

**Providing Visibility into Social Media
An Overview of Techrigy SM2**

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Table of Contents

An Overview of Techrigy SM2.....	3
Search Structures can range from Simple to Complex	3
Results are Easy to Use & Actionable	3
Analysis of the Conversation	4
Reporting	4
Daily Volume & Trend Charts	5
Compare Trends.....	6
Theme Graphs, Word Clouds	7
Demographics.....	8
Domains.....	9
Author Tags	10
Map Overlay.....	11
Sentiment Analysis	12

An Overview of Techrigy SM2

SM2 is continuously scanning & indexing online conversations & related comments. The results are stored in our own proprietary **Social Media Warehouse**. Our clients access the database via our **SM2 User Interface** which has powerful tools for analysis, sentiment, reporting and real time alerts.

We are currently collecting over ten million new results daily from virtually every available source. Our **Social Media Warehouse** has stored over **1.3 billion conversations** since October 2007.

Search Structures can range from Simple to Complex

- Boolean operators; and, or, not; wildcards * and generational terms
- Categories allow the ability to create “buckets” of information
- Subdivide your results into categories that are as granular as needed
- Ability to create customized categories that can be trained to add to them automatically
- Ability to add custom sources
- Ability to ignore URL's
- Supports unicode - The application is in English, however the data is unicode so queries will return results in the language of the search terms.

Results are Easy to Use & Actionable

- Full Historical Data - no special account needed
- Automated Sentiment, Tone & Content Emotions - results are scored using a natural language process and a lexicon dictionary. The dictionary is presently in four languages (English, German, Spanish & Dutch) and is customizable.
- In-depth information for each search result (36 types of data ranging from date published to physical location of the creator of the content)
- Powerful tools provide for infinite ways to cut the data
- Workflow provides a way to assign search results to other team members, give them a priority level and add notes. A Summary Report provides an overview on how many items were actioned on a daily, weekly and for the month.

Analysis of the Conversation

The information can be viewed & analyzed in a variety of ways:

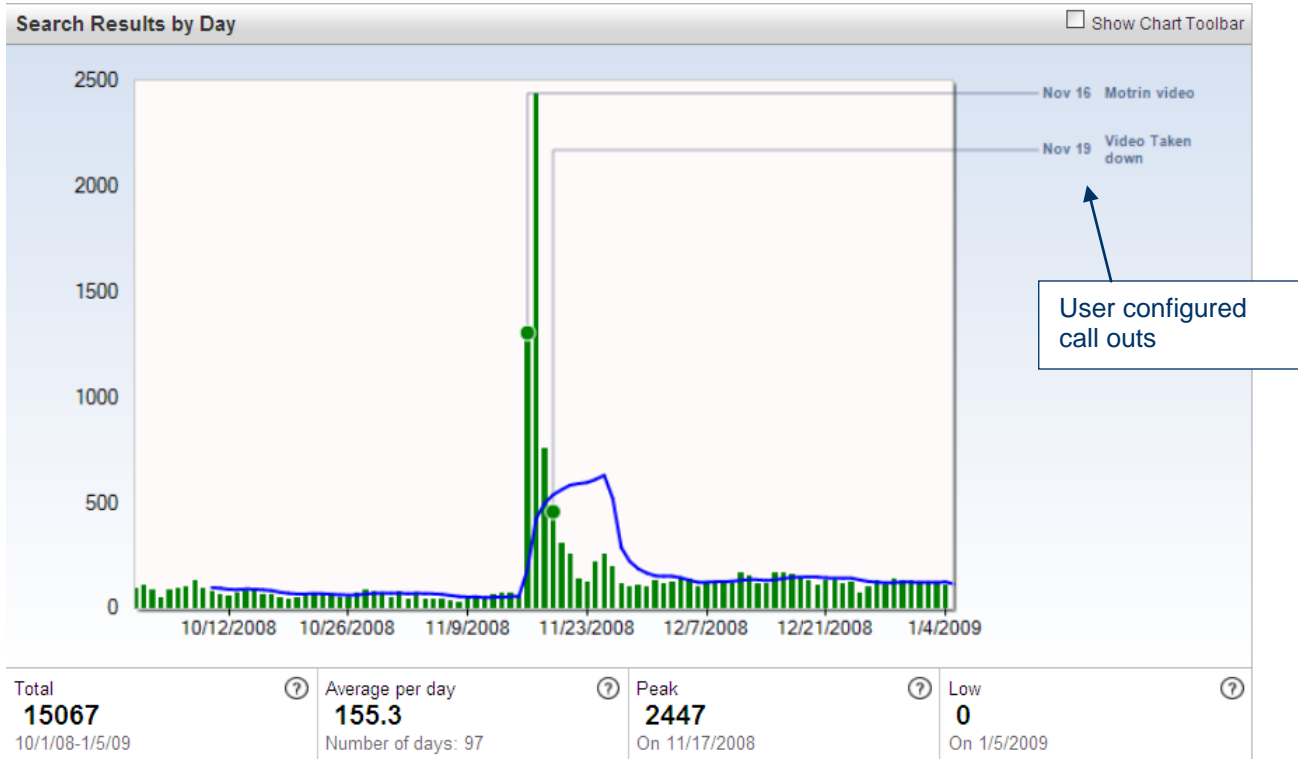
- Volume – identifies patterns and trends
- Share of Voice – displays where the online conversations are occurring at by type of source: blogs, microblogs, wikis, message boards/forums, etc
- Displayed by both volume by source and volume over time
- Textual analysis – create word clouds displaying the most frequently used words in the content themes and author tags
- Domains and geomapping – displays where the conversations are originating from both online and by physical location
- Popularity – this is a rating ranging from 0-10 that is assigned to each search result that indicates the influence of it (calculated on an algorithm that depends on the type of source)

Reporting

- Daily reports delivered by email or RSS
- Summary Reports available (delivered anytime you choose)
- Real Time Alerts provide immediate notification by email as search results are found. (These search results aren't added to the profile until the routine search runs.)
- All search results & the fields of data are exportable to html, XML & XLS with the option to choose whichever fields desired.
- An API is available that enables exporting data and related fields of information.

Daily Volume & Trend Charts

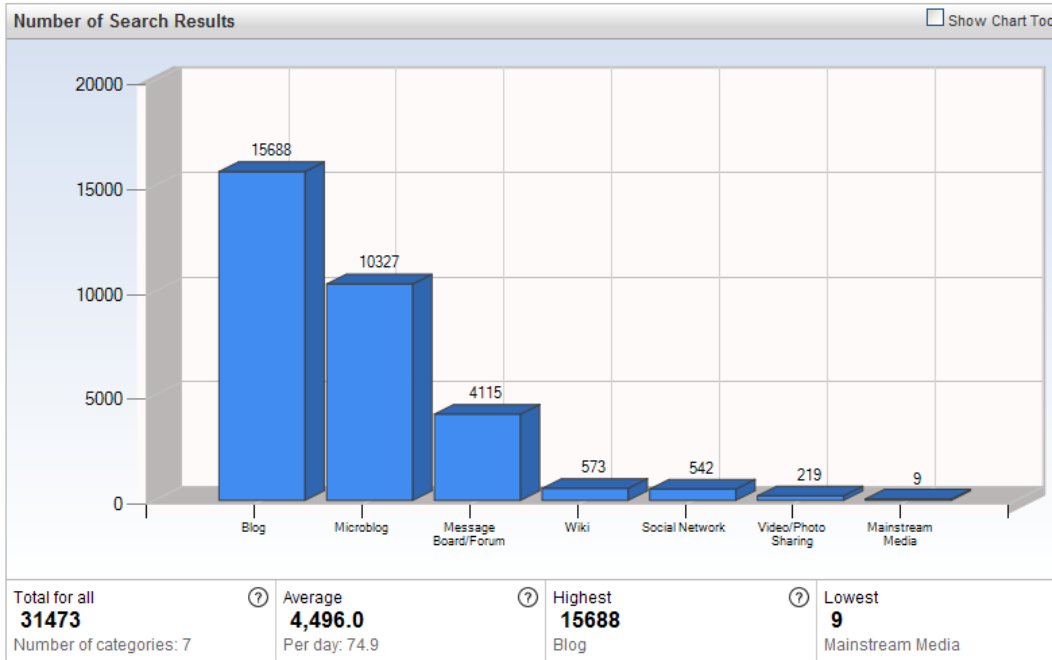
This chart represents current result volume trends around your keywords and topics.



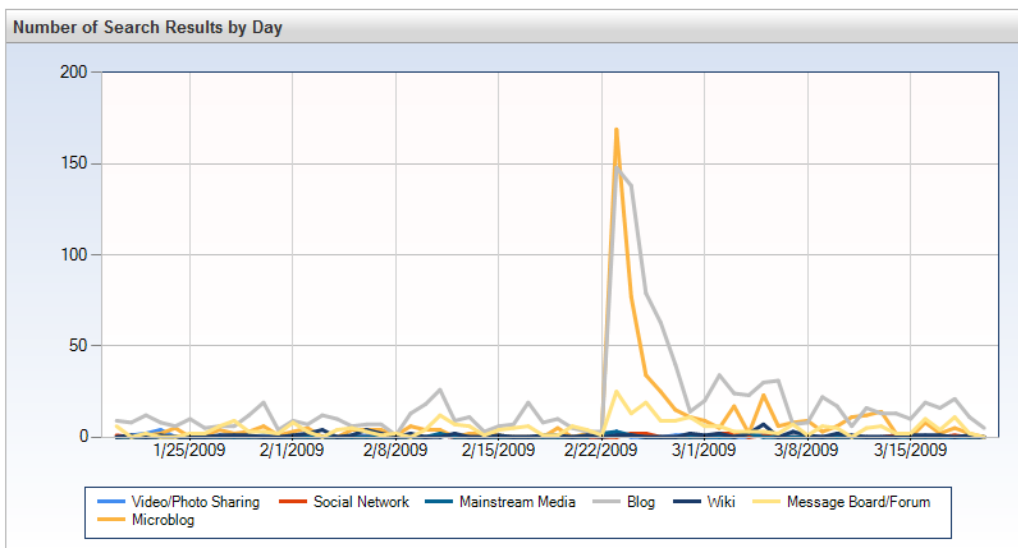
Use these charts in your PowerPoint presentations.
All charts and data have “drill down” capability.

Compare Trends

This chart shows the results from across the sources that SM2 searches on a daily basis.



This chart shows an overview of the conversations from the various sources. The angle shows the velocity of the conversation. One can also see conversations shift from one source to another (such as from Twitter to blogs).



Theme Graphs, Word Clouds

These charts will show you the most talked about topics across all of your results and/or specific categories

Motrin

Themes Export Video Tutorial

Actions

Motrin New graph Delete graph

Basic Themes Graph

ambien baby **back** bad bed big bit blood body **buy** buying call called care
cheap child children cold day days disease doctor don drug drugs ear effects
 family feel fever find found free generic give good great head health heart high home
 hours house ibuprofen information kids left life long lot love made make medical
 medication medicine minutes mom moms morning **motrin** movie night **online**
order pain part people prescription pretty **purchase** put risk room school
 sick side sleep started symptoms taking thing things thought **time** times today told
 tramadol treatment tylenol valium video water week work xanax year years

Competitor – Advil

Drill down in any chart

Themes Export Video Tutorial

Actions

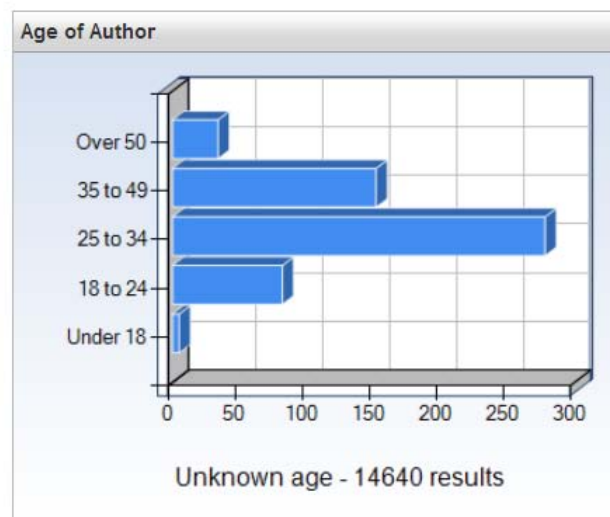
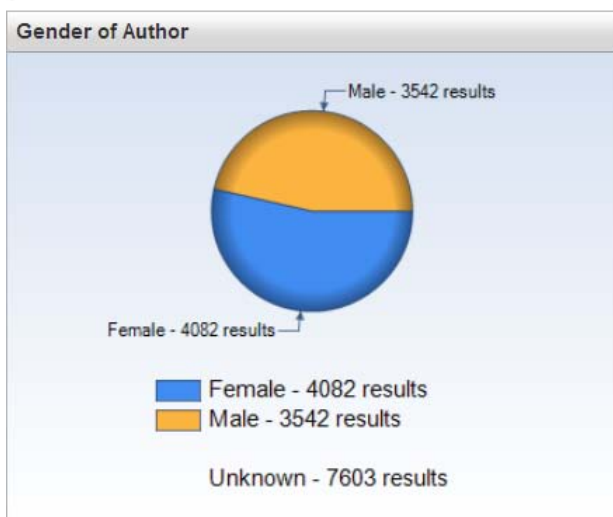
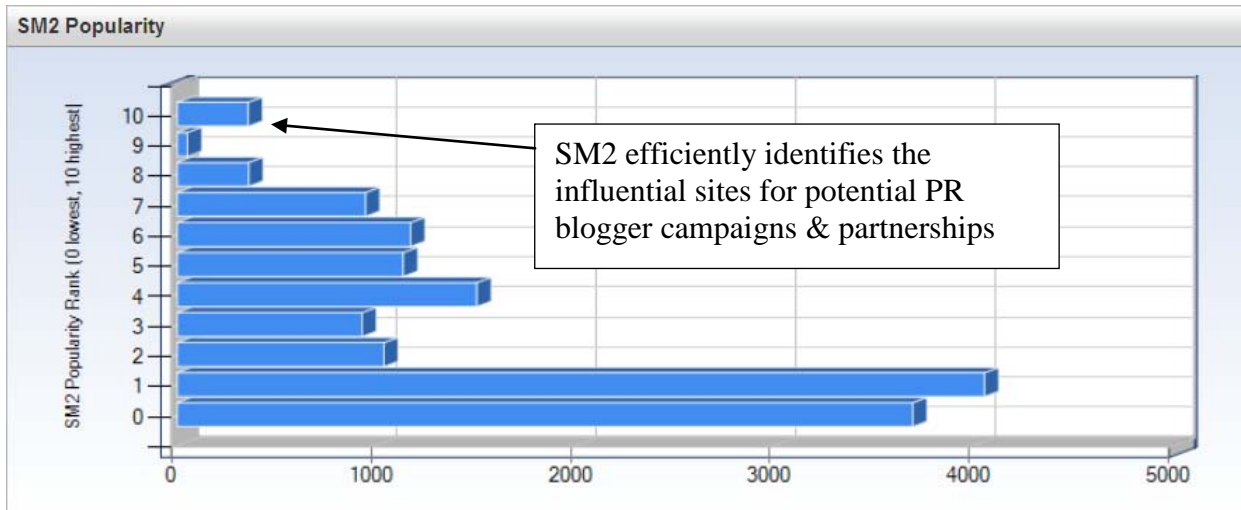
Advil New graph Delete graph

Basic Themes Graph

advil amoxil asked baby **back** bad bed big bit blood body brand buy call called
 care cold **day** days disease **doctor** don dose **drug** **drugs** effects end eyes face **feel**
 feeling felt find found generic give god **good** great hand hard head headache health heart
 high home hours house **ibuprofen** information left life line long lot love made **make**
 man medication medicine morning motrin night **pain** **people** personal phentermine
 place point pretty put read remember risk room school side skin sleep start started stop
 symptoms taking talk thing things thought **time** times today told wanted water week
 work year years

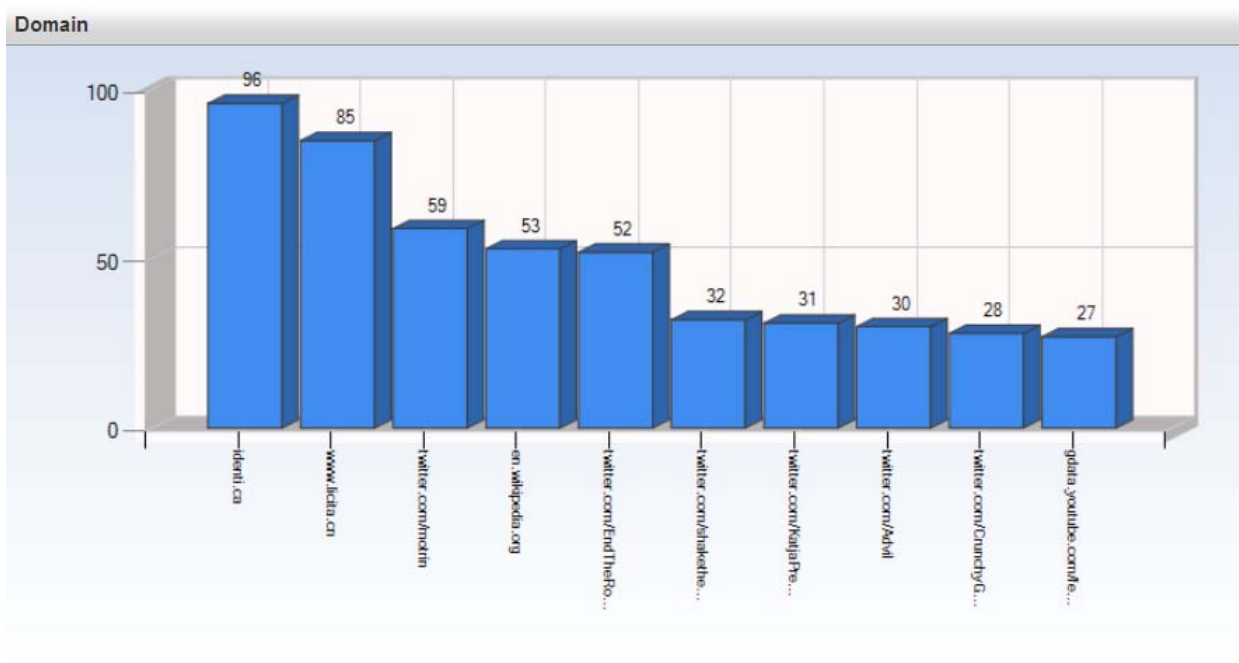
Demographics

Analysis for individual posts **Popularity** in addition to the **Gender & Age** of known social media postings.



Domains

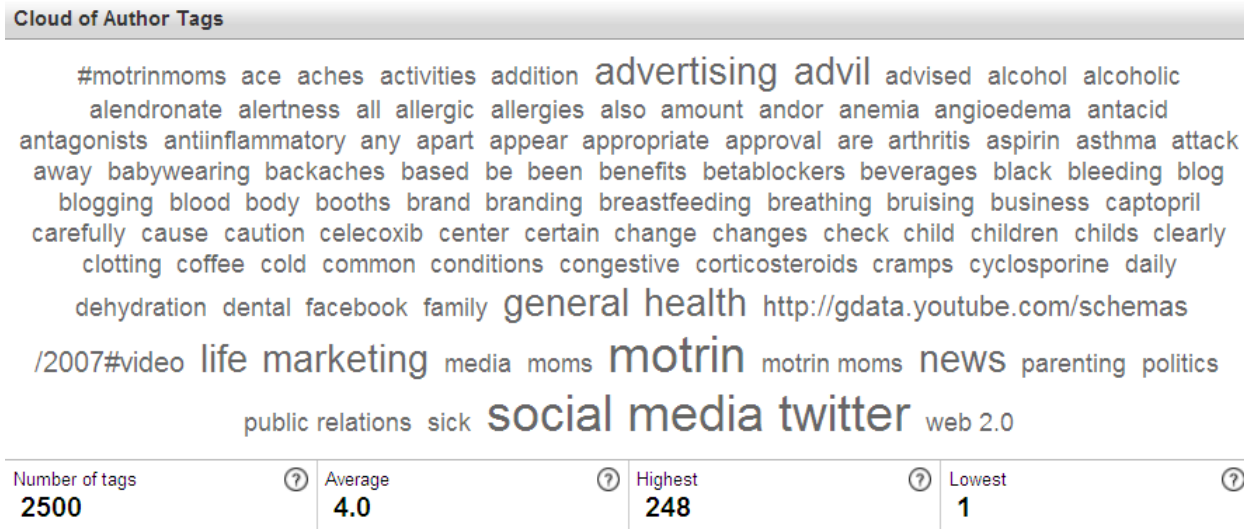
This chart identifies the most active communities and participants with regard to your brand, competitors, & keyword searches.



Results Domain [Top 100]	Popularity	Count
identi.ca	6	96
www.licita.cn	0	85
twitter.com/motrin	0	59
en.wikipedia.org	0	53
twitter.com/EndTheRoboCalls	0	52
twitter.com/shakethesalt	7	32
twitter.com/KatjaPresnal	10	31
twitter.com/Advil	3	30
twitter.com/CrunchyGoddess	8	28
gdata.youtube.com/feeds/api/videos?q=motrin&start-index=1&max-results=50&v=2	0	27
twitter.com/GeoffLiving	8	25
answers.yahoo.com	10	25
twitter.com/visionboard	7	24
twitter.com/Mobasoft	8	24
twitter.com/Armano	0	21
twitter.com/currentfm	4	21
www.hotcouponworld.com/forums	5	20
healthworldblog.com	0	20

Author Tags

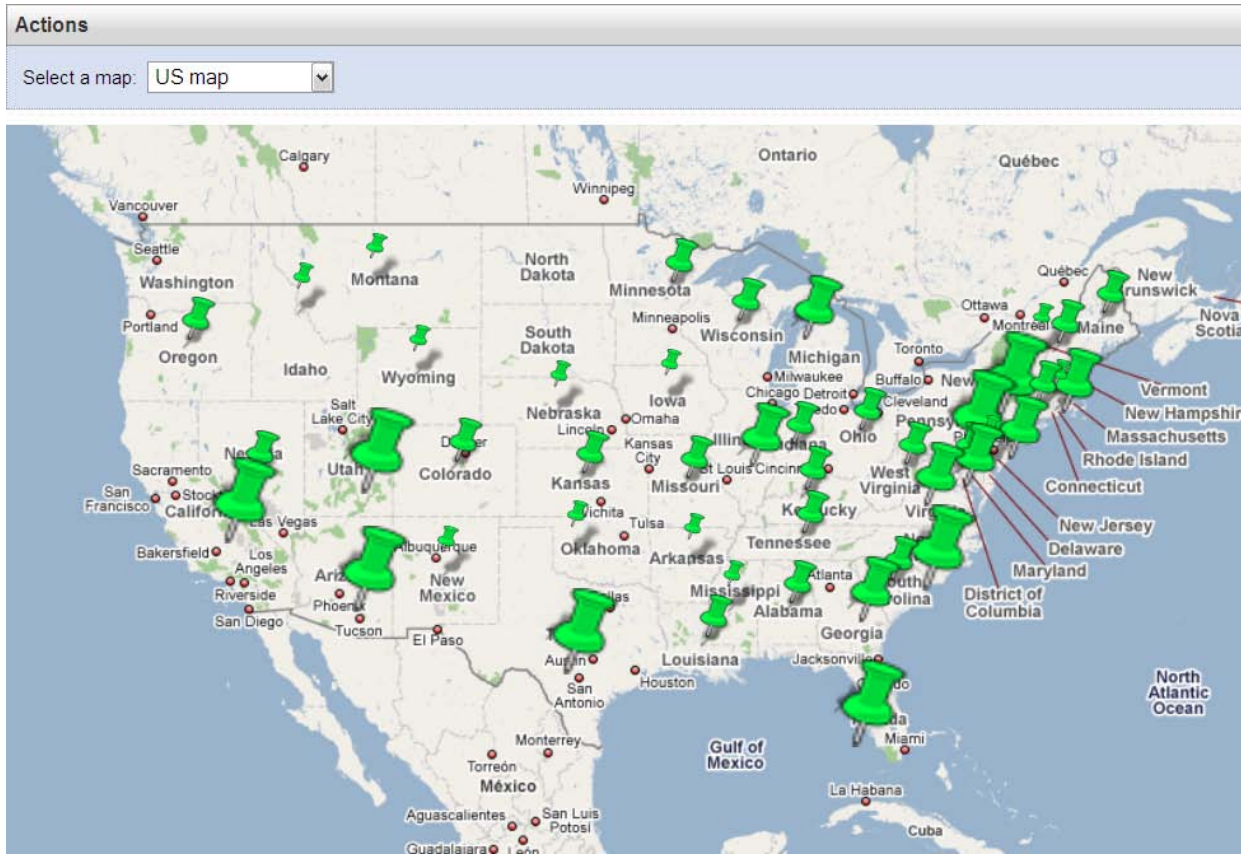
The Author Tag Cloud identifies how consumers have tagged information that they've written. It's insight into what they are thinking about your brand, competitors & your search terms.



Author Category [Top 2500]	Count
motrin	248
social media	205
twitter	194
advil	106
marketing	102
news	99
general	82
health	79
advertising	78
life	77
http://gdata.youtube.com/schemas/2007#video	73
family	54
blog	51
moms	49
babywearing	45
brand	45
dental	43
blogging	40

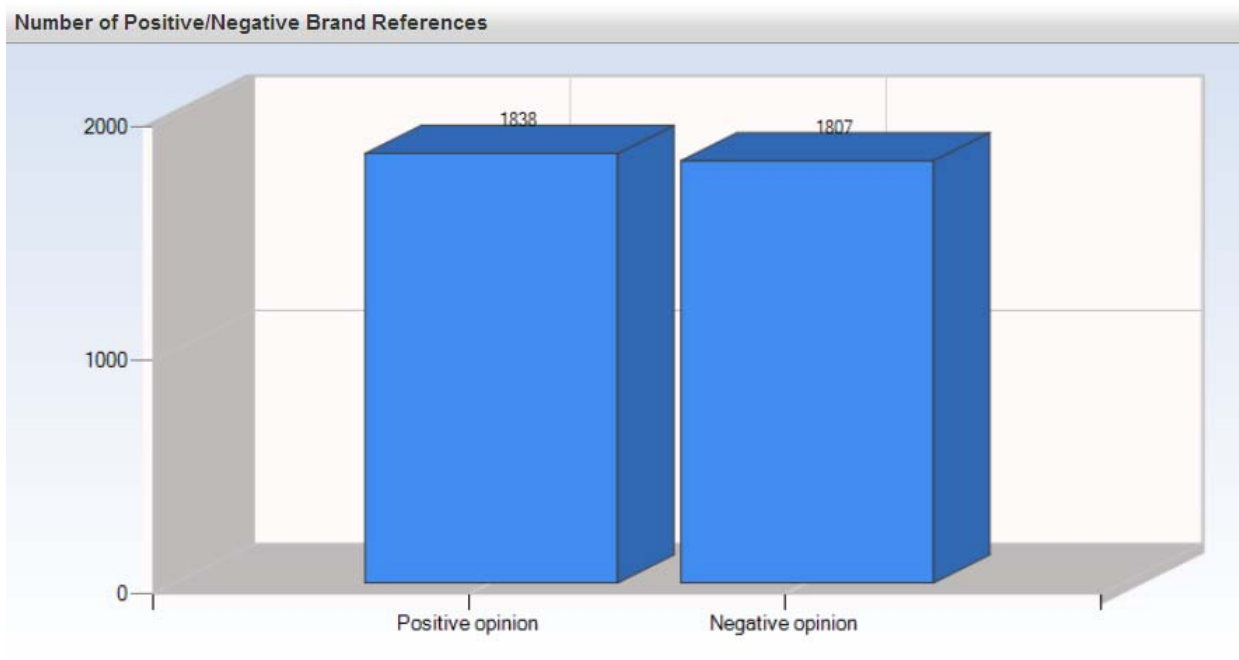
Map Overlay

This chart represents the geographic distribution of posts both nationally and internationally. The larger the pin the more search results that are originating from that location. Note: The location is the physical location of the creator of the content, not where their site is hosted at.

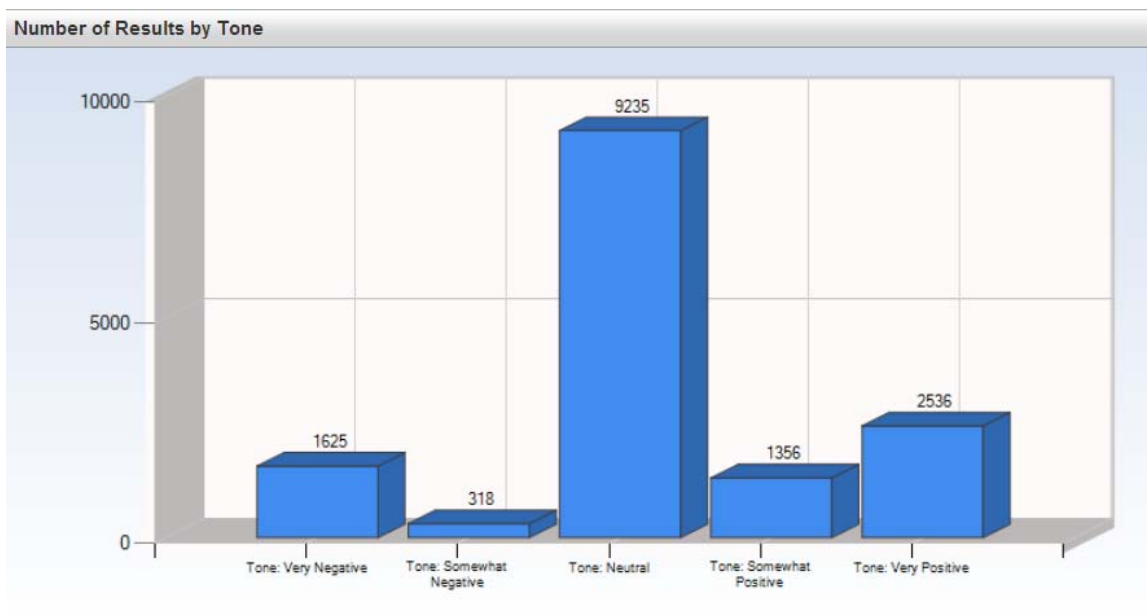


Sentiment Analysis

Brand References highlights the positive & negative sentiment surrounding your brand. SM2 has an automatic sentiment engine that analyzes all of the conversations.



Content Tone highlights the tone the poster used while posting.



View Results allows you to review the conversations at a granular level. You can sort your data by filter words, country, keyword, date, etc. SM2 also provides access to additional tools such as Technorati, Compete, Alexa & Quantcast.

Search Filters

Keyword: Country:

Sort by:

Actions Apply to All Filtered Results

Show per page.

Page 1 of 1521
Go to page:

Search Results

<div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;"> <input type="checkbox"/> motrin (ID 236340) Published date: 11/16/2008 http://twitter.com/Pistachio/statuses/1008563711 <input type="checkbox"/> I kept my blog post a neutral and professional as i could, but the Motrin thing is obnoxious and insulting. I kept my blog post a neutral and professional as i could, but the Motrin thing is obnoxious and insulting. Show More > SM2 Popularity (10 of 10): ★★★★★★★★★★ </div> <div style="border: 1px solid #ccc; padding: 2px;"> <input type="checkbox"/> motrin (ID 236348) Published date: 11/16/2008 http://twitter.com/iowwano/statuses/1008560008 <input type="checkbox"/> @AdamSinger Motrin has a high chance of being on my Punk'd list http://tinyurl.com/6f72yh (http://www.web-strategist.com/blog/2008/05/02/a-chronology-of-brands-that-got-punkd-by-social-media/) @tomcummmings what you think? @AdamSinger Motrin has a high chance of being on my Punk'd list http://tinyurl.com/6f72yh (http://www.web-strategist.com/blog/2008/05/02/a-chronology-of-brands-that-got-punkd-by-social-media/) @tomcummmings w... Show More > SM2 Popularity (10 of 10): ★★★★★★★★★★ </div>	<table border="0" style="width: 100%; font-size: small;"> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Edit</td> <td>Full Details</td> <td>Assign</td> <td>Spam</td> <td>Delete</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Technorati</td> <td>Compete</td> <td>Alexa</td> <td>Quantcast</td> <td></td> </tr> </table>						Edit	Full Details	Assign	Spam	Delete						Technorati	Compete	Alexa	Quantcast	
Edit	Full Details	Assign	Spam	Delete																	
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Result Details

SM2 provides information across **thirty five** fields for **EACH** search result. Note that all tables & data are exportable.



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