IBM Social Media Analytics

Analyze social media data to improve business outcomes

Highlights

- Grow your business by understanding consumer sentiment and optimizing marketing campaigns.

- Make better decisions and strategies across a wide range of functional areas.

- Improve the customer experience by responding quickly to issues and requests.

- Anticipate new opportunities and discover hidden trends in social media conversations.

Overview

IBM Social Media Analytics helps organizations transform massive volumes of social media data into highly effective business insights and actions. Built on IBM's leading analytics platform, it analyzes social media impact across a wide range of critical functions such as marketing, customer service, product development and supply chain. IBM Social Media Analytics connects seamlessly with the sophisticated reporting capabilities of Cognos® Business Intelligence and IBM SPSS® predictive analytics to help organizations be more precise, agile and responsive to customer demands and opinions.

IBM Social Media Analytics analyzes billions of social media comments and provides customized results in configurable, easy-to-understand, charts and dashboards. Organizations can quickly act on this data to improve customer satisfaction, optimize marketing campaigns, enhance brand reputation, optimize marketing campaigns, mitigate problems and anticipate new opportunities. With key behavioral, demographic, geographic, influencer analysis and advanced analytics discovery capabilities, IBM Social Media Analytics helps organizations go beyond mere social media"listening"so they can act upon insights and solve business problems.

Marketing in the world of social media

With the advent of social media, the persuasive power of word of mouth has merged with the speed and ubiquity of the Internet. News of a great product can spread like wildfire. And news about a bad product—or a bad experience with a customer service rep—can spread just as quickly. Consumers are now holding organizations to account for their brand promises and sharing their experiences with friends, co-workers and the public at large.

IBM Social Media Analytics helps companies use social media to gain insight into those consumer opinions and spot trends related to products and brands. An analytic application with unmatched scalability, IBM Social Media Analytics helps you learn what consumers are hearing and saying about your company. It enables you to answer questions such as:

- How are consumers responding to our latest advertising campaign? Is the feedback good or bad?
- What are the most highly valued product attributes in our category?
- Which messages from our competitors are resonating in the marketplace?
- Are there negative comments that our public relations team should address? Are the comments true or false?
- Are business partners helping or hurting our brand reputation?
- What is customers' sentiment toward their shopping experience across various sales channels?
- Can customers find the merchandise they're looking for quickly while shopping online? In stores?

Backed by extensive IBM research, the rich sentiment analysis and packaged reporting capabilities of IBM Social Media Analytics enable organizations to identify top influencers, measure the volume of commentary, and perform geo-location across multiple digital and social channels, including video and commentary found in corporate communities residing on your own internal networks. As a part of the IBM Business Analytics portfolio, IBM Social Media Analytics maintains a history of social media commentary that can be analyzed and seamlessly integrated with Cognos Business Intelligence and SPSS predictive analytics for rich analysis of consumer interests, motivations and preferences. In addition, the pre-built data configuration tools and data integration kit, which are included with IBM Social Media Analytics, provide optimal flexibility to access different external and internal social media data sources.

IBM Social Media Analytics accomplishes all this by retrieving data in the form of fragments or "snippets" of text from publicly available social media channels based on queries that search for specific words or phrases. The data collected in the search result is then loaded into a database and made available for analysis.

Sharing insights with dashboards

In addition to its built-in analysis capabilities, Social Media Analytics becomes even more useful and valuable when its results are summarized and shared across the organization. Social Media Analytics includes four pre-defined dashboards: Coverage, Hotword Analysis, Influencers and Sentiment Analysis. These dashboards are all available from separate tabs in an easy-to-use portal page, which includes filters similar to those in the Social Media Analytics analysis portal.

You can drill down to view more details, search for specific words and read the actual snippets of consumer feedback that contain those words. The dashboards contain filtering options that enable you to find correlations and relationships and quickly derive insights about consumer feedback on your products and brands. The layout of the dashboards can also be customized to change the location and content of each chart.
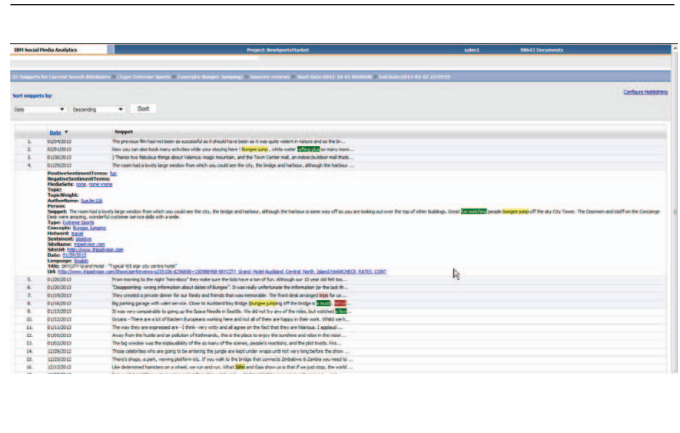

Figure 1: IBM Social Media Analytics lets you drill down into social media data to see snippets of actual consumer conversations.

Advanced features of IBM Social Media Analytics enable you to explore:

Behavior

Social Media Analytics helps you determine the behavior of specific social media participants by placing them in the categories of user, recommender, prospective user and detractor. This enables you to more accurately and effectively create targeted responses for specific types of social media participants. By understanding the concerns of each behavioral group, you can address their experiences in ways that will provide the biggest benefits and returns for your organization.

Segmentation

The ability to segment your audience is fundamental to a successful social media strategy. IBM Social Media Analytics helps you categorize your audience by geography, age, gender, marital status, parental status and other demographic categories, and by influencer scores to help you determine precisely who is commenting on your key topics. You can use this intelligence to understand if you are reaching your intended audience, and hone your messages to gain the most favorable results with your intended targets.

Share of Voice

This feature helps you understand the prevalence and intensity of social media conversations regarding your brand, products, services, company reputation or any other topic you would like to explore. It helps you determine what social media participants consider to be the key issues and important topics for discussion. The share of voice analysis is also divided into positive, negative, neutral and ambivalent categories.
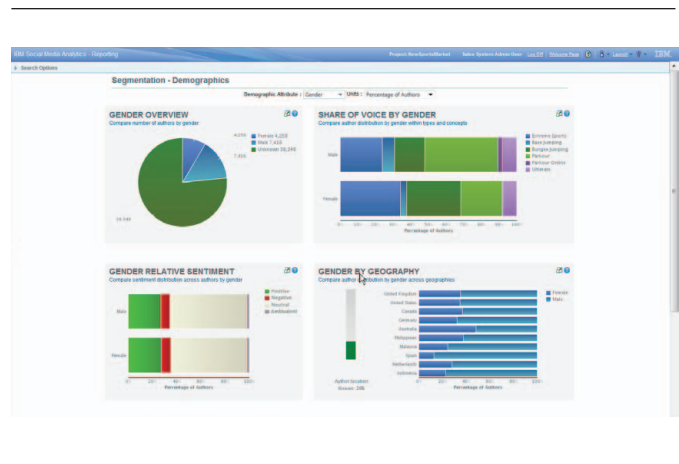

Figure 2: IBM Social Media Analytics segments social media participants by demographics, influencers, recommenders, detractors, users and prospective users.

Affinity Relationships

IBM Social Media Analytics enables you to analyze the relationship between any two dimensions or any two attributes within a dimension by measuring the degree of affinity between them. Affinity refers to how closely one dimension is related to another.

For example, you would expect comments about seasonal merchandise such as skiing equipment to be more frequent during the winter months. You would also expect such comments to be more common in regions that have ski resorts. Thus, there would be an affinity between the attributes of date and region. But if the affinity was noticeably stronger in one region over another, it might indicate the success of a marketing program for a particular brand of skiing equipment, which focused on that specific region.

Sentiment

With more than 20 years of natural language processing research, IBM supports multi-lingual sentiment analysis that measures the tone and intent of large volumes of conversations across multiple social media channels. Sentiments indicate whether a particular consumer comment is positive, negative, neutral or ambivalent. The terms in the sentiment are compared with specific sentiment and blocker terms that are added in the administration portal, so even popular slang terms can be included for your analysis.

Bar charts enable you to view the sites that contain the highest number of positive or negative snippets and you can identify the most influential online voices by analyzing snippets based on the media sources from which they are retrieved.

Evolving Topics

Evolving topics group conversations occurring in social media that you might not be aware are happening. Clustering analysis is used to group related keywords that appear frequently within the snippets and they can provide a logical summary of the discussions in the data. IBM Social Media Analytics determines which snippets share the same terms and then derives topics from these terms.

For example, the top four keywords observed within a group of snippets that mention a particular sports shoe might be "football," "soccer," "World Cup," and "South Africa." These keywords suggest that the product was frequently discussed in the context of the 2010 World Cup soccer tournament in South Africa. Evolving topic analysis allows you to follow trends and common discussion topics across time periods and in reference to related keywords.

Figure 3: Evolving topics are expressed as collections of frequently used keywords.

Driving revenue with social media

The unparalleled scalability of IBM Social Media Analytics enables you to search enormous volumes of content and conduct evidence-based analysis—from sentiment to affinity to the impact of social media on demand for a company's products or services.

IBM Social Media Analytics enables marketing professionals to transform their customer relationships by actively incorporating insights gained from social media into the underlying go-to-market strategy of their organizations. IBM Social Media Analytics helps you be more agile, precise and responsive to market demands, guiding social media marketing spend and optimizing customer relationships, advocacy and ultimately loyalty.

And by performing even deeper analysis using Cognos Business Intelligence and SPSS predictive analytics, marketers can gain richer insight into how social media data shapes underlying transaction performance indicators, such as revenue and market share. It also informs marketers about the key terms that trigger interest and purchasing intent.

Harnessing the power of social media

As social media becomes more ubiquitous every day, its power to influence the value of brands and companies grows with every new blog and public forum posting. The ability of IBM Social Media Analytics to help you harness this energy—understand its content, distribution and influence—is re-shaping how marketing professionals and their organizations are engaging their customers and broader constituencies, transforming their relationships to brands, products and services.

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management. Business Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision-making to achieve business goals. For further information please visit **ibm.com**/business-analytics.

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