

The social media is *buzzing*
with opinions

On your product...

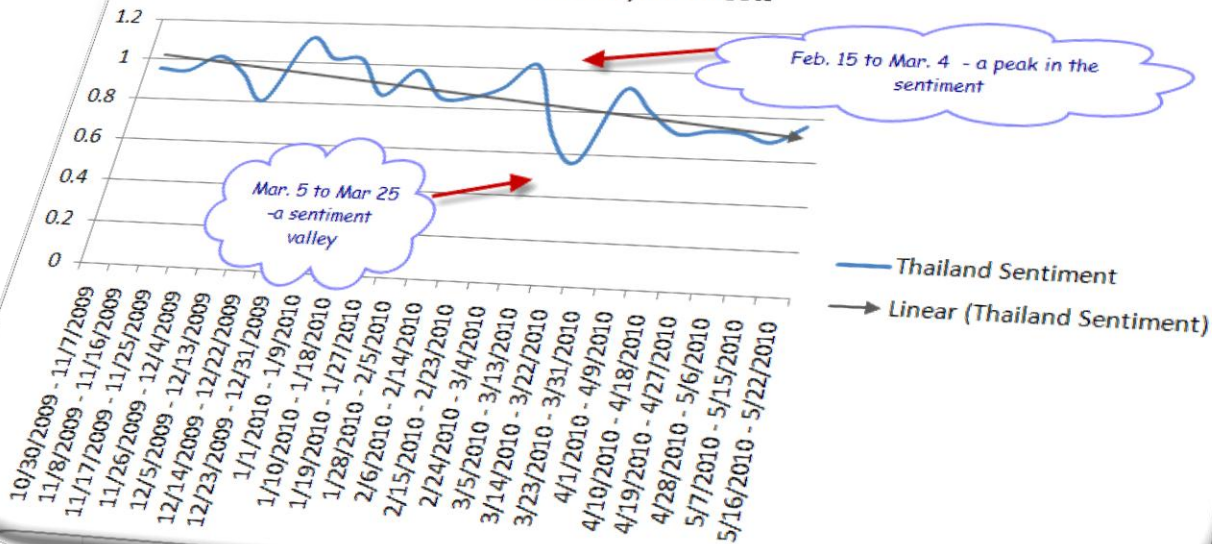
*Is your company ready
to listen?
And take action
now?*



Chatminer.com

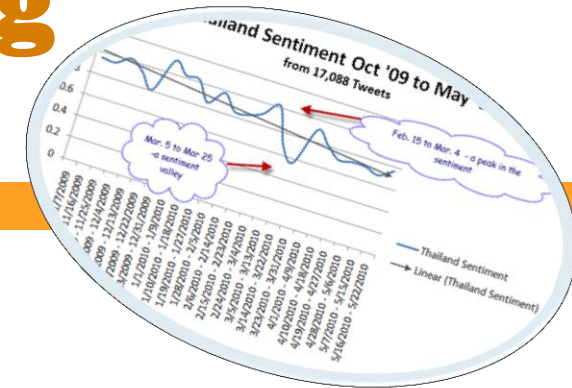
Thailand Sentiment Oct '09 to May '10

from 17,088 Tweets



Track your market

Sentiment Trend Tracking

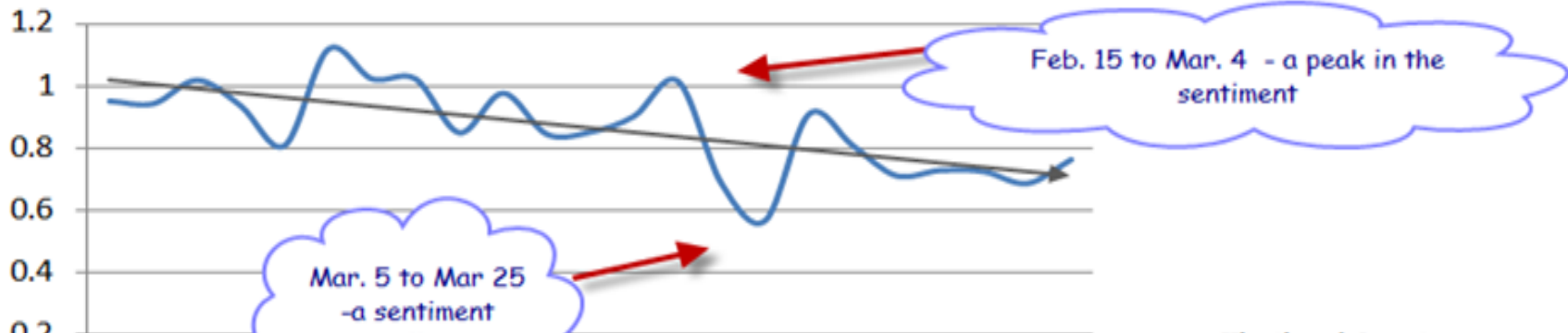


Times series tracking

Facebook and blogs

Twitter

Thailand Sentiment Oct '09 to May '10
from 17,088 Tweets



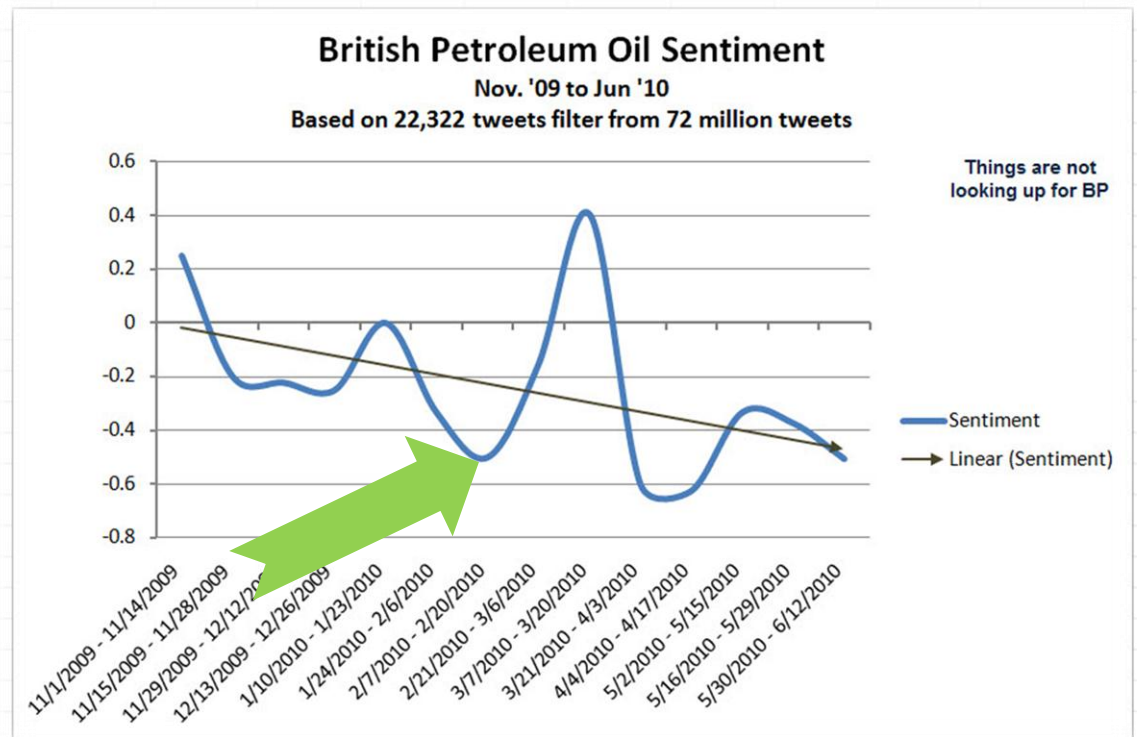
Sentiment Trend Tracking

Get the timing right...

Know when to...

Strike

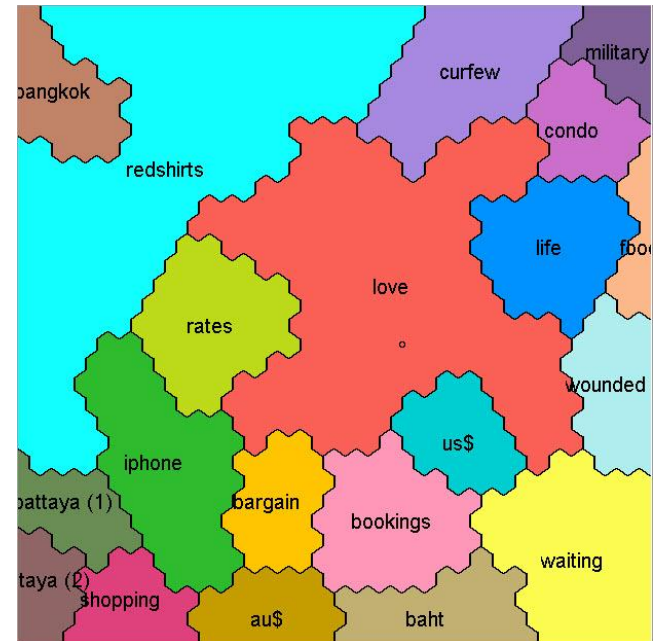
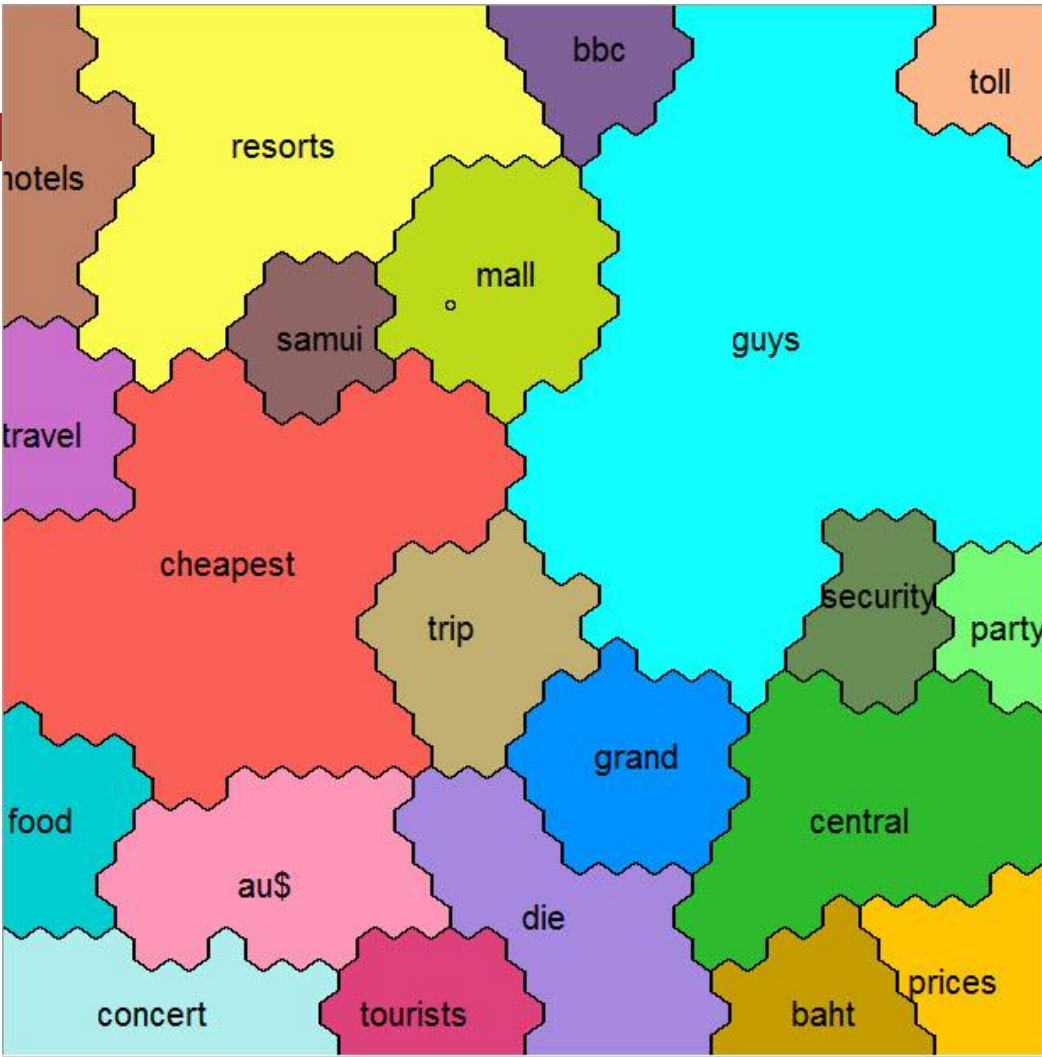
in spite of a
downturn.



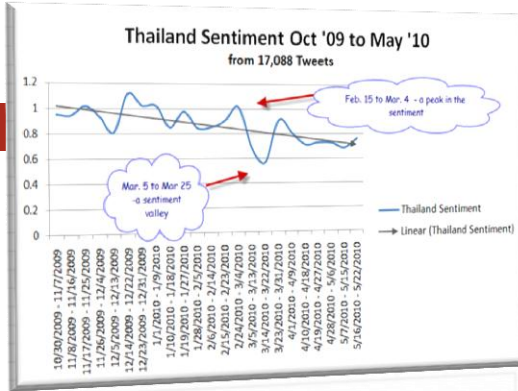
Understand the conversation

-in real time.

What are your customers' concerns.



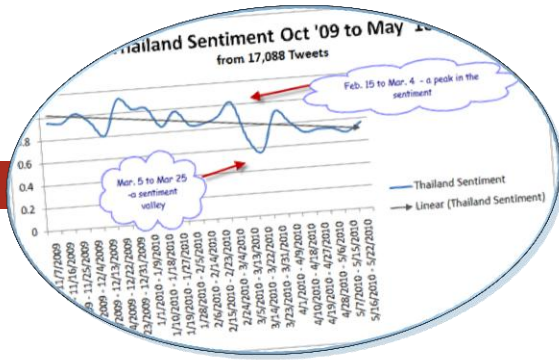
Media Campaign Tracking



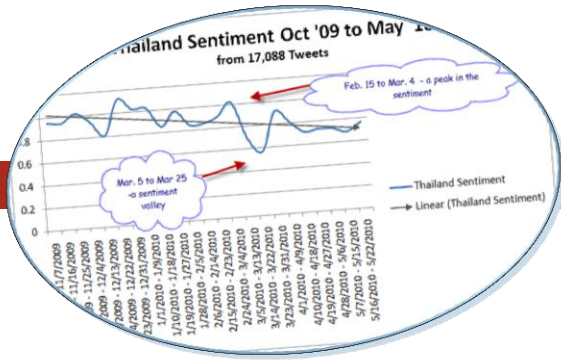
How effective is your current media strategy?

Is your media blitz creating waves?

Competitive Time Placement Tracking

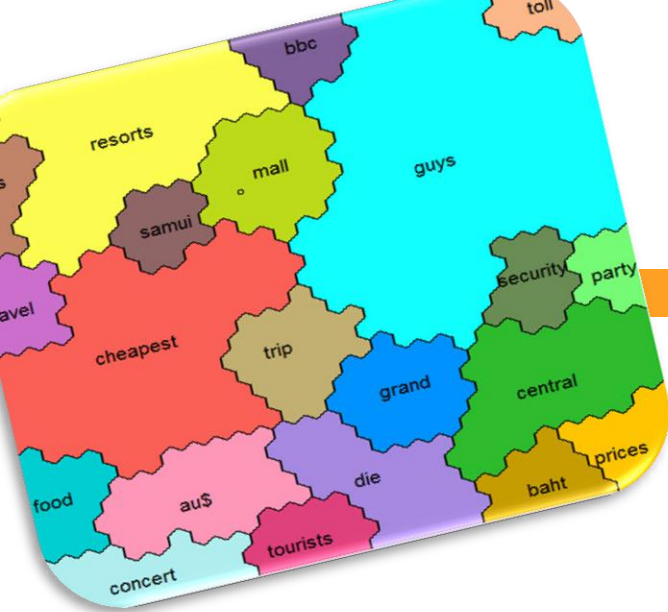


Market Competition Analytics



What are they saying about your competitors?

Which products are getting the *buzz*?



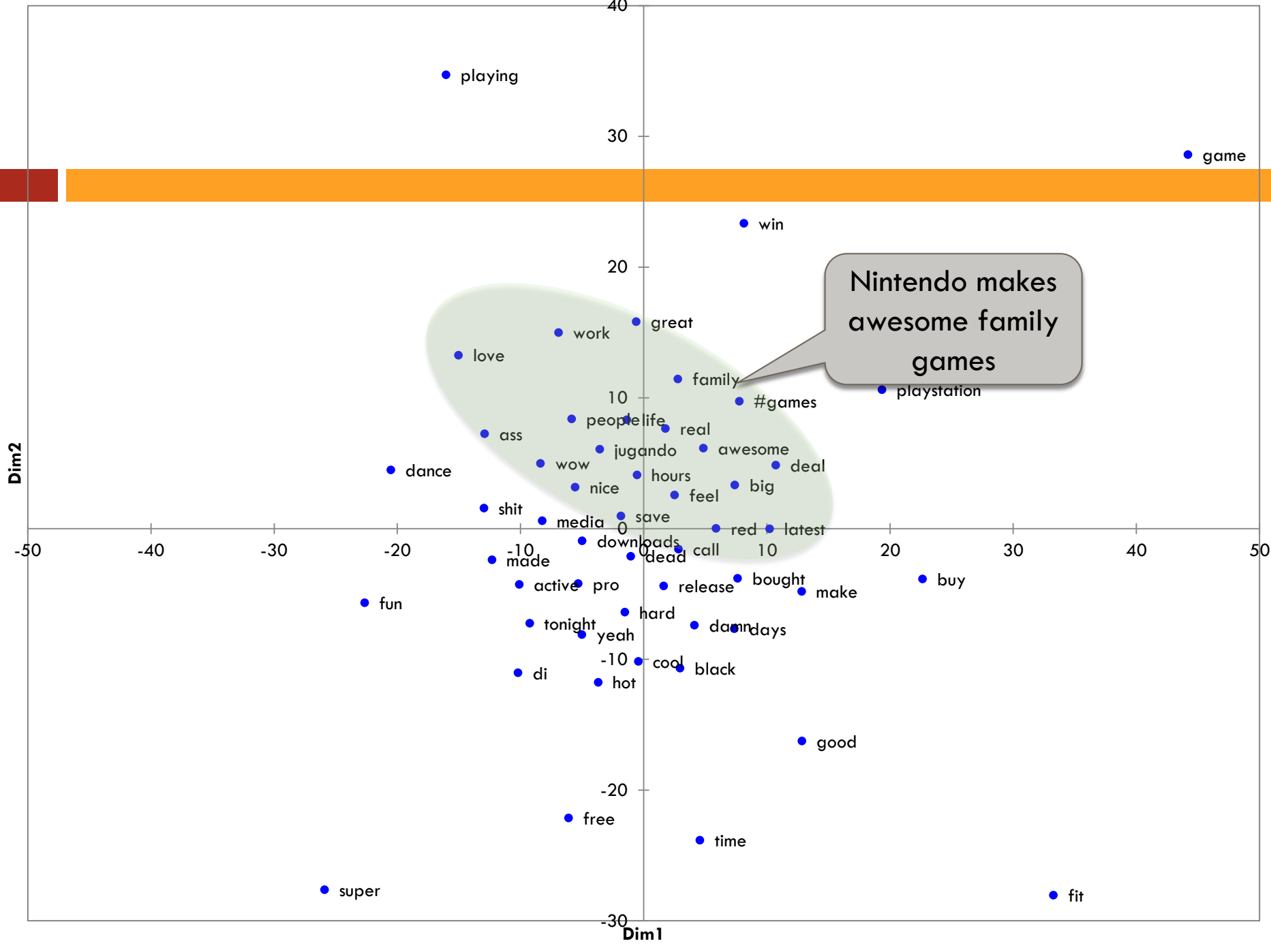
Chat Visualizer

What are they saying about us?
And our competition?
-beyond the canned answer

What is the real conversation about your product.

Segment the chat

-a clear vision of millions of blogs and tweets



Relative Buzzword Rank Profile

Identify the key concerns on which to take action.

Interactively identify original customer comments by keyword.

