MARKET
Research

Social CRM
Campaign Performance
Crisis Alert
Competitor Analysis
Trend

Microsoft

Social Analytics

LEADINGEDGE
領越集團有限公司

Personalized your marketing experience by AI & Machine Learning

Why Social Analytics?

Many people sharing their mind and opinion about a person, a product or a service through Social Media, monitoring Social Media is a direct and accurate way to understand people's thinking and world trend..

Unlike traditional survey research, there is no limitation on audience quantity and survey time, no more survey gift also can make the result to be more accurate and fairness..

Social Listening also can monitor the performance of your marketing promotion (especially for digital marketing campaign), you may use it to know overall exposure rate, overall feedback is positive or negative, then fine-tune your future plans..

Social Media
Analytics

Market Research

❖ Collecting Target Research Content
❖ Analyzing Public Sentiment

Campaign Measurement

❖ Monitoring Campaign's Exposure Rate
❖ Analyzing Public Feedback

Competitor Analysis

❖ Comparing Campaign Performance
❖ Checking Competitor's New Activity & Promotion

Trend Analysis

❖ Based on Previous & Present Data Predict the Future

Social CRM

❖ Monitoring Priority Customers' Requirement & Expectation
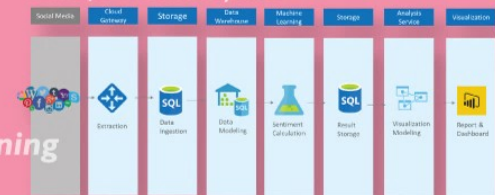❖ Fast Feedback to Enhance Customers' User Experience

Crisis Alert & Monitoring

❖ Keep Monitoring Concerned Keywords (e.g. Incident, Person, etc.)
❖ Auto-alert when Reached Crisis Level

Cloud-based Platform

Multilingual Support

Cloud

Internet

User

PC / Mac / Mobile Devices

Powerful Backend System

Social Media	Cloud Gateway	Storage	Data Warehouse	Machine Learning	Storage	Analysis Service	Visualization
	Extraction	Data Ingestion	Data Modeling	Sentiment Calculation	Result Storage	Visualization Modeling	Report & Dashboard

❖ Powered with Microsoft Azure & PowerBI

AI & machine-learning

Advantages..

❖ Cloud-based Subscription Service (Flexible & Convenient)
❖ Rich Hong Kong & International Contents
❖ Accurate Hong Kong Culture Sentiment Analysis
❖ Personalized Content to Fit for Unique Requirement
❖ Flexible User-interface Design for Convenient Operation

Our data sources..

❖ Social Media (e.g. Facebook, Twitter, Instagram, YouTube, Wechat, Sina Weibo, etc.)
❖ Local Forums (e.g. Hong Kong, China, Taiwan)
❖ Website & Media (customizable for customer)

Social Analytics
PRO

Interactive
Dashboard

*Please contact our consultant for more details