

Listening platforms – competitive landscape

LISTENING PLATFORMS:

Overview as at January 2010

Listening platforms – competitive landscape

CONTENTS

1. Introduction	3
2. A note on vocabulary	3
3. The competitive landscape today	3
4. Key factors for competitive strength (2010)?	4
5. Future competitive factors (2010+)?	5
6. Choosing and using social media measurement tools	5
6.1 The strategic imperative	6
6.2 Process and structure	6
6.3 Information management/Systems integration	7
6.4 Purchasing/Procurement	8
7. Further reading	9
8. The list	9

1. Introduction

This list has been compiled as a guide for anyone using social media or planning to. This area is evolving fast and there is plenty to debate in the terminology, best practice, alternative options, etc. This report puts forward a summary of the information available at the current time – end 2009, early 2010 – plus some personal views on various aspects of the topic. This information and the views will date fast and other opinions are equally valid. Individual experience will continue to shape the requirements of users and their feedback will lead to constant development of these tools.

2. A note on vocabulary

Listening platforms seemed like a good generic term in November 2009 when the first version of this listing came together. It was one amongst many in use with no obvious clear definitions - Reputation management, ORM (online reputation management, brand defence, Social Media Monitoring, buzz tracking, perception management, CGM tracking, and more. One supplier has invented their own term - mobilised opinion - to describe Internet comment in all its many forms.

One supplier claimed membership of “another group of tools in social media listening software - text analytics systems that ... ingest social media content along with other traditional “voice of the customer” sources like surveys, CRM records, emails, etc and then report on that information to guide product development, potential service changes, etc”. It’s a good call and Category 8 has been created in response.

There was immediate dissent with the approach taken here as one commentator preferred to draw a distinction between listening platforms (some of these tools) and monitoring tools (the others). Our view is that in such a fast moving area the eventual consensus on accepted terms, generic or specific, is probably a few years away. Until it all settles down, we prefer listening platforms as the generic. Within that category, there are and will continue to be a variety of terms used (and newly minted) by suppliers and users.

3. The competitive landscape today

We have categorised the tools subjectively, on the basis of the core proposition they seem to be pursuing. The purpose was to get a grip on the types of offer and understand the emerging ‘landscape’ of offers. Other methods

Listening platforms – competitive landscape

and criteria could be used, especially around underlying technology and quality of reporting. By 2011 this categorisation will probably look pretty quaint as the market moves on – it is a moving target.

Category 1 is the most comprehensive. All tools may head towards this category over time. But Category 7 is interesting – a social media tool related to non-marketing applications. There must be potential for other functionally specific variants to be developed, obvious examples being Customer Service, Call Centres and Market Research (maybe linking to the rapidly expanding user community stream of the market research sector). Or there may be sub-sets within the most wide ranging tools as they address user specific needs, especially where they are already linked to other communications channels – see Feedback Ferret and Attensity in category 8.

- Category 1 – wide scope analytical and reporting tools for all aspects of marketing and customer management (1 – 12)
- Category 2 – blog based influencing tools, designed to gain access to influential customers/commentators (13 – 15)
- Category 3 – PR and media management tools for reputation management and opinion forming influence (16 – 19)
- Category 4 – social media tracking and intervention (20 – 25)
- Category 5 – fraud protection, security and threat detection (26 – 28)
- Category 6 – news media tracking (29 – 31)
- Category 7 – social media within sales management (32)
- Category 8 – tools that bring social media alongside other customer communications tracking (33 – 36)

4. Key factors for competitive strength (2010)?

On the basis of the work done to create this list, we offer these thoughts about the factors which seem to underpin the tools presented here. Few if any of them are more than five years old (though they may have had antecedents). Their creators have made assumptions about what the users might want and work from there.

- Scope and range of searching - number of sites, etc, real time or delayed
- Sophistication of analysis tools, especially for language analysis; statistical or semantic
- Flexibility of data presentation, quality of text/charts, dashboard fixed or user configured
- Communication tools for issuing alerts, collaborative working, via email, text, IM

Listening platforms – competitive landscape

- Integration with other applications, primarily web data tracking and CRM systems
- Option or requirement for 'human intervention' by user and/or supplier
- Charging model and implications for total cost of use

5. Future competitive factors (2010+)?

With the market established and user numbers growing, the suppliers of these tools (especially where large organisations have become involved) can work from the feedback and experience they are receiving to build on the functionality. This is a list of the factors that seem most likely to drive some of that development and continuing innovation.

- Capability for image tracking, video, logo, photos etc
- Integration with workflow, ERP systems, etc
- Range of report formats, styles, configured as 'products'
- Chart and analysis integration – mapping, 3D, tag clouds, visualisation techniques, etc
- Actionability –direct intervention in dialogue, development of advertising, web campaigns, etc

Note what is not on this list – the number of sources tracked or the quantity of 'content' collected stored. It is hard to see where the competitive advantage comes in that kind of massive scale when the interests of most users are likely to be narrowly defined.

We suggest that the costs of data collection and storage will fast become a burden for those suppliers taking the high volume position as opposed to the high quality reporting and presentation route. As they adapt their models the use made of the tool will need to evolve at the client end, affecting the analysis and reporting outputs they can deliver – a consideration to factor in when making a purchase decision.

6. Choosing and using social media measurement tools

Selecting and using one (or more) of these tools is no different from any other marketing software. It may be useful to rehearse some of the key steps and comment on how they apply to these tools.

Listening platforms – competitive landscape

6.1 The strategic imperative

What is the objective? For using these tools and for involvement in social media at all? These tools can be used for a variety of purposes. For example, we have already come across all of these (just in the commercial sector – public sector and not-for-profits could no doubt add to this list):

- Monitoring brand references to seek out fraudulent use, passing off, etc
- Looking out for comments from customer or prospects that could guide new product development or trend spotting
- Tracking the impact of social media campaigns, PR and other media activity
- Customer service, to support complaint management, search out emerging issues that may not be observed through other channels
- Tracking the progress of new products post launch and the responses of buyers, reviewers, etc
- Targeting competitors to anticipate or attack their initiatives

These objectives are not mutually exclusive but some tools will deliver better results than others in relation to any one of them. More importantly, they emerge from different functions in the organizational structure so any potential buyer may be well advised to consider not only their own needs but those of colleagues, at least if they are interested in extracting the maximum value from using the tool. .

The categorisation and information in the list points to which tools best relate to which objectives. The strategic question can be iterative: debating and trading off what we want versus what is possible and available.

6.2 Process and structure

Getting the most out of any application has much to do with where it fits in relation user roles and team structure. Whose job is it to monitor? What are their capabilities? How does management information and reporting work in your organisation – wide access with many people preparing their own reports or a central team to create MI for all functions, or all? If you are the Social Media Manager then this may be your job and the decision is a given.

Listening platforms – competitive landscape

- One insurer with low brand name awareness nominated two people in the call centre to check on social media each week, in case anything should need action. Any problems they found could be escalated if they could not deal with them. That approach does not need much spend on tools or skills in analysis and reporting.
- On the other hand, a mobile telecoms organisation has used one of these tools for several of the purposes listed above. No-one in the marketing, sales or service teams have time to manage the analysis and reporting, so it makes sense to employ a solution where completed data heavy reports are circulated weekly. They also have online access to the database which is used heavily by the Customer Insight team where the quantitative skills exist to do use data in modelling.

An obvious location for responsibility might seem to be the Market Research (Customer Insight) team. Curiously, the market research community does not seem to have engaged much with social media measurement to date. That may be unfortunate as input from the market research discipline would be good when interpreting the results or setting up investigations. A good reason to bring the market research team into the process.

As at early 2010, it looks like Online Marketing managers are the most common buyers and users of these tools. A good place to start, where the implementation barriers will be lowest and the quick wins fastest. From that base, much more can be achieved if the power of the information to support decisions in other areas is unlocked.

Marketing service agencies (including PR and media management, probably the most active group of users so far) have a whole other agenda. Demonstrating value to the client by tracking the impact of campaigns could be critical (especially when payment on results is factored in).

6.3 Information management/Systems integration

Some of these tools have spectacular charting and presentation capabilities; others are more limited. Access to a database of results is available from some but not all and may or may not be exported. How much any of this aspect is important to consider in relation to the MI process and systems in the user organisation.

Where there are in depth marketing tracking systems there may be a need to integrate. At this stage, how much can be achieved with some of these tools is doubtful; they will have to be used stand alone. Over the next few

Listening platforms – competitive landscape

years there will be more integration – Alterian, Unica and others of their kind are already moving into this space, of course.

More learning will be driven into an organisation from a listening platform application if the outputs are integrated with the existing MI or reporting process. Other forms of integration are possible with customer service systems – the tools that have the capability to track telephone recordings, email and other forms of communication are potentially very powerful.

This point is one that online media, PR and other agencies should especially take into account. There is a great opportunity to add value to a client relationship at low cost using these tools, as long as the reports fit well into the performance and evaluation processes at the client end.

6.4 Purchasing/Procurement

It has to be said – a good buyer can be your best friend when making an investment in a new application or capability, even if the good ones are thin on the ground. Nevertheless, any budget holder should be able and willing to apply the basic disciplines of good purchasing practice before making a commitment to the more costly of these tools and services. For a start:

- How robust is the supplier organisation – will it still be in business in a year's time? Who owns it and what are their intentions?
- Can they provide support as well as the product? How much will be needed? What will it cost? Is it any good?
- When will the product be updated and will that bring unavoidable future costs?
- What are the payment terms and how do they fit with the buyer organisational needs? What deals can be done?
- Who else is using this product and what has their experience been? What guarantees or warranties are available on the products performance?

How seriously these questions are pursued depends on the scale of spend that is planned. In the next few years, however, social media measurement and the ownership and use of a listening platform will be a source of competitive advantage in some sectors. So a decision worth taking seriously today.

Listening platforms – competitive landscape

7. Further reading

And finally... this list is not intended to be complete and inclusive and there are other tools out there. Here's how to find them.

- SocialMediaBiz provides a listing of many tools with detailed profiles at <http://www.socialmediabiz.com/browse-companies-by-name>
- Nathan Gilliatt in the US at Social Target has a report in more detail on 63 analysis providers (not free) and good advice on his web site <http://www.socialtarget.com/>
- Demain La Veille in France has produced a 'map' of social media tools including those operating in French. See www.demainlaveille.fr
- Philip Sheldrake in the UK/Europe has links to 75 providers at Marcom Professional and provides extensive information on how to set up social media monitoring at <http://www.marcomprofessional.com/posts/philip.sheldrake/the-increasingly-crowded-market-of-social-web-analytics>
- Last but not least, longer guides are reportedly in preparation by SocialMediabiz.com and eConsultancy.com which are sure to be required reading if this is your area of interest.

8. The list

First, some notes on what is in the list and on matters not covered in detail in the tables.

- Twitter-only search and tracking tools have been excluded (eg Twendz, Twitratr). A useful list of such tools is blogged on Social Media Today at http://www.socialmediatoday.com/SMC/165191?utm_source=smt_newsletter&utm_medium=email&utm_campaign=newsletter
- Note that some suppliers include agency/consulting services as standard – eg Nielsen Buzz Metrics; Cymfony; Reputrace, while others provide stand alone software or SaaS services
- Billing parameters include annual/monthly subscription, number of profiles tracked, volume of data collected, number of users – and there are many which provide free access to new users for part of the service and/or for a limited period of time

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
1. Interwoven <i>(acquired by Autonomy 2009)</i>	Interwoven web content management uses Autonomy's Intelligent Data Operating Layer (IDOL) to provide a powerful solution for profiting from social media	Social media connectors include: CNET Reviews, Epicurious, Facebook, IMDb, Kbb.com, LinkedIn, RSS, TripAdvisor, Twitter, WebMD, Yahoo! Finance, and Yelp. IDOL provides connectors to call centres, audio, CRM systems, and video	Uses Meaning Based Computing technology; IDOL gives clustering, pattern matching techniques, and probabilistic modeling	Dashboard data delivered within the content management system TeamSite, LiveSite, and Optimost automatically deliver dynamic, targeted, and optimized content and offers to consumers based on social media sentiment and emerging trends	Sits within Autonomy's Meaning Based Marketing Suite Autonomy Interwoven does not require tagging
2. Radian6 – <i>in partnership with Web Trends</i>	Social media monitoring platform for marketing, communications and customer	100m blogs, sites, videos, Twitter, Facebook English,	Sentiment, engagement, reach, inbound links, vote count or comment	Flexible dashboard and as-it-happens alerts enable monitoring of all forms of social media and related comments	Links to workflow and integrates with CRM, ERP and content management; eg salesforce.com,

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	<p>support professionals</p> <p>Billing is tied to results, not the parameters used</p>	<p>French, Italian, German, Simple Chinese, Korean and Japanese</p>	<p>count</p> <p>Post and source tags to create a “social web caller ID” system, and segment results for in-depth reporting and analysis</p> <p>Supports filters</p>	<p>in real-time</p> <p>Results can be filtered by country, by source and by media type, within date range or for pre-set days</p> <p>Email, IM, communication tools</p> <p>WebTrends integration filters social media content with web stats like site visits, conversions, or purchases</p>	<p>web sites</p> <p>Web Trends is the global analytics leader with world class data collection and analysis</p> <p>Strong customer base across sectors and among brand owners, agencies</p>
<p>3. Trupulse (Visible, founded 2005; strategic partnership with WPP)</p>	<p>Online brand management - Repair, protect and proactively promote brand or corporate reputation in search engine results</p>	<p>Mainstream media, video, images, blogs, Twitter and RSS feed in 12 languages</p>	<p>Powered by the proprietary truCAST engine - discovery, collection, processing, analysis and engagement architecture for social media content</p>	<p>truREPUTATION - online reputation management service</p> <p>truPULSE - RSS based web monitoring</p> <p>truINSIGHT</p> <p>truVOICE – allows participation with consumers</p> <p>truSEARCH – SEO tool</p>	<p>Visible Technologies works with Microsoft, Hormel and Xerox</p> <p>Signed 24 Fortune 1000 companies to its client roster in Q3, including Xerox and Autodesk</p> <p>Uses Autonomy</p>

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
4. Scout Labs	Low cost 'self service product' Costs range from \$100 to \$750 a month (Feb. 2009) depending upon how many platforms, or "workspaces," and how many concurrent text searches clients need, there is no limit on nos users per workspace	CGM (consumer generated media) ie blogs (in English only), forums, social networks, image-sharing sites, video-sharing sites, Twitter	Proprietary tools User comment as at 12/09 "volume and sentiment only take into account blogs and mainstream news in the data and charts" plus "tracking for comments, twitter, videos, photos and more"	Create graphs, forward, bookmark, initiate discussions, download graph data or copy graphs The dashboard offers real-time metrics for buzz volume, customer sentiment, and competitive share of voice across the web Agencies can 'white label' the reports	software Claims 300 clients as at February 2009 including Netflix, Hewlett Packard, Target, Nike and StubHub, along with agencies such as AKQA, Organic and Tribal DDB; other clients at launch included Jamba Juice, Intel, Charles Schwab, Dreyers, Sun Microsystems, CBS, Sony BMG, Razorfish, Landor, Ogilvy, Ketchum, Deloitte & Touche and BBDO
5. SEER (VML, part of WPP group)	Defines a brand 'ecosystem'	Web sites, news groups, bulletin boards and blogs Proprietary	System built on 1) a focused crawler; 2) custom dictionaries and parsing;	Builds a model over time of the patterns of communication within the target audience Every relationship is mapped out three-	Full service digital marketing agency; SEER is integral part of services Clients include

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
		algorithms and technology "crawl" along targeted sites collecting and parsing content against pre-determined key terms	3) a web-based control panel; 4) a three-dimensional visualization tool Constantly updated	dimensionally, with 'hot spots' and tag clouds to identify areas of interest	Microsoft, Adidas, Burger King, PetSmart, AMC, Ford, Sprint Nextel
6. Nielsen Buzz Metrics	Real time market intelligence and brand metrics, with expert input and support	100m blogs social networks, groups, boards and other CGM platforms English, Spanish, German, Italian, French	Text-mining, analytic technologies and expert analysts	30 report formats Customisable dashboard Threat Tracker alerts by email Brand Tracking, Audit and Scorecard reports for regular information Brand Association maps	Sector specific expertise and consulting services available in pharma, technology and automotive
7. Integrasco	Integrasco collect the data, analyze the result and provide reports with	Blogs, micro blogs, social networks, boards and other	Innovative technology and a rigorous methodology	In house team of analysts	Key clients include Vodafone UK

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	recommendations	Consumer-Generated Media (CGM) platforms Capability in 12 languages			
8. Sysomos (built on Blogscope)	“Redefining social media analytics by giving corporations, marketers, public relations agencies and advertisers the intelligence and insight needed to make smarter business and strategic decisions”	Collects data from blogs, Twitter, social networks, messages, boards, wikis and major new sources	Contextual text analytics and data mining technology	Media Analysis Platform (MAP), offers the ability to analyze and understand social media conversations Heartbeat - real-time monitoring and measurement tool that provides constantly updated snapshots of social media conversations.	Toronto based Clients include Interbrand N America
9. SM2 Social Media Monitoring – Alterian (formerly Techrigy)	SM2 is a social media monitoring and analysis solution designed for PR and Marketing professionals. Alterian SM2 helps you track conversations, review positive/negative	Wikis, Message boards, Forums, Video/photo (eg Flickr, YouTube) Blogs incl. media blogs (eg New York Times) Microblogs	Uses natural-language processing and Bayesian analysis	Creates custom analysis reports to display recent discussions, analysis and trends. Clustering provides a graphical analysis and classification around nominated discussions. Reports can be automatically	Techrigy was started in 2005 Main users appear to be marketing services agencies

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	sentiment for your brand, clients, competitors and partners Claims "the most comprehensive charting and analytical abilities on the market"	(eg Twitter, Pownce, Friendfeed, Plurk) Social networks (eg Facebook, MySpace) Contracts with independent sources eg The Social Media Warehouse with over 1.5 billion pieces of content		scheduled and distributed Supplier comment "Automated sentiment with a customizable dictionary, workflow and many other aspects (geomapping, etc)"	
10. Resonate (from Listen Logic)	RESONATE™ is the enterprise-class social media monitoring platform ...which redefines listening intelligence.		Uses proprietary parallel computing, machine learning, natural language processing (NLP), and semantic search Delivers 90%	Intuitive, department-based dashboards. Slice and dice any concept and view the raw discussions. Generate custom reports, tag posts, create notes and share throughout the organization Aggregates and analyzes all data in real-time, within	Clients include ING Direct,

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
			accuracy for sentiment, relevance and influence	minutes of a post	
11. Social Radar (from Infegy)	The most efficient, fastest, and most effective social research toolset backed by vast data collection	“Billions of messages and articles from millions of sources all over the Internet, providing historical content spanning back through 2007”	Using artificial intelligence, categorizes media types and conversation topics with contextual tone analysis	Generates charts and graphs from data sources within a given period by topic Creates ‘maps’ of influencers around topics	Proprietary technology Clients include Sony, Sprint, Pizza Hut, BP, NASA and many more
12. Buzzstream	Helps companies manage word-of-mouth marketing campaigns, which drive buzz, links, and traffic to company websites helping them be found via inbound marketing channels	Mainstream news, blogs, Twitter, forums, message boards, RSS feeds Can track email messages sent by users	Scores comment authora based on influence metrics (PageRank, site traffic, Twitter followers, etc).	Supports a CRM capability tracking influencers storing detailed profiles, contact information, relationship history, and metrics	Priced on five plans that allow different volumes of search Accounts allow multiple users
13. Blogscope	Analysis and visualization tool	40.17 million blogs with	Search can be restricted to	Popularity curves, identification of	Complete demographic

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	for the blogosphere developed as a research project at the University of Toronto.	1053.91 million posts (11/12/09)	select demographic group and time interval	information bursts, related terms, and geographical search	information, advanced queries, and text analytics currently not available on the public version
14. Nielsen BlogPulse	Blog tracking and management for individuals and bloggers as well as corporates	Blogs only, bloggers can nominate their own blogs for inclusion	Based on machine-learning and natural-language processing techniques Search by link (URL), keyword, phrase, boolean query, and date range	“Performs a unique kind of text mining on blog data to help reveal topics and themes within blog entries every day” Statistical reports, produced daily Trend analysis and charting Blogger profiling Conversation tracker	In test
15. Buzz Logic	Blog based media agency - tracking influential conversations on the web and aligning ad campaigns	Targets influential social media sites and the neighbour network of publishers	Algorithms calculate the expertise and credibility of conversational media, and map the social graphs emerging	??	Focus on influence opens the publisher network up to any author participating in or leading meaningful conversation, enabling

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	Costed on monthly subscriptions		around each site's content Based on analysis of: -traffic and number of inbound links –contextual relevance to a customer's specified area of concern, such as key words. –frequency of content publication on such topics –the traffic it sends back to the marketer		publishers to benefit from brand advertising and competitive CPMs Acquired ActiveWeave 2008 “creator of a popular FireFox browser add-on that recommends contextual posts from your favorite blogs as you surf the Web” Consumer blog reading habits will now be layered into its algorithm Users can purchase AdSense ads from within Buzzlogic
16. Cymfony (acquired by TNS Media Group in 2007)	PR management tool with customer service and marketing applications, especially crisis	“all forms of content”	Powered by Cymfony's InfoXtract(TM) technology, an information extraction and	Orchestra - a model centred on metric views, reports, and clippings. With interface tools to help users build custom	Specialized solutions available for Consumer Products, Financial Services, Media,

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	management		analysis engine used by US government and intelligence agencies Proprietary Natural Language Processing engine automatically identifies, classifies, quantifies and benchmarks important people, places, companies, concepts, relationships, and events in documents from both traditional and social media. Based on detailed	views, create and share reports and structure complex queries to sort through massive amounts of data Cymfony's Professional Services team delivers customized reporting services, specializing in integrated media measurement programs with corporate six sigma initiatives	Pharmaceuticals, Retail, Technology and Travel & Hospitality Cymfony assigns a dedicated business analyst to each client to maximise benefits and alignment with objectives Cymfony is recruiting non-English Content Analysts "We are looking for people who want to work from home, and make \$12 - \$14 per hour creating summaries (in English) of non-English articles and identifying messages (phrases) within the content" must be bi-lingual; Nov 2009

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
			grammatical analysis of the text		
17. Marchex Reputation Management	Customer insight tool for SMEs	8,000 sources - user reviews, news, blogs, social media	Standard charts on positive, neutral or negative reviews	Checks business listings Identifies keywords for differentiation Competitor comparison Capability to share positive news and reviews with customers and employees through email, Twitter, Facebook, Digg or other sources	Marchex Reputation Management will be available to a limited number of local businesses during the beta period, which will conclude in Q1 2010.
18. Reputica (launched 2007)	Reputation management and recruitment support Claims to be able to predict where stories will go as well as track where they came from	Blogs, wikis, forums, social media plus websites Tracks 24/7	Powered by iFeed, a discovery and aggregation engine for social media Self-learning capability Inbuilt ranking	Dashboard capability for online reputation monitoring Search related tool for recruiters	Created by Beyond Analysis, a customer insight and data strategy business.

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
			and scoring system with sentiment analysis		
19. Jodange (launched 2007)	Opinion based reputation management Targets publishers of online content	Blogs, websites, wikis Saas based tool	Uses linguistic analysis to extract opinion data from documents and identify the opinion holder and topic each opinion expression Ignores factual statements to focus on opinions and score sentiments	Defines the relationship between Opinion Holder, Opinion, and Topic Capability to correlate opinions to outcomes over time	Based on language studies at Cornell University "We're able to engage the readers more deeply and lift monthly time on page as much as 25%"
20. Converseon (founded 2001)	Social media agency with proprietary tool for listening	Public, online discussion areas - including blogs, newsgroups, social media	Advanced proprietary natural language processing and related technologies plus human interaction	Conversation Miner™ Conversation Manager Conversation Monitor SERM Analyzer	

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
			from the set-up phase through to report delivery and engagement		
21. Who's Talkin	Tool for individuals wanting to join in on social media conversations	Over 60 of the internet's most popular social media gateways	Search and sorting algorithms	Search strings	Free to all users
22. Social Mention	Social media search and analysis platform that aggregates user generated content	100+ social media sites, tracked in real time	Analysis based on: <u>Strength</u> is phrase mentions within the last 24 hours divided by total possible mentions. <u>Sentiment</u> ratio of mentions that are generally positive to those that are generally negative. <u>Passion</u> is most	Search strings Delivers daily social media alerts	Free to all users

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
			frequently used keywords and number of times mentioned. Number of mentions by sentiment. <u>Reach</u> the number of unique authors referencing your brand divided by the total number of mentions		
23. Viralheat (launched 2009)	Viralheat aims to be a one stop shop for understanding social media Effectively a search engine Monthly subscription (10 profiles for \$10 and 50 profiles for \$40)	200 video sites, Twitter, and real-time search of blogs and Web sites	User generated profiles Operates on a proprietary, custom-built cloud computer Users can see the Compete and Quantcast traffic numbers	Generates dashboard charts Insights delivered in real time Exports to Excel or pdf Daily email alerts can be shared	Current users include Coca-Cola, Tivo, U.S. State Department, Weber Shandwick, Nokia, Hilton Hotels, HP, and Microsoft

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
			for each blog/website Viralheat aggregates		
24. NetBase Consumer Insights	Market and consumer insights in real-time to identify actionable consumer opinions	Blogs, micro-blogs forums, discussion groups, product reviews.	Content Intelligence is able to read every sentence of every document, linguistically understand the sentences, and provide market and consumer insights	??	Based on the idea of reading sentences and parsing their deeper meanings based on pre-defined lexicons However, the statistical approach (Autonomy) can be pointed at any text, regardless of language
25. Asomo (from SocialWare)	ASOMO is designed to provide solutions for: - Market Research - Marketing - Communications - Corporate Social Responsibility	Targets key industry sectors	The opinions gathered are analysed by the ASOMO team and datamined	Software allows clients to visualise interactive maps, indicators, statistics and graphs and track over time	Clients include Epson, Peugeot, Philips Coca Cola, Telefónica
26. Envisional	Fraud and piracy protection for logos and trademarks	Auctions, newsgroups, B2B forums, peer-to-peer	Built in filters with user defined parameters	??	Strong UK client base – L&G, RSA, Egg, Prudential, Anglo Irish bank,

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	Patented A31 visual search technology	file sharing networks and Internet Relay Chat (IRC) channels, websites	Unique, patented search technologies alongside a team of experienced analysts "sentiment monitoring" system, using fuzzy logic and self-organising maps		and IT, media and film companies
27. KnowEm	Brand protection and security	'Hundreds' of social media networks populated with user-generated content since April 2009. Continually updated and extended	Identifies users of brand names and their contact details Tracks multiple metrics to determine which networks are gaining (or losing) traction in the social media	??	The KnowEm team has helped to reserve over 100,000 profiles and reported back over 20,000 issues of squatting and misrepresentation of a brand, username or trademarked term

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
			landscape		
28. Reputrace (Repumetrix formerly CoreX)	'All purpose' but focus on security applications	Media, blogs, chat rooms, message boards, social networks, video, images and Web sites worldwide		High speed reporting on latest mentions and references Reporting tool sends summaries from the site that include company logos	Precision human review and interpretation is included in all service tiers
29. FiltrBox	News tracking system	'Millions of sources' classified into three broad categories; mainstream news, blogs and social media Periodically updated	Looks at multiple dimensions to generate a score (1-10 scale) for each article Can be user defined	Rapid alert system Email, web dashboard, and custom RSS feeds (FiltrFeeds™) Daily briefing emails	User comment as at 12/09 "With the premium service you can collaborate with team members and do most of the things you can do (with category 1 products). Only challenge is the search isn't quite as comprehensive ...a big bonus is one (low) fee and unlimited searches"
30. Newssift	News media based search tool exclusively focused on	News media only	Identifies the people, companies, places and	User defined queries	In open beta, free to all users

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	business		connections common across all stories; scores sentiment within stories		
31. NewsLive (ebiquity)	Completely automated digital service plus all the benefits of a traditional, tried-and-tested manual clippings agency	Single point of access to editorial news content across press, TV, radio, internet, blogs, web based video and wires, in near real time	The Newslive editorial monitoring service 3 different scores, allocated by trained readers. Scores can be weighted according to the size of audience	An email alert is sent as soon as a relevant news story breaks; the latest headlines and content transcripts are included by a team of specialist news readers and précis writers working 24/7 Users can track the scores	Charged on annual subscription; 4 service levels
32. Inside View	Sales 2.0 provider combining intelligence gained from social media and traditional editorial sources	Content relationships include Jigsaw, Facebook, Twitter, LinkedIn, Thomson Reuters, Capital IQ, Cortera,	Continuously aggregates and analyzes personal, executive, and corporate information	Delivers contact lists, exports leads, manages watch lists, etc	Service levels CRM partners include Salesforce.com, SugarCRM, NetSuite, Microsoft, and Oracle

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
		NetProspex			
33. Feedback Ferret	Platform to gather, analyse and report on customer feedback	Specified blogs, bulletin boards, social networks, review sites plus call centre text, email, market research	Contextual analysis engine extracts topics, themes and sentiment from unstructured feedback; can build in customer data files	Interactive dashboards supplied; capability to share across organisation	UK based; established 1998 as Metriq Ltd Runs on Autonomy
34. Attensity Cloud (<i>powered by Radian6</i>)	Product suite to manage all forms of customer interaction Stresses crisis management and identifying 'trouble tickets'	Social media, communities, emails, call notes, word documents, and presentations	Uses advanced search, natural language processing, machine learning, artificial intelligence and semantic analysis, including Exhaustive Extraction™	Seven tools including Attensity Cloud - enables organizations to rapidly and accurately see the market buzz. Attensity Respond - helps listen and respond to customer communications whether direct via email or indirect via forum posts or tweets	Used by 250 of the Global 1000 companies Integrates with CRM systems such as Kana, eGain, Microsoft CRM
35. Digimind	Automates repetitive intelligence activities; competitive	Information from any electronic source including the	"Cutting-edge relational mapping technology" Advanced	Visualize trends and correlations through user-defined and real-time graphs and charts	Designed to provide executives, upper management, sales, marketing,

Listening platforms – competitive landscape

Name	Positioning	Sources	Analysis	Reporting/Products	Other comments
	intelligence practitioners can expand their monitoring scope 50-fold and receive information faster	"invisible web" on an automated and user-defined basis	algorithms such as clustering, language detection, event analysis	Customisable dashboards and storage capabilities Link to CRM systems and Sharepoint	legal, research operations with actionable intelligence Clients are major corporates primarily in France
36. VoxTrot (from Crimson Hexagon)	VoxTrot can identify opinion from large quantities of text, whether it's an in-house content repository or the vast blogosphere	blog posts, forum messages, Tweets, etc	Analyzes statistical patterns in the words used to express opinions to calculate the percentage of opinion for each category	Real Time feedback shows volume of mentions, positive/negative sentiment on client chosen topics; helps enterprise customers drill deeper into relevant opinion	Based on Harvard University algorithm

IMPORTANT NOTE: No guarantee is given that the information contained here is complete, accurate or current. Information has been drawn from provider web sites and no validation or verification has been carried out. Readers should refer to product providers for latest information which may be different from the content here. Any decisions made or actions taken by readers together with the consequences of such decisions or actions are entirely their own responsibility in all respects.