IN3 Technology Buzzdiggr

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Social Listening platforms analyzes customer data from social sources and use this data to activate, measure, and recalibrate marketing and business programs

Challenges

- Brands need to listen to what their customers have to say, there are millions of mentions created daily that need to be filtered and understood to produce actionable insights.
- Brands can not afford to miss a negative mention that could spark a PR disaster.

- 500 Million Tweets are created every day
- 48% of customers make a purchase with a brand who is responsive to its customers and prospects on social media (SproutSocial)

Ideal Solution

- Collects relevant mentions for your brand, campaigns, and competitors from different sources.
- Refine the data and automatically detect language, sentiment, dialects, and gender.
- Generate interactive dashboards and reports to unlock valuable insights

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"More companies adopt social intelligence to quickly address consumer insights challenges" – Forrester Wave: Social Listening Platforms Q3 2018

Desired Outcomes

- Improve your online reputation
- Gain advantage over your competitors
- Access insights that drive growth and churn
- Increased Sales and Lead Generation

"B2C marketing pros and peers across the enterprise increasingly turn to social listening providers for competitive intelligence, trend tracking, and brand protection" – Forrester Wave: Social Listening Platforms Q3 2018

IN3 Technology: Buzzdiggr

Deep Social Analytics Boosted by Best-In-Class Arabic Sentiment Analysis

Listen in Realtime

- Captures mentions in 100+ languages and dialects in real time.
- Covering Facebook, Twitter, News, Blogs & Forums

Sentiment Analysis

- Classify mentions smartly into positive, neutral and negative using our top-notch Natural Language Processing engine.
- Best accuracy levels for Arabic and English, and Arabic Dialects Detection.

Advanced Analytics

- With embedded Power BI, you get the best visuals to dive deep into the data and derive actionable insights.
- Create custom dashboards for your brand, product, campaign, or event.

Automated Alerts and Reports

- Automatic alerts upon spikes in negative sentiment.
- Periodical reports automatically distributed to your relevant employees

The Best Arabic Sentiment Analysis and Dialect Detection Powered by Machine Learning Algorithms