

Introducing Business Intelligence for Social Media

Listen. Measure. Understand. Engage.



The Sysomos product suite gives you all the tools you need to measure, monitor, understand and engage with the social media landscape.

Sysomos is an unparalleled social media monitoring system. It gives you the power to immediately understand the impact of your outbound messaging as well as the overall buzz and sentiment around your brand, products, industry and competitors online, and across the social media landscape.

With Sysomos, you get instant, comprehensive access to relevant conversations on blogs, social networks, forums, micro-blogging services, video sites, online news sites and other media sources – in real-time and historically. You know what’s happening, why it’s happening, where it’s happening and who is driving the discussion. And you gain the intelligence and insight you need to make smarter decisions.

Sysomos: A single source to help you understand and leverage social media

With simple keyword input, you can track influencers, analyze sentiment, and establish and manage relationships – all elements to grow your business. Sysomos can help you:

- » Monitor online conversations
- » Identify and reach out to key influencers and social media stakeholders
- » Analyze and measure sentiment of conversations
- » Spot emerging trends, discussions, themes and topics
- » Understand, control and manage crisis situations
- » Track reach and spread of your press releases, blogs, tweets and other messages
- » Access detailed metrics for buzz, popularity, share-of-voice, comparisons
- » Create and report ROI on social media initiatives
- » Intelligently manage corporate, product and brand reputations

Sysomos product options meet all of your social media intelligence needs:

MAP – Media Analysis Platform



Heartbeat – Real-time Monitoring and Measurement



MAP – Media Analysis Platform

MAP is a full-featured analytics service with unlimited access to billions of social media conversations as well as online news coverage from within a rolling two-year window. Ideal for in-depth research, historical analysis and the preparation of value-added reports, MAP delivers insight and intelligence about the most relevant conversations – why they are happening and who's driving them. You can analyze unlimited queries and results on any topic to get real-time statistics, collaborate with colleagues and generate detailed reports.

Key Features

- » Conduct unlimited search queries, access billions of conversations and see precisely where around the world they are taking place
- » Identify key influencers by complete demographic information
- » Understand key conversations, themes and trends
- » See, compare and contrast buzz generated over time
- » Conduct in-depth research and prepare detailed reports

HEARTBEAT – Real-time Monitoring and Measurement

Heartbeat is a cost-effective, real-time monitoring and measurement tool that provides constantly updated snapshots of social media conversations and online news delivered via user-friendly graphics. Heartbeat organizes conversations, manages workflow, facilitates collaboration and provides ways to engage with key influencers.

Key Features

- » Monitor social media conversations
- » Engage with important influencers and opinion leaders
- » Measure key metrics around buzz and sentiment
- » Receive automatic alerts for high-priority posts
- » Integrate with any CRM to manage tasks internally – or use Heartbeat's proprietary CRM

– Manage and Moderate Facebook Pages

With the growing popularity of Facebook pages, one of the biggest challenges facing many companies is effectively and efficiently managing them. Whether you have single or multiple Facebook pages, this remarkable tool makes it easy to moderate comments, automate tasks and run analytics reports. Most important, you can monitor content on your own page and any other fan pages of interest, such as competitors and industry sites.

Key Features:

- » Auto moderate and receive email notifications for new posts and comments
- » Analyze sentiment and get visual reports via a dashboard
- » Manage workflow and collaborate with team members
- » Identify top fans, level of engagement and key discussion themes
- » Search Facebook fan page posts/data in addition to discussions/ public status to enrich your perspective of available content

Facebook Page Central – Facebook Page Management



Compare Heartbeat and MAP

Although Heartbeat and MAP are based on the same underlying Sysomos technology, they provide different features to meet the needs of different users. Heartbeat is designed for day-to-day monitoring and measurement requirements, while MAP provides an in-depth research tool. Review the chart below to help determine which solution is right for you.

Feature	Heartbeat	MAP
Real-time, Comprehensive, Multi-lingual Data Continuously refreshed database of entire social media universe.	✓	✓
Unlimited Use No limits on the number of returned results or usage.	✓ No restriction on the number of results analyzed	✓ Unlimited queries across any brand or topic
Geography and Demographics Age, gender, location, profession and language information.	PARTIAL No profession	PARTIAL No language
Sentiment Automated analysis to determine positive, negative or neutral conversations.	✓	✓
User-defined Dashboards Continuously monitored pre-set queries.	✓	n/a
Ad-Hoc Querying Instant access to results of any query across any time range or media source.	n/a	✓
Text Analytics Extraction of key insights, themes and trending topics.	For monitored topics	✓ For any query across any time period with drill-down capabilities
Key Influencers Automated search for opinion leaders and authoritative individuals.	PARTIAL List of top influencers for monitored topics	✓ Unrestricted access to list of influencers across any industry and demographics
Drill Down Functionality Focus and filter by age, gender, location, sentiment, time, competition and topics.	✓	✓ Granular data segmentation
Engagement Workflow Collaborate and manage engagement with bloggers and other online influencers.	✓	n/a
Historical Content Access to billions of social media conversations collected within a two-year revolving window.	PARTIAL 30 days included. Up to one year at additional cost.	✓ Instantaneous access to all data
Premium Support Dedicated account manager for training, product support and best practices.	✓	✓

