



# ATTENSITY CLOUD

## SOCIAL MEDIA MONITORING

Attensity Cloud is an easy-to-deploy real-time listening and engagement application for monitoring, analyzing, and responding to a wide variety of social media. It allows marketing and support personnel to keep tabs on real-time conversations regarding their products, services, competitors, and brands in blogs, Web forums, wikis, microblogging services including Twitter and Facebook®, and more.

### Comprehensive Coverage

- Scan over 100 million sites and sources, from blogs and comments to photos, videos, forums, public Facebook groups, and Twitter.
- Get real-time, relevant results pushed right to your dashboard, so you never miss a relevant post.
- We do the post aggregation for you, so results easy to read, distribute, share and analyze, without the time-consuming legwork.

### Metrics, Filtering & Segmentation

- Slice, segment, filter and parse your social media data to view and measure it through dozens of lenses.
- Look at metrics like sentiment, engagement, reach, inbound links, vote count or comment count.
- Hone in on or exclude specific sets of sites for ultra-targeted analysis.
- Filter your results by media type, geographic region, or any of ten international languages – English, French, Spanish, German, Italian, Finnish, Japanese, Korean, Simple Chinese and Russian.

### Influencer Analysis

- Our customizable Influencer EQ scores influencers according to criteria you specify – criteria that’s relevant to your business.
- Drill down into data like comments, posts, or links, and see other social profiles for each influencer across the web.
- Target your engagement and outreach to the people and media outlets that drive your business goals.

### Social CRM and Web Analytics Integration

- Align social media with your sales, account, and website efforts with just a few clicks.
- Create Salesforce.com contacts, leads, or support cases right from the application.
- Use WebTrends integration to filter social media content by web stats like site visits, conversions, or purchases.
- Understand the context and content of posts that are driving the website actions and results you want.

### Workflow and Engagement Management

- Assign and route posts within your team, and track engagement and response right from the dashboard.
- Set up email or IM alerts – either as-it-happens or in regular intervals – so you and your clients can stay on top of the activity.
- Use post and source tags to create a “social web caller ID” system, and segment results for in-depth reporting and analysis.
- Communicate and collaborate internally on outreach and information sharing so your team is armed with all the context and intelligence they need.

*The explosion of social media conversations creates a tremendous opportunity for companies to gain insight. Traditionally, these conversations have been captured in CRM systems, emails, and support records. But now people want to use social media to share and discuss issues, complaints and questions. On Twitter alone, 20% of tweets are about products and services. In the emerging Social Economy, organizations that listen to online conversations and engage with customers will enjoy a competitive advantage.*

- Bob Thompson  
 Founder and editor-in-chief  
 CustomerThink

## Part of the Comprehensive Listen-Analyze-Respond Attensity Suite

When coupled with Attensity Response Management, Attensity Cloud helps companies listen and respond to both social media and customer communications more effectively from one interface — whether those communications are direct, via email channels, or indirect, via forum posts or tweets. Attensity Response Management handles all customer messages including emails, text messages, customer forum posts and tweets, and categorizes them with advanced pattern recognition technology, allowing them to be tracked. The application then auto-responds or places these messages into a queue for servicing by the social media or customer service team, enabling organizations to take control and track what is often an ad-hoc operation today.

By combining Attensity Cloud with Attensity's flagship Voice of the Customer (VoC) application, organizations can take advantage of Attensity's deep text analysis capabilities to analyze not only social media information, but also structured and unstructured information from internal sources, including email, Customer Relationship Management (CRM) databases and surveys for a 360-degree view of customer issues, opinions, ideas and requirements. Attensity VoC automatically identifies facts, opinions, requests, trends, and trouble spots from unstructured text and transforms the information into structured, actionable First Person Intelligence™. The solutions glean insight into customer satisfaction, sentiment, loyalty and product issues and enable companies to respond appropriately.

### Go Beyond Keyword Analysis

By combining Attensity's deep semantic analysis, including Exhaustive Extraction™, with the Attensity Cloud solution, organizations can extend keyword analysis to actionable insights on issues found in social media:

### Find “intent to buy” or “intent to leave” events

Attensity VOC allows you to gain insight into intent to buy events (“If this came in blue, I would buy it”) or intent to leave events (“If someone doesn't call me back, I'm closing my account.”) so you can take appropriate actions.

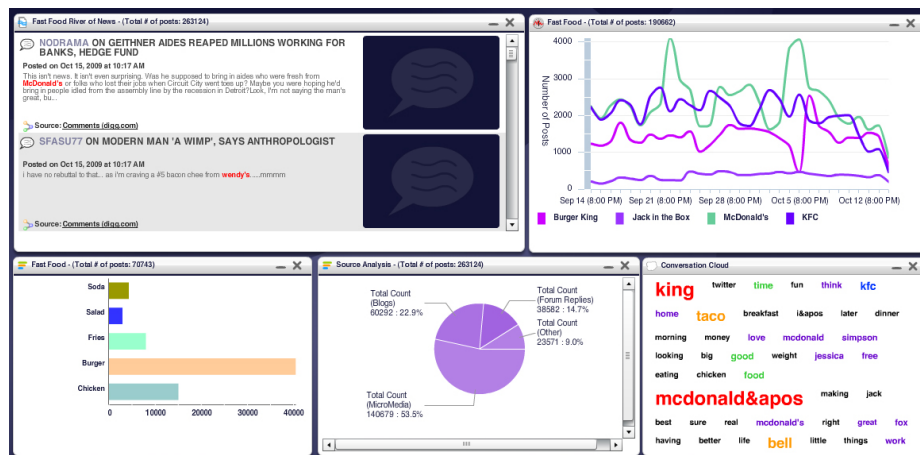
### Get early warning of issues

The solution can recognize a large number of people tweeting and emailing about cup holders and then understand what the issues are. For example, are the cup holders breaking? Are they too small? Do customers want more cup holders? The solution can find these answers within online customer conversations, and enable controlled response to cries for help from a company's customer service or social media team.

### Benefit from deep sentiment analysis

The solution can recognize the subtle differences in language. For example, “I am happy” or “I am not happy” and “I am very unhappy” or “I would be happy if...” It can also rate sentiment on a clause-by-clause basis. For example, “I loved the seats, but hated the cup holders.”

Monitor Buzz • Uncover Influencers • Benchmark Competition • Capture Industry Trends • Uncover Leads • Gain Actionable Insight  
Track & Measure Community Engagement • Provide Customer Service Outreach



Simple, interactive widgets monitor millions of sources for the information you need today. Want to change what you're watching? It's only a click away.



Business is built on conversations. These customer, partner, and employee conversations are captured in emails, call notes, letters, surveys, forums and social media. Attensity's semantic applications suite enables you to monitor, analyze, respond to and reuse these conversations - transforming them into actionable facts and insights that you can use to drive successful initiatives.

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