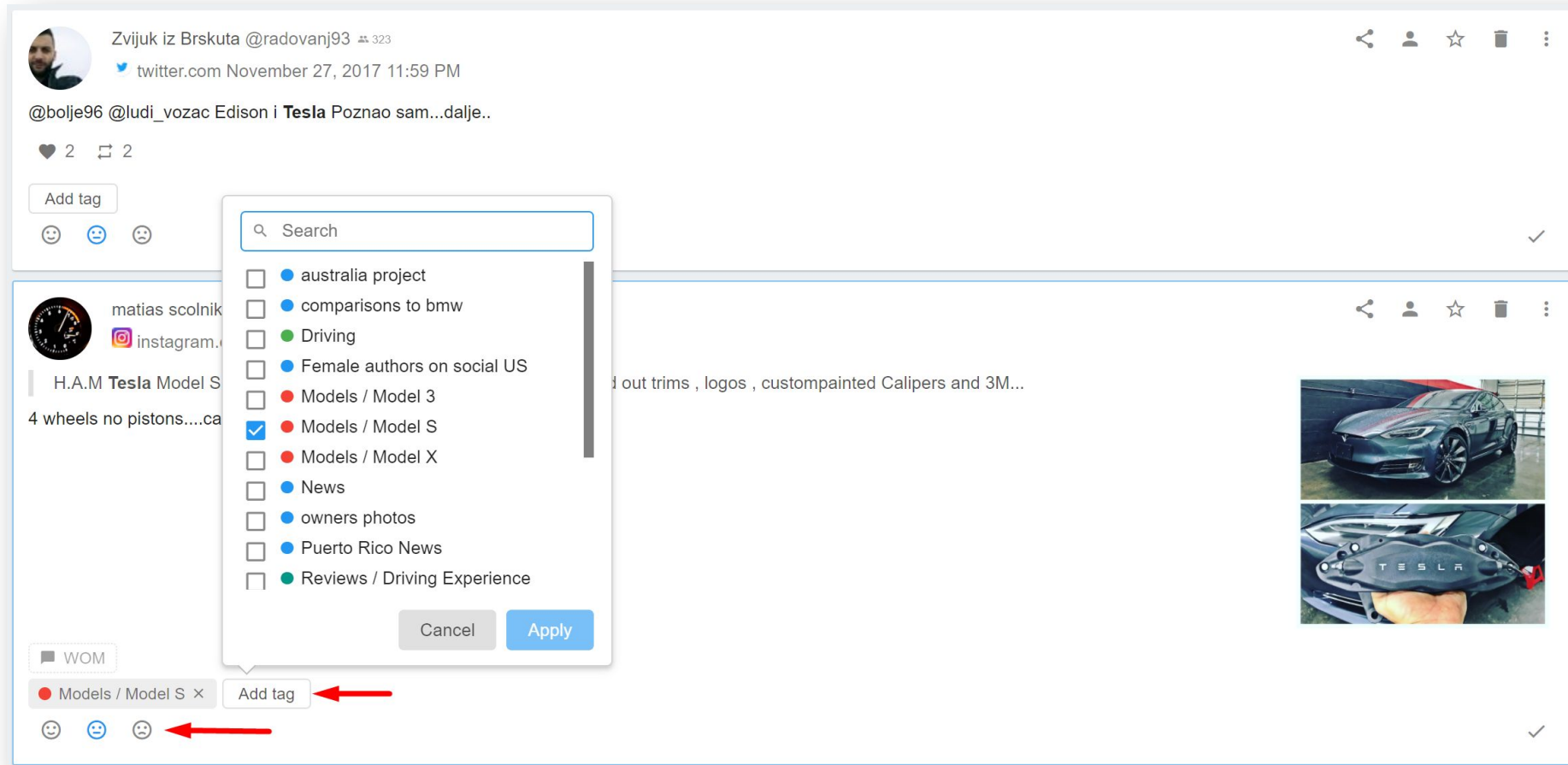
Merging of duplicate mentions



YouScan allows you to "merge" identical mentions (duplicates), and sort them by number. This allows the user to perform a certain action (for example, delete, insert a tag or change the sentiment) for an entire bundle of identical mentions.

WORKING WITH MENTIONS:

Mentions markup (sentiment and tags)



The sentiment of mentions is determined automatically by the system, but it's possible to adjust it manually if necessary. Similarly, tags can be used for markup, wherever it's convenient. In this case, each tag can be assigned its own color, which makes it easier to categorize them.

WORKING WITH MENTIONS:

Other Actions



Alessandro Blandino @SandroBla 26

twitter.com November 27, 2017 11:59 PM

@elonmusk what do you think about this article? That new **Tesla** truck? It will need the same energy as 4,000 homes just to recharge. <http://on.ft.com/2BhqTGR>

 1

truck Add tag





Open mention

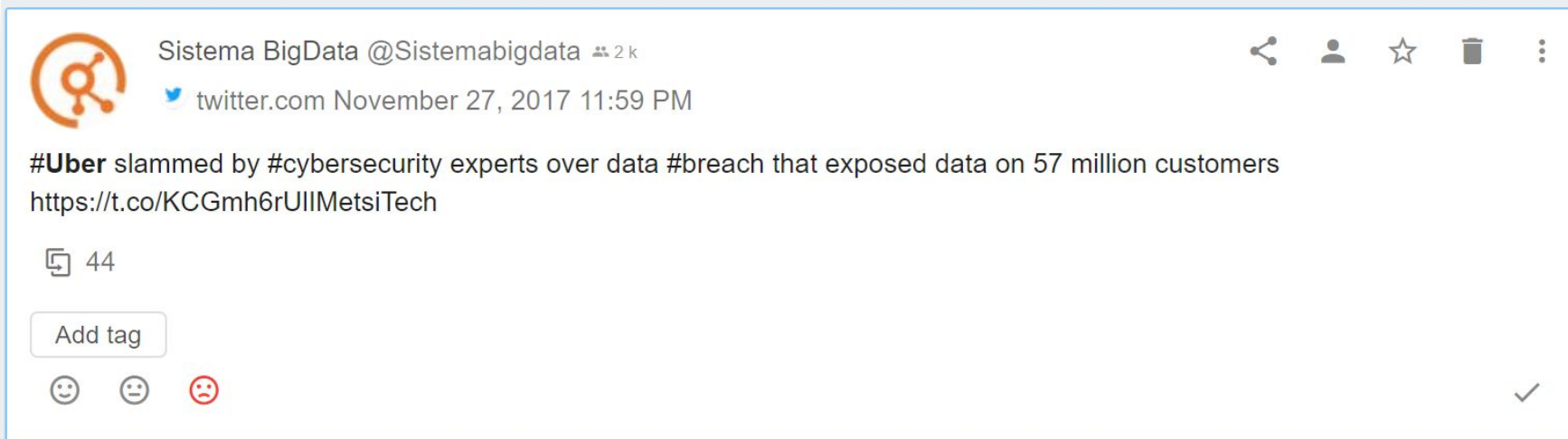
Add note

Mark as spam



WORKING WITH MENTIONS:

Hotkeys



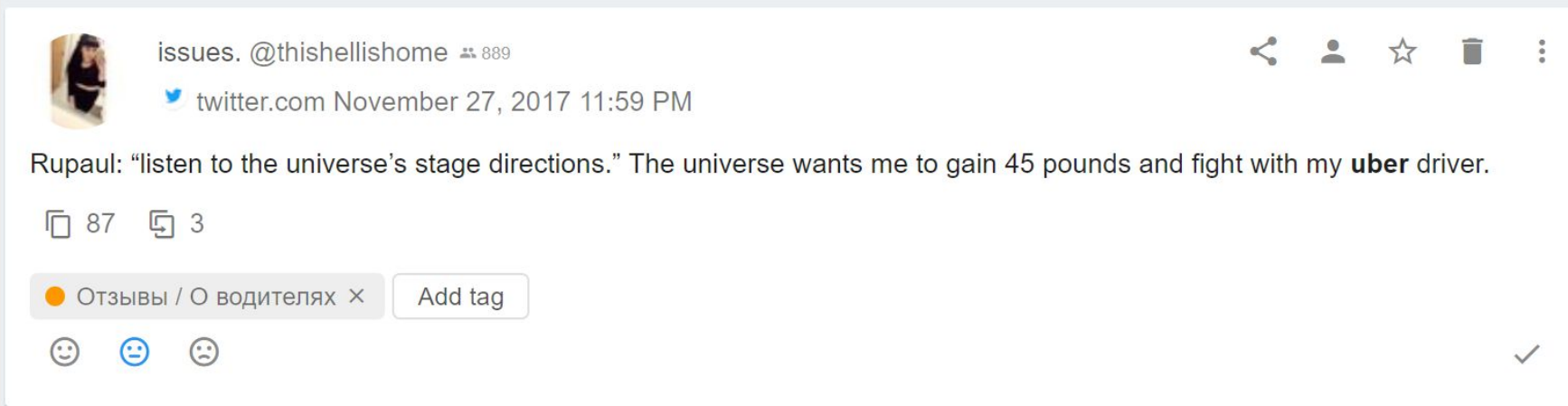
Sistema BigData @Sistemabigdata 2 k
twitter.com November 27, 2017 11:59 PM

#Uber slammed by #cybersecurity experts over data #breach that exposed data on 57 million customers
<https://t.co/KCGmh6rUIIMetsiTech>

44

Add tag

😊 😐 😞



issues. @thishellishome 889
twitter.com November 27, 2017 11:59 PM

Rupaul: "listen to the universe's stage directions." The universe wants me to gain 45 pounds and fight with my **uber** driver.

87 3

Отзывы / О водителях × Add tag

😊 😐 😞

When processing a large number of mentions, keyboard shortcuts could be used to speed up the process.

There are hotkeys designed to:

- Switch between mentions
- Change the sentiment
- Delete mention
- Tagging
- Send to CRM
- Mark "Favorite"
- Mark "Processed"
- and perform a number of other actions

WORKING WITH MENTIONS:

Group Actions

☒ 50 selected



You selected all (50) mentions on current page. Select all **232,936** mentions available in current stream

YouScan allows you to perform actions on a group of mentions (which can be as large as you want) all at once. To do so, you have to select the appropriate filters and tick the checkbox at the top of the page. You have an option to work with all mentions on one page or with all the mentions on all pages that match this filter.

WORKING WITH MENTIONS:

Automation of routine work: “rules”

The screenshot shows a mentions management interface. At the top, there are filter tags: 'Gender: Female', 'Search: driver /5 trust', and 'Country: United States'. To the right are buttons for 'Clear all' and 'Change filter'. Below the filters, a status bar indicates '50 selected' with a blue checkmark icon. A row of icons for actions like sentiment, tags, checkmark, user, star, trash, and a rule icon is visible. A yellow banner below the status bar reads: 'You selected all (50) mentions on current page. Select all 1,420 mentions available in current stream'. On the right side, there is a 'Merge duplicates' toggle switch and a search input field containing 'driver /5 trust'. A black tooltip with the text 'Create rule with this filter' points to the rule icon in the action bar.

The 'New rule' dialog box is shown. It has a title 'New rule' and contains filter tags: 'Gender: Female', 'Country: United States', and 'Search: driver /5 trust'. Below the filters is a dashed blue box with a '+ Add action' button. At the bottom left, a note says: 'These actions will automatically apply to all future mentions that satisfy selected filter'. At the bottom right are 'Cancel' and 'Create rule' buttons. A list of actions is shown on the right side of the dialog:

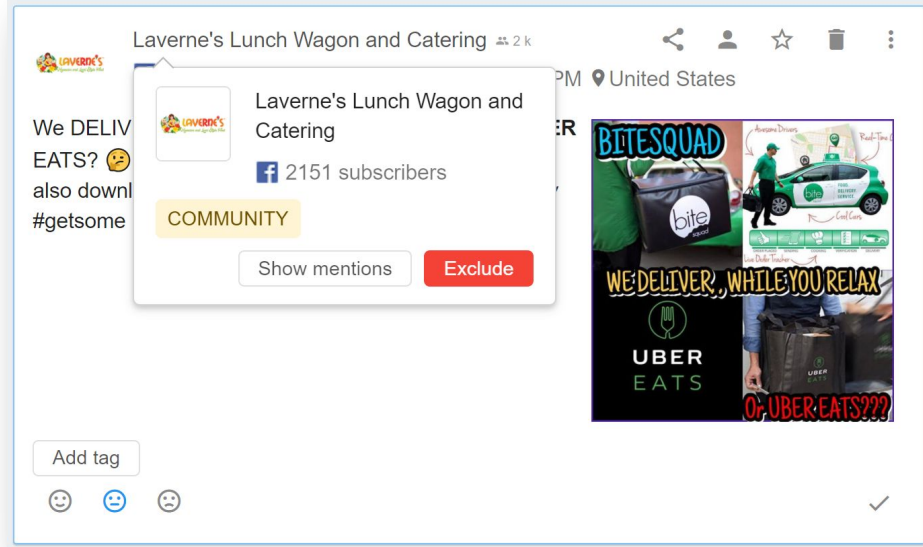
- Add tags**
Add tags for all future mentions matching this filter
- Set sentiment**
Set certain sentiment for all future mentions matching this filter
- Mark processed**
Mark processed all mentions that satisfy this filter
- Delete**
Delete all future mentions matching this filter

The most routine actions can be automated with the help of rules, for example:

- Tags of specific keywords
- Change the sentiment on specific terms
- Mark group of mentions as "Processed"
- Automatically delete mentions in case a filter with stop words in the search query cannot be applied.
- Send mentions to the specific user by e-mail

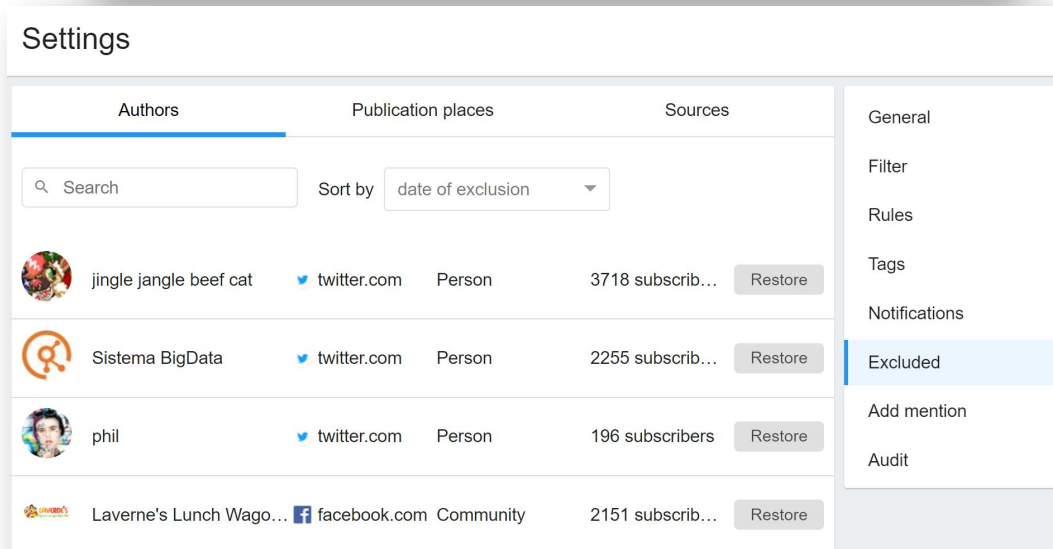
WORKING WITH MENTIONS:

Exclusion of authors, sources, and publication sites from monitoring



Authors, sources and publication sites (groups) could be excluded from monitoring, if they are not of interest for the monitoring purposes.

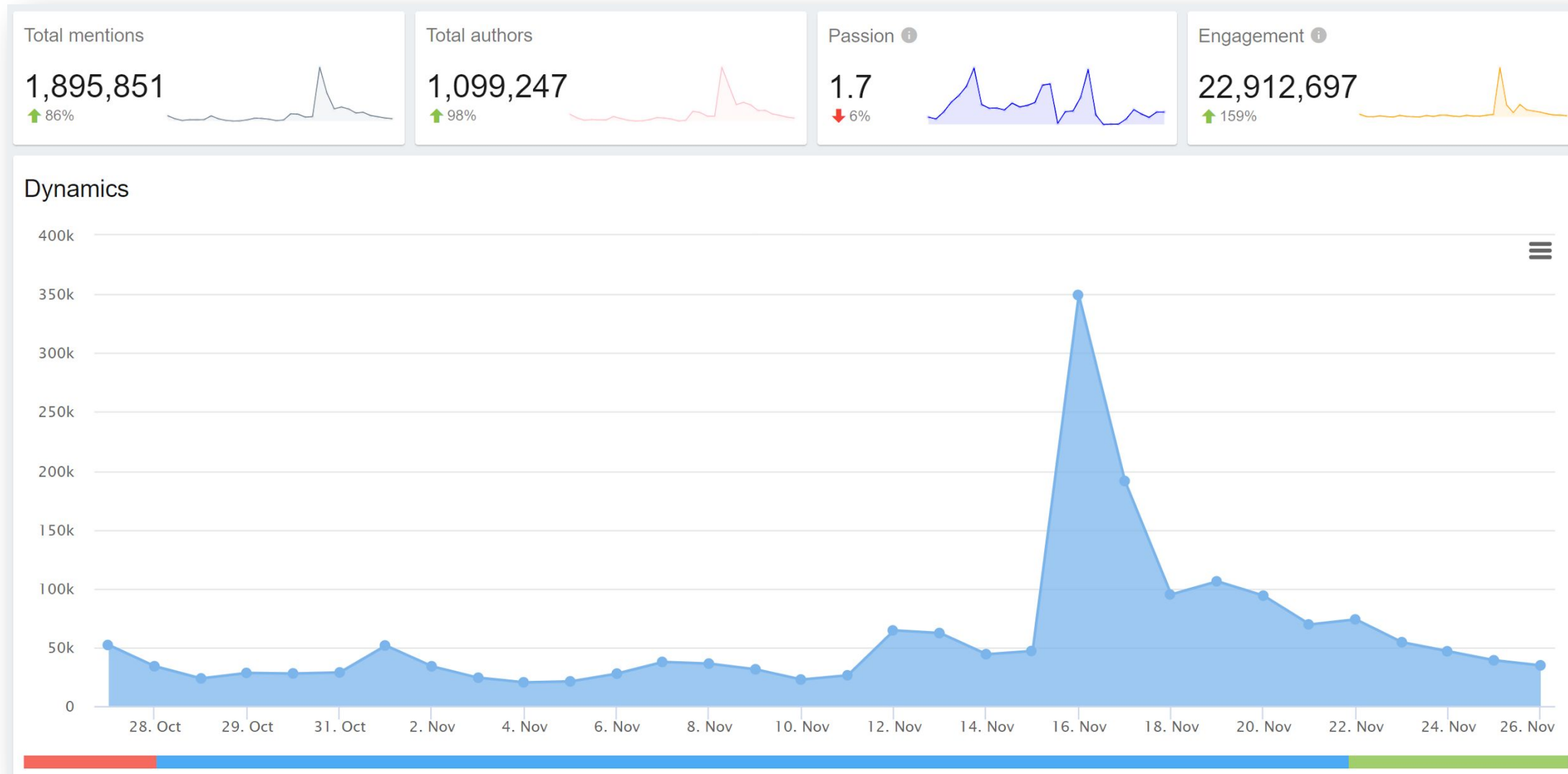
However, the lists of excluded authors, sources and places of publication is always available in the topic, with an option to restore them if necessary.



ANALYTICAL FEATURES

ANALYTICAL FEATURES:

Main metrics in one dashboard



ANALYTICAL FEATURES:

“Hot Trends”

Hot trends

class-action



webcast



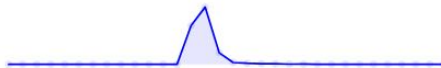
mile



campus



keak



accelerate



smoking

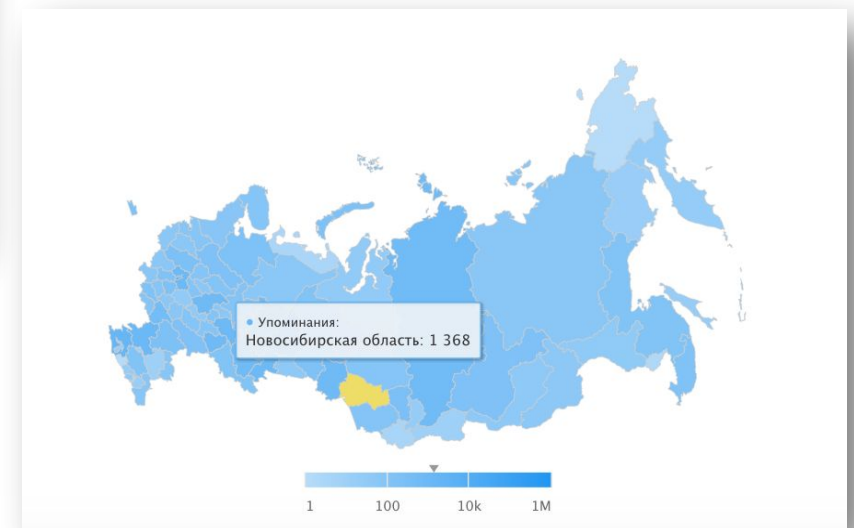
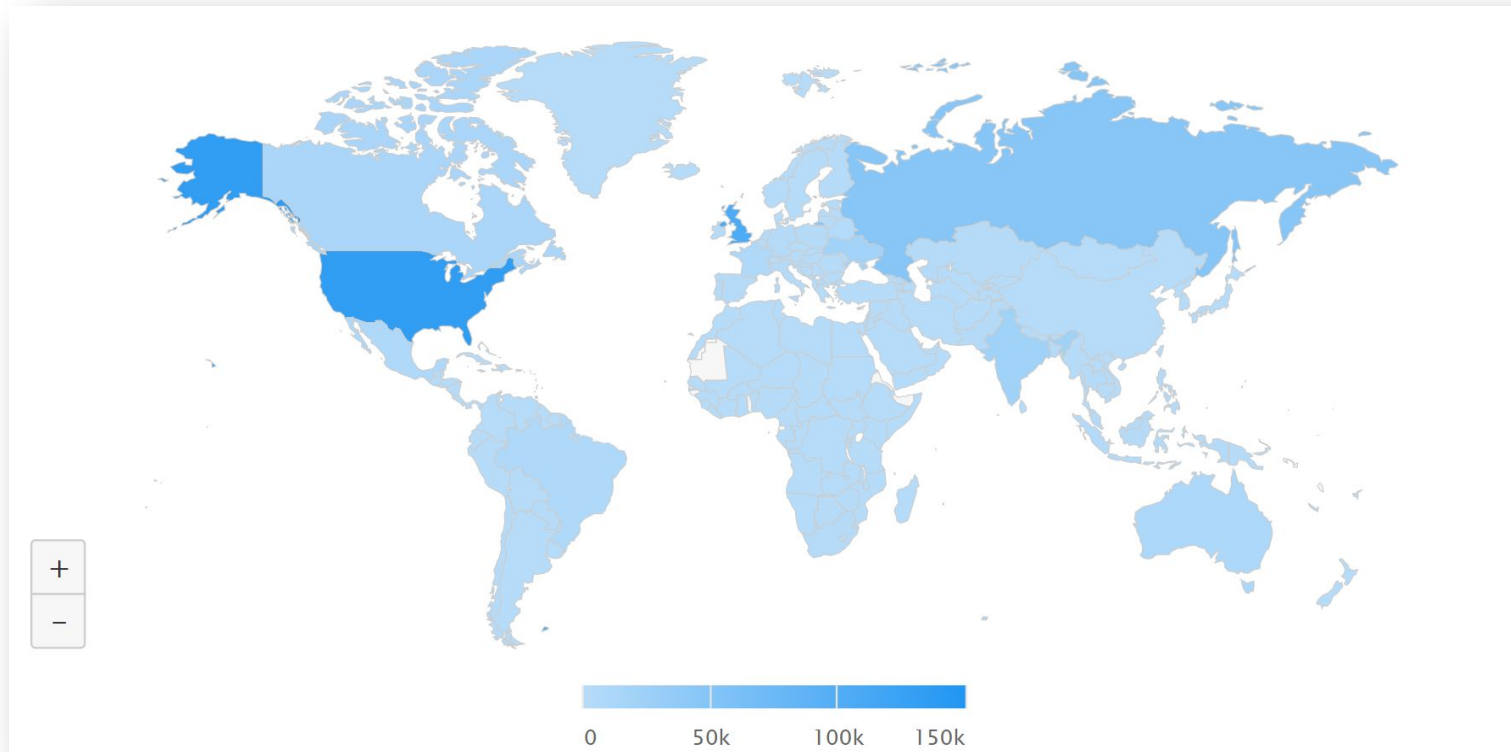


"Hot trends" allow you to find abnormal spikes in activity in discussions that use certain words.

Thus it is possible to easily find breaking news and trending topics, as well as spikes of activity in discussions of certain subjects.

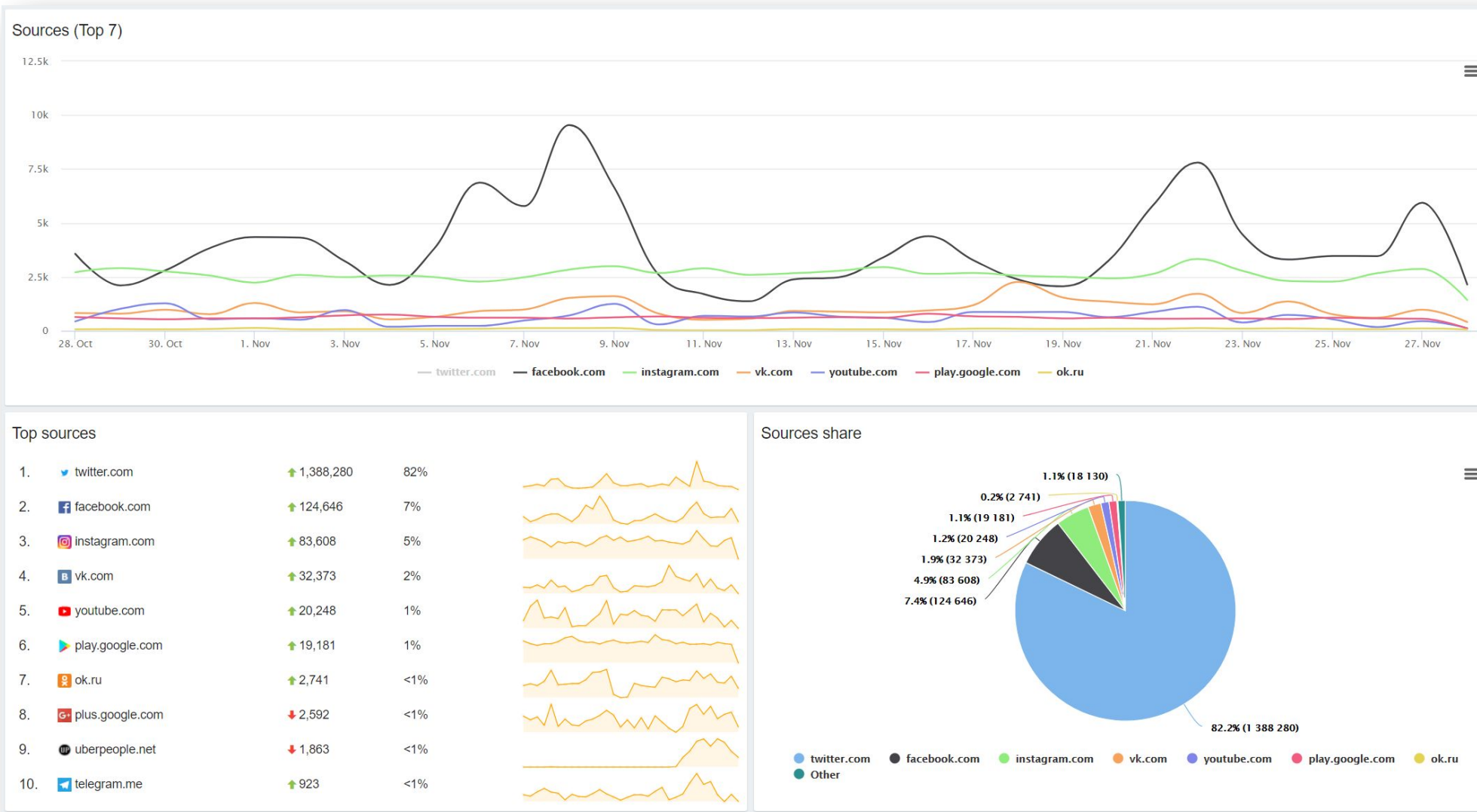
ANALYTICAL FEATURES:

Map of the mentions by regions



ANALYTICAL FEATURES:

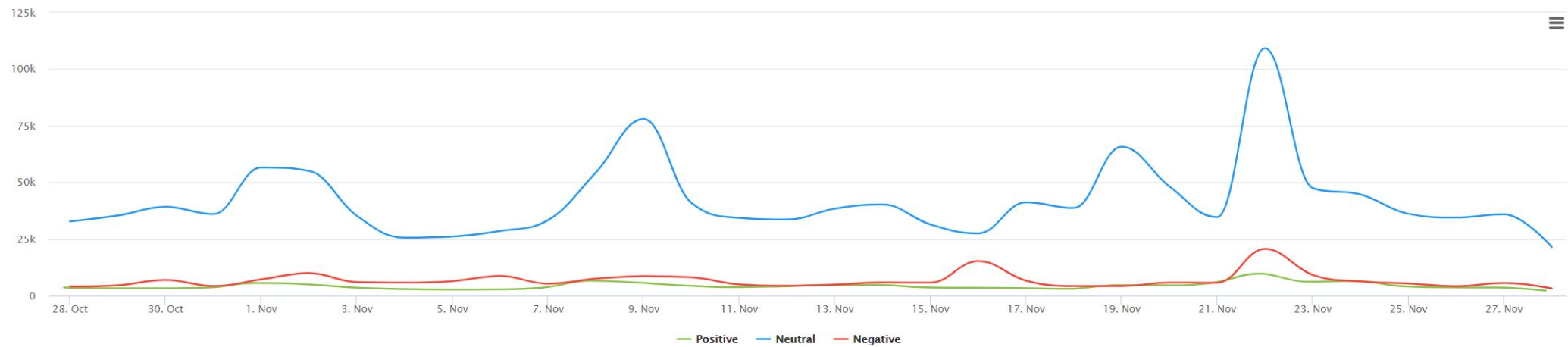
Analysis of popular sites



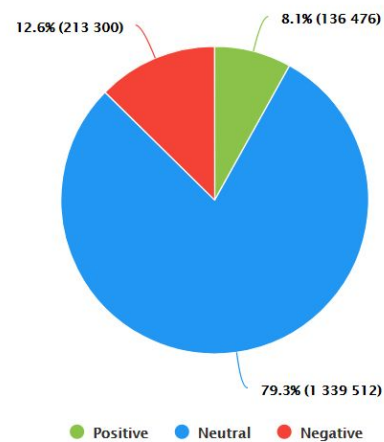
ANALYTICAL FEATURES:

Sentiment analysis

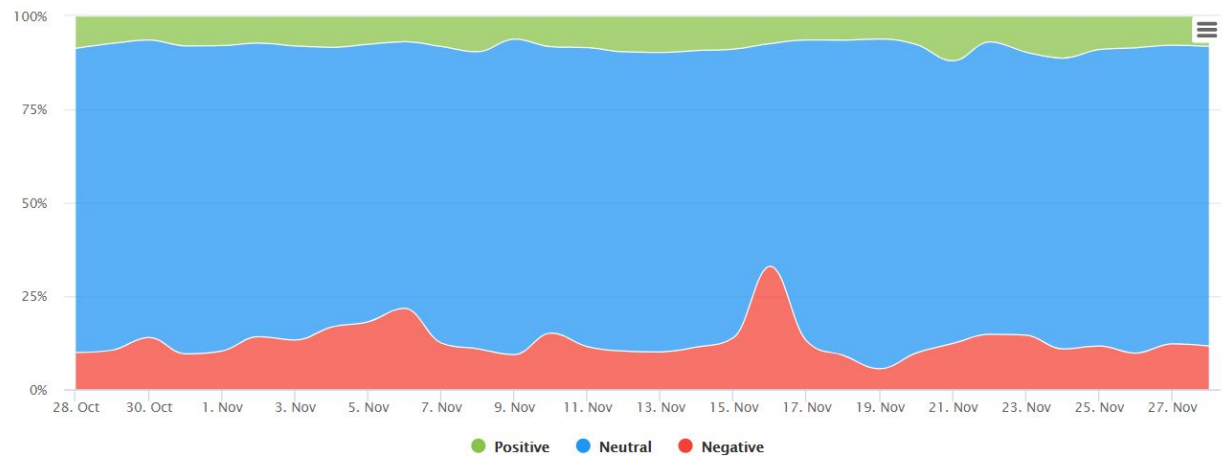
Sentiment, over time



Sentiment distribution

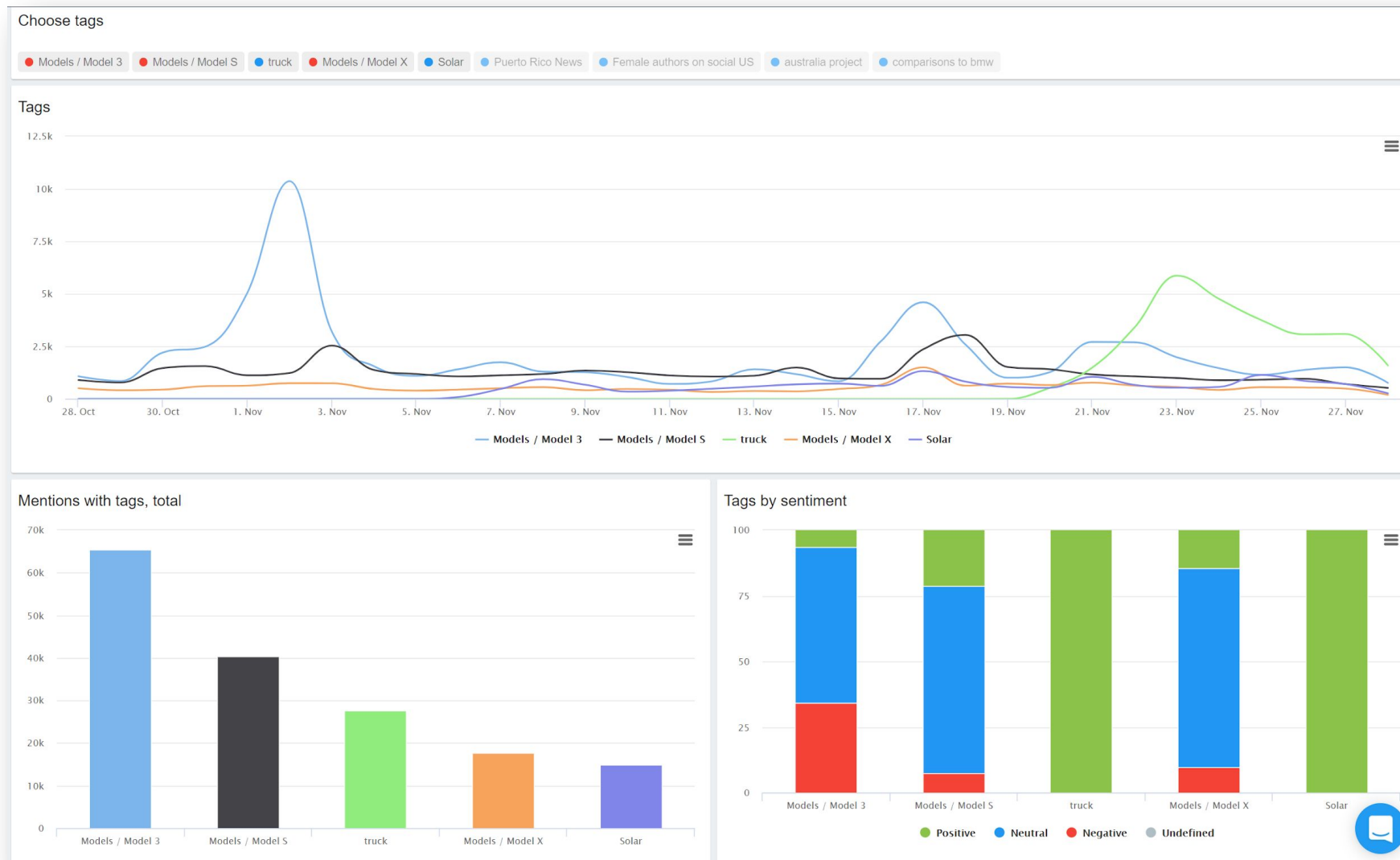


Sentiment percentage dynamics







ANALYTICAL FEATURES:

Analytics by manual tags

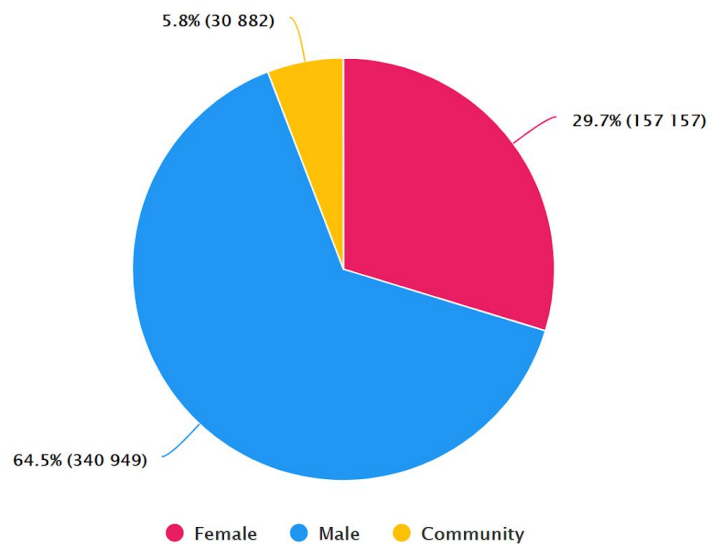


ANALYTICAL FEATURES:

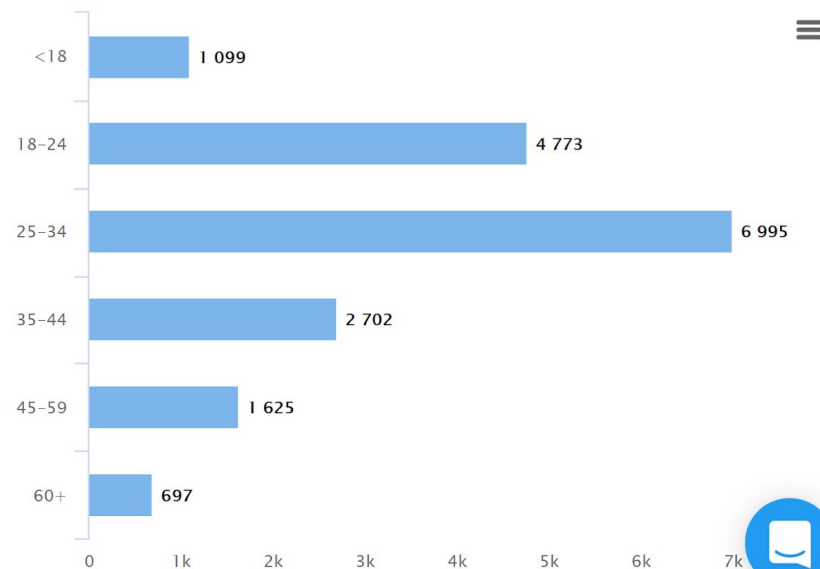
Analytics in distribution by authors

Top authors by mentions		Top authors by influence			
Full Name	Type	Readers	Mentions	Sentiment	
 Washington Post	Person	11,576,912	7	<div><div></div></div>	
 michael clifford (?)	Person	9,290,596	2	<div><div></div></div>	
 christine teigen	Person	8,473,535	1	<div><div></div></div>	
 Joaquín López-Dóriga	Person	7,865,283	5	<div><div></div></div>	
		5,770,849	1	<div><div></div></div>	
		4,489,489	1	<div><div></div></div>	

Gender share





















Age



ANALYTICAL FEATURES:

Analysis of most frequently cited links

Top links by mentions		Top links by engagement	
Link	Engagem...	Mentions	Sentiment
 goo.gl/g56IRh	1,109,286	12,468	<div><div></div></div>
 tesla.com/careers/gigafactory	86,317	12,413	<div><div></div><div></div></div>
 wsj.com/articles/dozens-of-people-recount-pattern-of-sexual-misconduct-by-las-vegas-mogul-steve-wy	19,729	10,487	<div><div></div><div></div></div>
 trib.al/INEOfHt	48,145	9,401	<div><div></div></div>
 electrek.co/2018/01/04/tesla-model-x-all-electric-tow-semi-truck-snow/	42,093	8,072	<div><div></div><div></div></div>
 speed.ettoday.net/news/1090623	78,191	5,346	<div><div></div></div>
 google.com/amp/s/www.cnbc.com/amp/2017/10/23/steve-wynn-delivered-trump-a-letter-from-the-chine	5,275	4,383	<div><div></div></div>
 cleantechnica.com/2018/01/21/tesla-model-x-falcon-wing-door-failures-news/	584	4,368	<div><div></div></div>
 feedproxy.google.com/~r/greencarcongress/TrBK/~3/R8qsM3UorcE/201801140beeah.html	429	4,015	<div><div></div></div>
 reneweconomy.com.au/coal-unit-trips-in-heatwave-as-tesla-big-battery-cashes-in-85623/	1,148	3,772	<div><div></div></div>
 reneweconomy.com.au/tesla-big-battery-moves-from-show-boating-to-money-making-93955/	1,443	3,324	<div><div></div><div></div></div>
 cleantechnica.com/2018/01/16/elon-says-tesla-model-3-will-soon-begin-hearing-voices/	232	3,213	<div><div></div></div>
 cleantechnica.com/2018/01/22/solar-car-13k-nissan-leaf-pre-orders-tesla-model-x-door-issues-top-20-c	759	3,165	<div><div></div></div>
 canaltech.com.br/produtos/grafeno-conheca-o-material-que-vai-revolucionar-a-tecnologia-do-futuro-25	21,666	3,102	<div><div></div></div>
 correiodobrasil.com.br/niobio-o-metal-que-o-brasil-trata-como-lenda/	21,666	3,102	<div><div></div></div>
 epocanegocios.globo.com/Tecnologia/noticia/2017/10/nova-tecnologia-promete-smartphones-que-se-r	21,666	3,102	<div><div></div></div>
 g1.globo.com/ciencia-e-saude/noticia/cientistas-desenvolvem-peneira-de-grafeno-que-transforma-agua	21,666	3,102	<div><div></div></div>





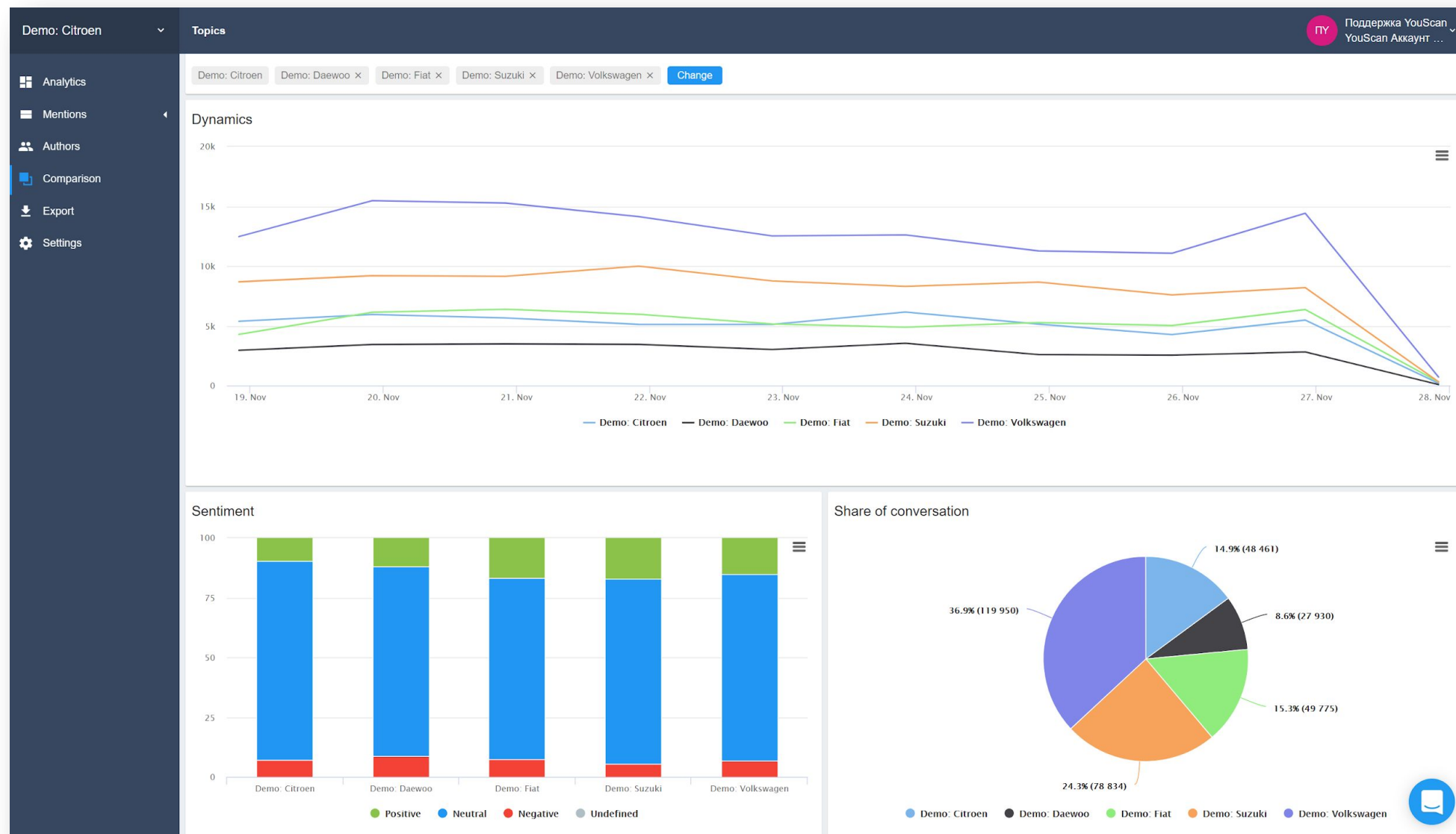
ANALYTICAL FEATURES:

Identifying trends using a word cloud



ANALYTICAL FEATURES:

Competitor analysis



ANALYTICAL FEATURES:

Multimonitoring

Multimonitoring technology allows you to receive analytical information from a cross-section of any available filters.

For example, it can show the distribution of sentiment by type of media source only in Russia.

Multimonitoring is available for all the existing analytics dashboards in YouScan (as shown in the previous slides).

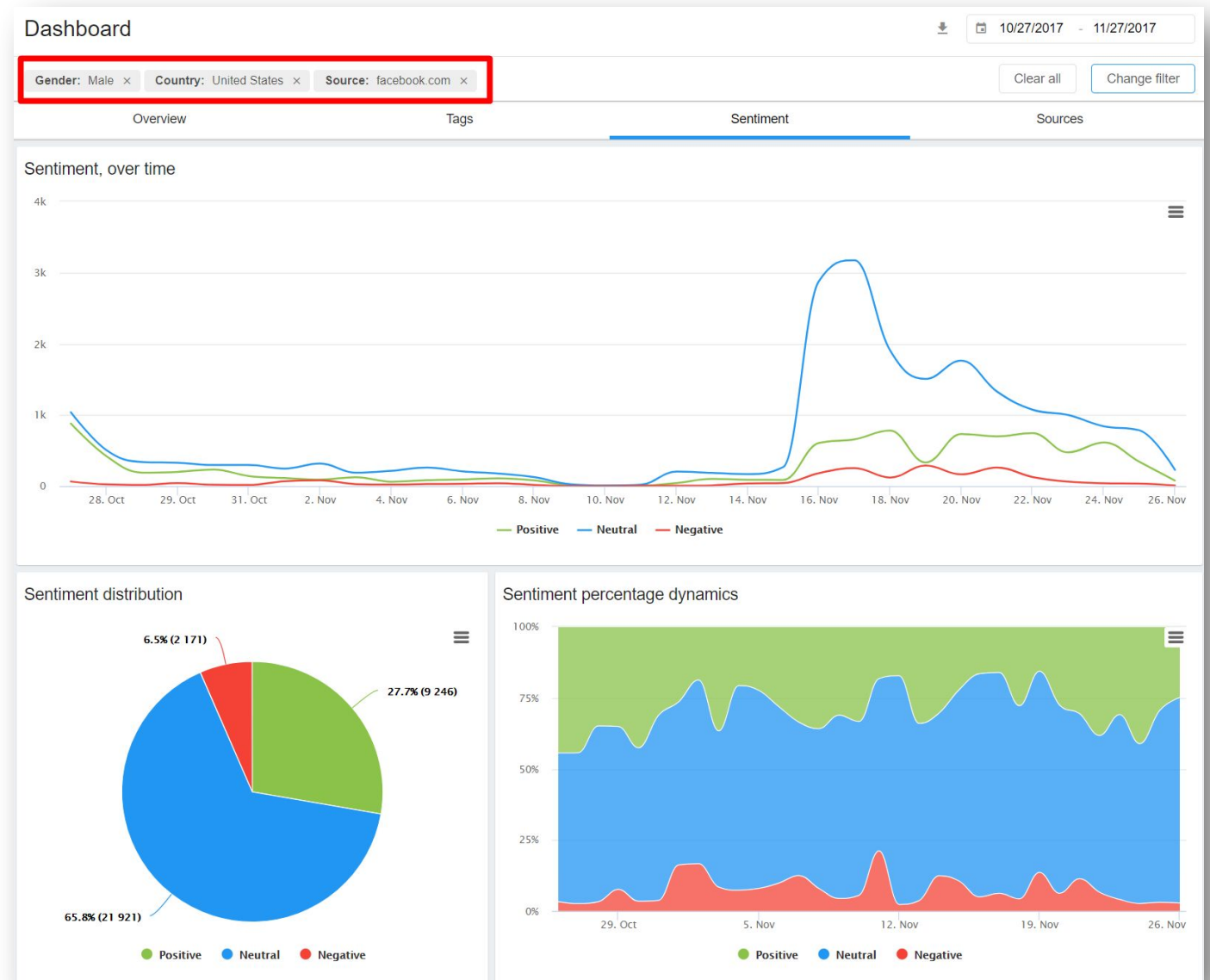
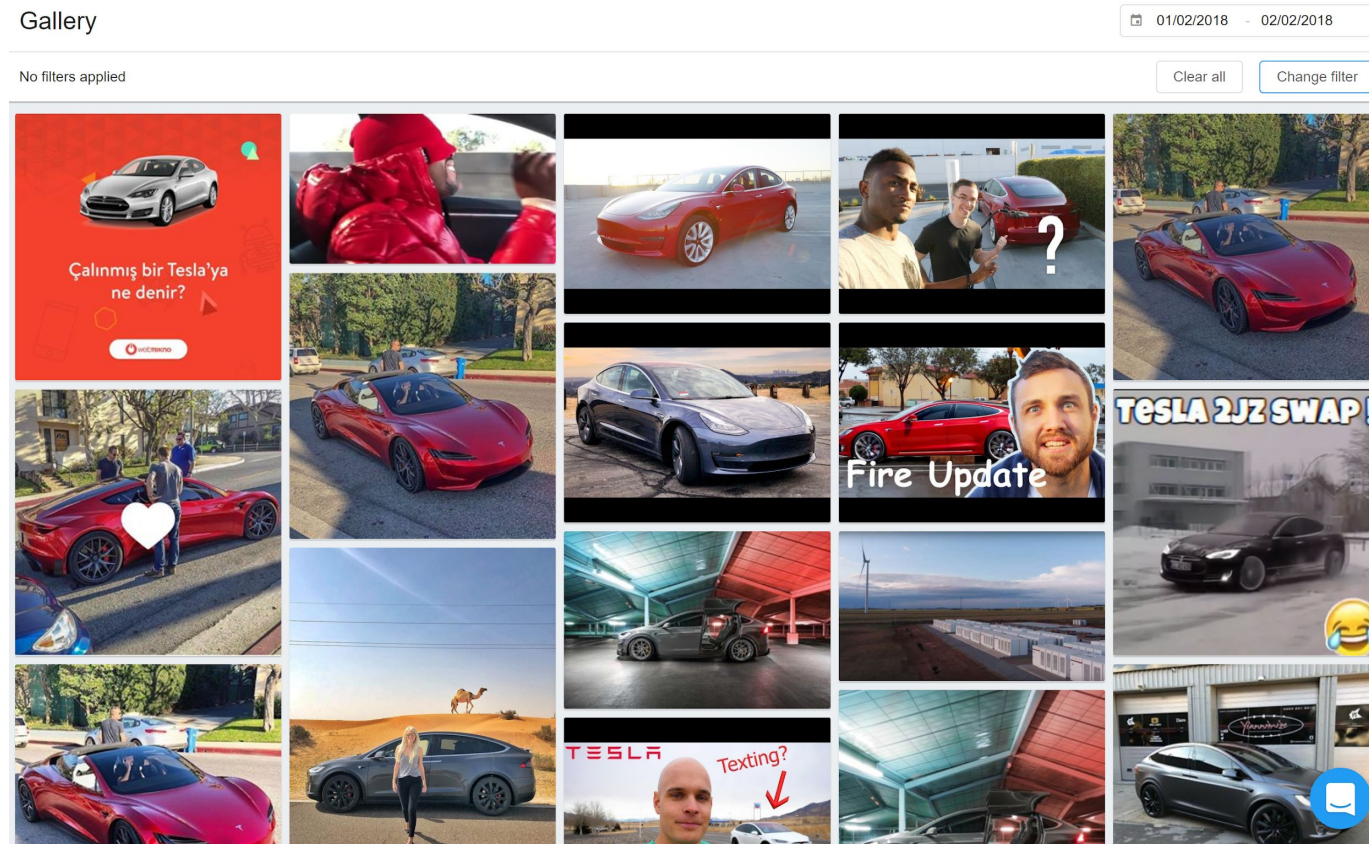


Image analytics: gallery

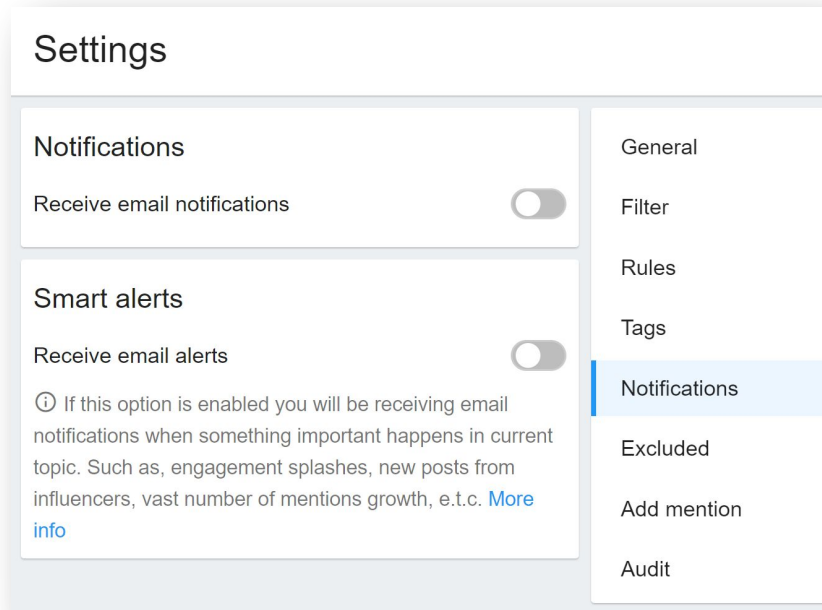
The “Gallery” mode highlights the best-performing images related to your brand. It helps analyse the visuals most frequently associated with your brand in the most convenient way.



NOTIFICATIONS

NOTIFICATIONS:

Smart Alerts



With Smart Alerts switched on, you can receive automatic alerts about the most important events in the monitoring topic.

Algorithms of the "Smart Alerts" feature are designed in such a way that they detect an important event as early as possible, before any "fires" flared up. During the process, a combination of multiple parameters -- such as the source, sentiment, engagement, the number of "likes", the potential audience, the general "background" in the subject itself -- is taken into account; any deviation from the average indicators is captured and analyzed.

For each alert, it is possible to send feedback whether the alert was useful or not. Based on this information, the system is going to evolve and select the most relevant notifications for you.

NOTIFICATIONS:

to Slack

#tesla-mentions

☆ | 👤 1 | 🔖 0 | ✎ Add a topic


📞 ⓘ ⚙️ 🔍 Search @ ☆ ⋮

Today

↑ Jump 3 new messages since 12:23 PM on January 17th Mark as read ×

★ Added to your starred items


New trending [post](#) in the monitored topic [Tesla Mentions](#)

 Glyn Lewis Web Man | 👤 63,916

Ferrari plans an electric supercar that would compete with Tesla

<http://dlvr.it/QBYvzL>

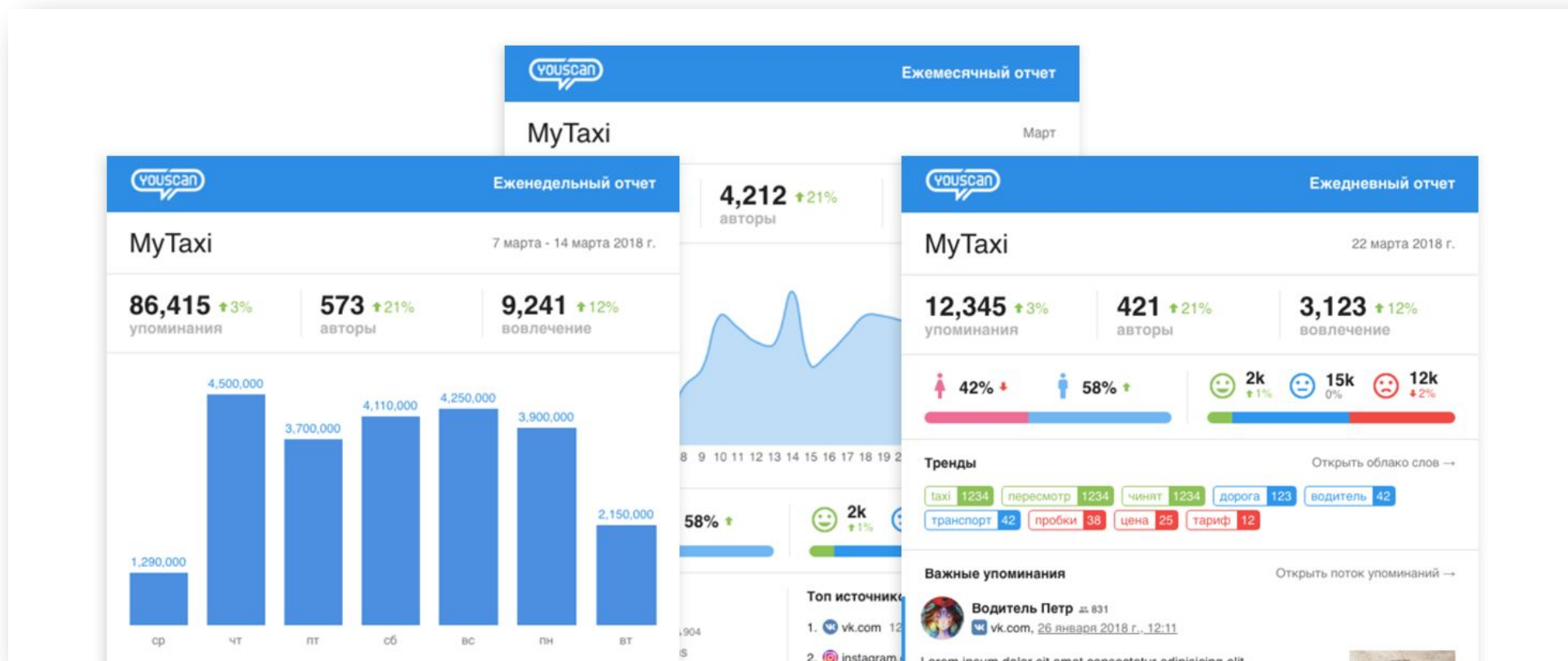
🐦 twitter.com | Today at 11:15 AM (134 kB) ▾



NOTIFICATIONS:

Email notifications

An automatic monitoring summary report about the most important things that happened in the discussions of your brand can be distributed with your chosen frequency: daily, weekly, monthly.



NOTIFICATIONS:

By rules

New rule

Search: crash

Author subscribers (min): 10000

Send email **Tesla: New "crash" mentions** to



Barbara Willson



+ Add action

i These actions will automatically apply to all future mentions that satisfy selected filter

Cancel

Create rule



New "crash" mentions

Tesla

We have found 1 new mention matching your rule



BBC News 45,811,229



facebook.com, [April 1, 2018 12:33 AM](#)



The car hit a roadside barrier in California and caught fire.

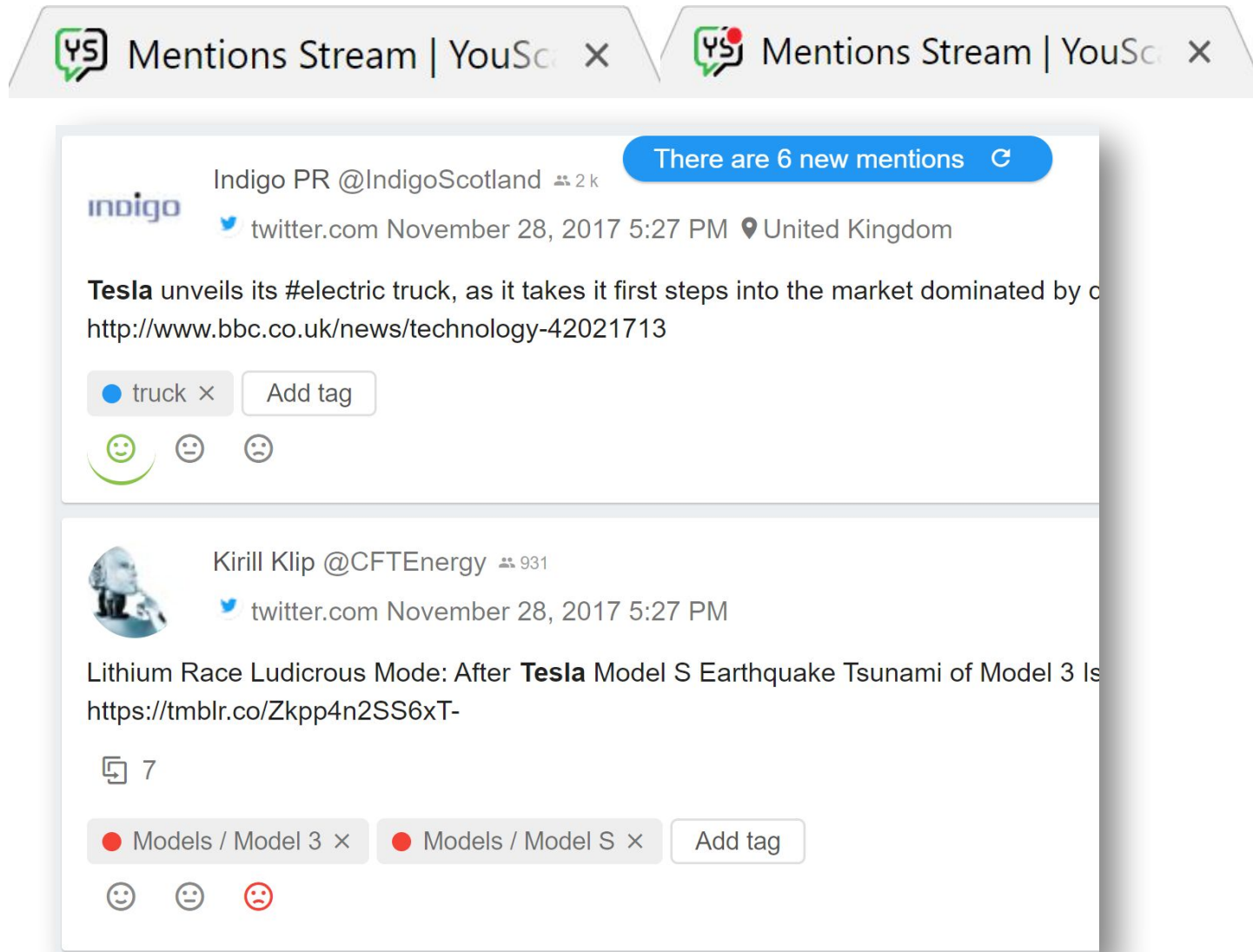
<http://www.bbc.co.uk/news/world-us-canada-43604440>

Tesla was on Autopilot in fatal crash



NOTIFICATIONS:

in the web browser

















The mentions stream features a badge with a real-time notifications counter. It doesn't disrupt your workflow when navigating between pages. The new mentions will only appear in the stream if you click the "update" button.

If you're working in another tab in the same browser when YouScan finds new mentions in your monitoring topic, YouScan will change the appearance of its icon tab to include a red dot.

TEAMWORK

TEAMWORK:

Unlimited number of users

<input type="text" value="Search"/>		Create user		
	George Manson gm@youscan.io	Manager	All topics ⓘ	haven't visited yet 
	Oleg Willson oleg.bzk+testemail@yo...	Manager	All topics ⓘ	haven't visited yet 
	Andri Didych andri.didych+735@you...	Manager	All topics ⓘ	haven't visited yet 
	Anton Bezkorovainyi abz@youscan.io	Manager	All topics ⓘ	haven't visited yet 
	Leo Li ll+test100600@yousca...	Manager	All topics ⓘ	haven't visited yet 
	Leo Lehman ll+leotester@yoscan.ru	Manager	All topics ⓘ	haven't visited yet 
	Ivan Umy integration.user@yousc...	Manager	All topics ⓘ	haven't visited yet 

In YouScan, there is no limit to the number of users who can access the account.

Therefore, access to the system could be provided even to those who are not going to use it on a daily basis (for example, the executive suite).

TEAMWORK:

Access levels for the topics

Set topic permissions for Alexey Orap

demo

Demo: Fiat	⚙️
Demo: Daewoo	✎️
Demo: Chanel	👁️
Demo: Citroen	👁️
Demo: Suzuki	🚫
Demo: Uber	
Demo: Volkswagen	
Demo: Tesla	

🚫 Forbidden

👁️ Read only

✎️ Markup

⚙️ Manage topics

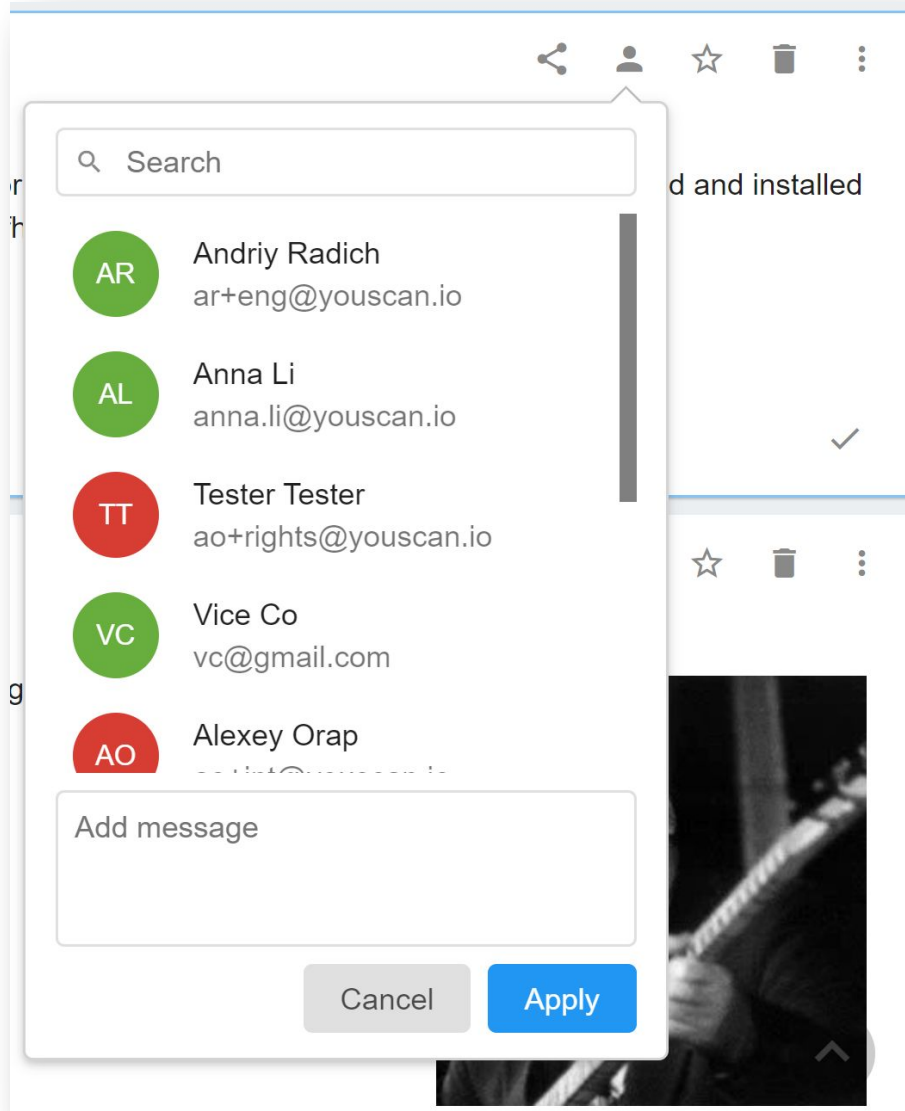
i Cancel Apply

You can set different levels of access to topics for employees. The following permissions can be set to all or some of the topics:

- **Manage topic** - maximum permission level to work with the topic, incl. changing search query and other topic settings. Only this access level allows the user to delete a topic.
- **Markup** - user can work with mentions: delete, change the sentiment, add tags, but will not be able to change the topic settings
- **View only** - user can view the mentions and any section of the analytics, but cannot mark up mentions or change the topic settings.
- **No access** - access to the topic is completely closed, the user will not even see the topic on the list.

TEAMWORK:

“Assign” feature




With the "Assign" function, you can send the selected mention to a colleague for further processing, adding custom comments for convenience.

In this case, your colleague will receive an email notification and will be able to see this mention in the "For me" folder.

TEAMWORK:

Using notes

 Jorgen Thomsen @ThomsenJorgen 295
twitter.com November 28, 2017 5:43 PM


Congratulations to the **Tesla** crew and South Australian authorities who worked so hard to get this manufactured in record time! <https://apple.news/AnM79rCgXRFSvm4cgk5kfhw>

8 k 1 k

Add tag

😊 😐 😞

Open mention
Add note
Mark as spam

 Jorgen Thomsen @ThomsenJorgen 295
twitter.com November 28, 2017 5:43 PM

Congratulations to the **Tesla** crew and South Australian authorities who worked so hard to get this manufactured and installed in record time! <https://apple.news/AnM79rCgXRFSvm4cgk5kfhw>

8 k 1 k

AR: Let's connect with this guy
AO: Will do

Add tag

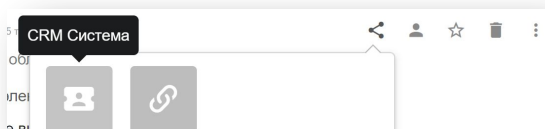
😊 😐 😞

"Notes" is an universal tool for teamwork.

With the help of notes, you can add some additional information about the mention, so you and your colleagues will see it. Also, it is possible to correspond with colleagues using notes to the mentions.

TEAMWORK:

Integration with CRM



Assignee*
Support/Leo

CCs
search name or contact info

Tags
wom x Отсутствие_машин x

Type
-

Priority
-

Date
2016-07-06T02:34:43Z

Упоминание из соцмедиа:
less than a minute ago * Автор uncle Lem из twitter.com (change)

Public reply Internal note your comment is sent to the ticket requester

Attach file

Show all events

Автор [redacted] из twitter.com less than a minute ago

AR Uber
Необходимо прокомментировать!
В 4 и 5:30 Убер все так же показывает "нет свободных автомобилей". Попользоваться пока получалось только в небольшое окно после полуночи
<http://twitter.com/uncleLem/statuses/750518307699224576>

YouScan can be integrated into your business processes through an integration mechanism. Mentions from YouScan can be sent to your CRM or Service Desk system in both manual and automatic mode in accordance with the set of rules. At the moment, integration with such systems as Terrasoft BPM Online, Zendesk, UseDesk and others is supported.

TEAMWORK:

Integration with API

Sentiments

```
GET https://api.youscan.io/api/external/themes/{themeId}/statistics/sentiments?apikey=123456789012345678&from=2016-01
```

Response:

```
{
  "sentiments": [
    {
      "name": "positive",
      "count": 48
    },
    {
      "name": "neutral",
      "count": 119
    },
    {
      "name": "negative",
      "count": 25
    }
  ]
}
```

YouScan also provides an API for external work with system functions. API allows you to work with mentions and to receive analytical information.

For example, using the API, analytics data from YouScan can be built into your own dashboards or integrated with other analytical tools.



“

I liked to use YouScan to analyze users' questions about Google products in VKontakte. Youscan has very intuitive interface, it is very easy to filters the data, and YouScan team is always ready to provide help for specific tasks. YouScan works perfectly with Vkontakte, Odnoklassniki and other Runet social networks, which are not so easy to monitor with other tools. My advice – try the demo, YouScan could be extremely useful.

Valentin Pilipchuk

Community Manager, Google



“

We use YouScan to know our customers and their preferences better; get a deeper understanding of how their perceive our products. YouScan is an excellent choice for both real-time monitoring of social media, as well as for sophisticated analytics of consumer reviews and opinions.

Artem Stepanov

Coordinateur Communication Technique et Prescription, Michelin



WE LOOK FORWARD TO WORKING WITH
YOU!