

Social listening

We used internet data to boost social insights

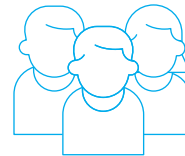
G Goal

A company specializing in social listening services based on AI-powered platform, aimed to leverage data from the open internet to complement their existing social media sources for gathering insights about brand reputation.

Data from social media may not be enough

Our data - gathered outside of social media platforms - can be a valuable source of information for data analytics as it can provide additional context and insights that may not be available solely through social media data.

Not all users' activities happen within social media platforms



Cloud Technologies data

5.18
billion users

S Solution

We provided internet activity data that highlights brand mentions across the web and the frequency with which this information is accessed by internet users.

Moreover, the data includes related search words that indicate the sentiment associated with brands, thereby enhancing social media monitoring for reputation analysis.



Brands mentions



Sentiment monitoring



Reputatuion analysis

D Daily application

- Delivery of web traffic data filtered by keywords of interest (brand names)
- Data enrichment used for AI tooling which analyzes sentiment and creates indicators of popularity and brand reputation

R Results

With Cloud Technologies data, our client is able to deliver a more holistic and precise brand reputation assessment to their customers and significantly improves their social listening capabilities.



Boost social listening capacity



Create a holistic view on brand reputation