



# Sentiment Analysis 2.0

## SENTIMENT 2.0

- **WHETHER → WHY**

It's not enough to know *whether* most customers liked the product. You need to find out *what's the problem*.

- **IT'S ALL ABOUT CONTEXT**

"Pink" and "chicken" are neutral terms.  
"The chicken was pink" spells trouble if you're running a restaurant.

- **LANGUAGE ≠ ENGLISH**

27 languages supported, natively (no machine translation involved).

- **EASY AND FAST CUSTOMISATION**

No need for the tons of data. Introduce new attention points easily.

## TISANE API: SENTIMENT ANALYSIS, EVOLVED

You don't pay for your sentiment analysis solution to produce a floating-point value from thousands of posts, do you? Because 0.42 is not actionable intelligence.

**You need to know exactly why the customer liked or didn't like the product.**

**Tisane API is here.**

Tisane detects attention points in the customer's review, producing a breakdown by topic.

We support: English, Chinese (Simplified and Traditional), Arabic, Danish, German, Spanish, Persian, Finnish, French, Hebrew, Indonesian, Italian, Japanese, Korean, Malay, Dutch, Norwegian, Polish, Pashto, Portuguese, Russian, Swedish, Thai, Turkish, Urdu, Vietnamese.

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