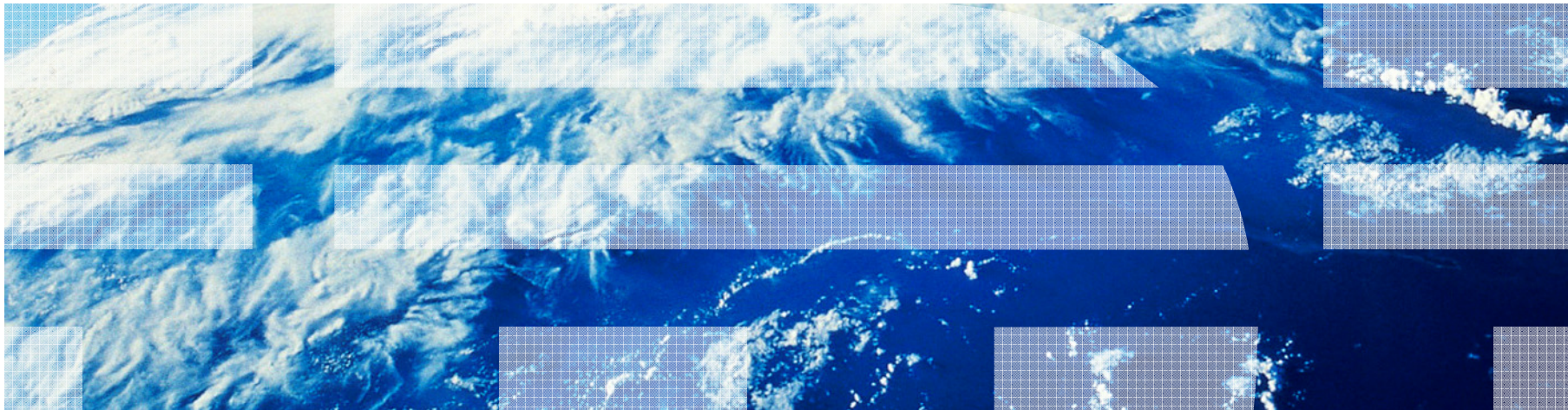


IBM Cognos Consumer Insight

**Social Media Analytics that:
Create Relationships. Build Advocacy. Improve Loyalty.**



Matthew Robinson

Cognos.
software

Social Media Influence

78%

of consumers trust peer recommendations

Source: August 25, 2009, "The Broad Reach Of Social Technologies" Forrester report

Stat Watch: 500 Billion

That's the number of impressions that consumers share with others online about products and services annually, say **Josh Bernoff** and **Ted Schadler**, Forrester Research analysts and the authors of *Empowered*. More than 60% of those impressions are shared on Facebook, and 16% of users generate 80% of messages and posts about products and services.



770

million people worldwide visited a social networking site.

Source: comScore, Social Networking Phenomenon



IBM Cognos Consumer Insight

Enables marketing professionals to be more precise, agile and responsive to customer demands and opinions expressed through social media by dynamically listening, measuring and analyzing large volumes of publicly available content on the Internet – the only solution to leverage a broader business analytics environment by seamlessly connecting sophisticated packaged reporting and analyses to Cognos BI.

IBM Cognos Consumer Insight

Analytics that listen, measure and analyze social media performance to more effectively:

Grow Your Business



Understand your customer needs to target new offers and products more cost-effectively through different social media channels

Enhance Your Reputation



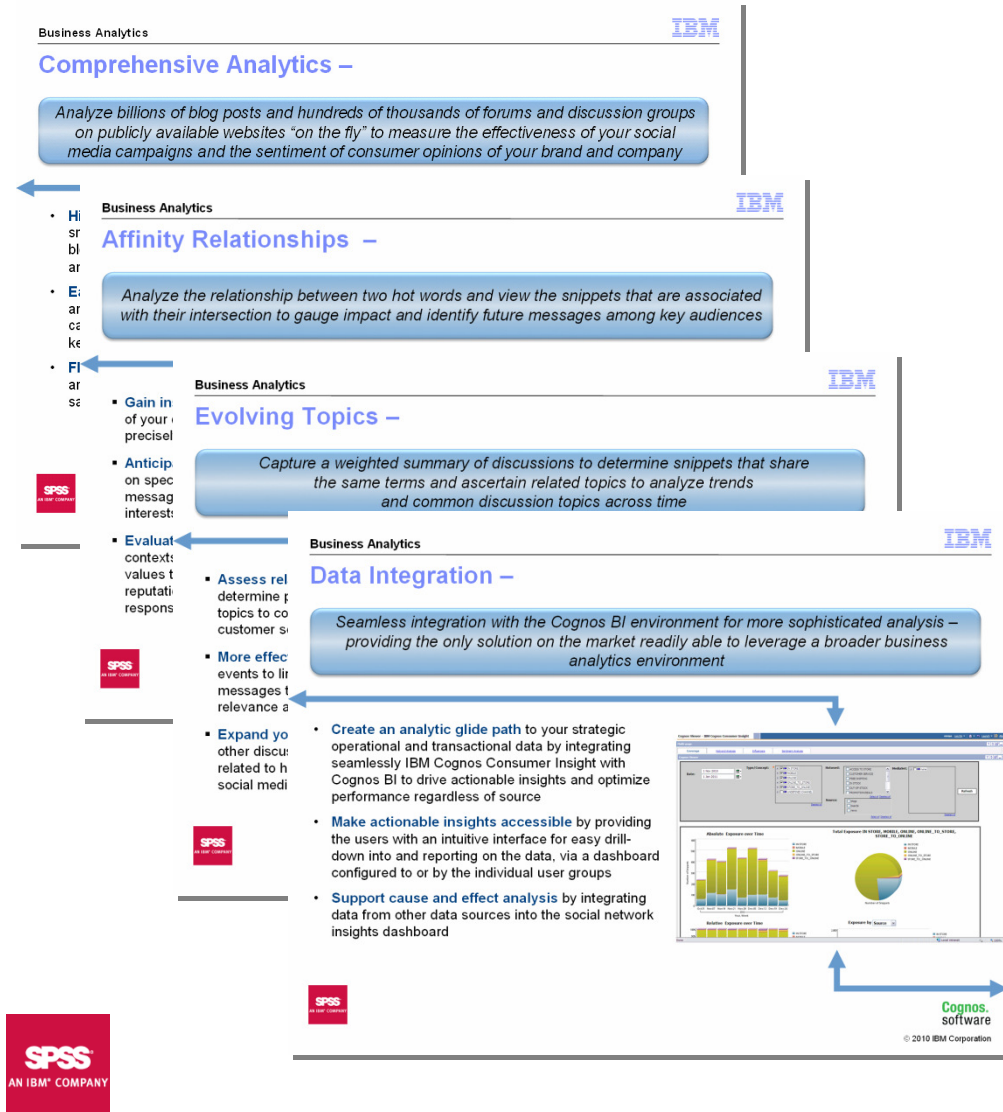
Evaluate your corporate reputation and make evidence-based messaging decisions that target the right stakeholders at the right time

Improve your customer experience



Respond more quickly with accurate, timely and relevant insight into customer requests to ensure a consistent brand experience across all channels

What Are Our Key advantages?



- Analyze billions of blog posts
- Determine affinity to multiple analytic dimensions
- Provide related topics above and beyond your search
- Seamlessly integrate with Cognos BI

- Understand customer sentiment
- Make evidence-based messaging decisions
- Ensure seamless customer experience across all channels

Create the underlying Board reader Query in Datafetch

The screenshot shows the IBM Cognos Consumer Insight interface. The top navigation bar includes 'Dashboard', 'Data fetcher', 'Analytics', and 'Manage users'. The 'Data fetcher' section is active, showing 'Adhoc', 'Schedule', and 'BoardReader' tabs. The 'BoardReader' tab is selected, displaying a 'Queries' table with two entries: 'Obama UK State Visit' and 'testquery'. An arrow points from the 'testquery' row to the 'Add New Query' form on the right. The 'Add New Query' form has fields for 'Name' and 'Query', and 'Add' and 'Search' buttons. Below the 'Queries' table, there is a 'Search & test queries' section with filters for 'Document types' and 'Start date'. The bottom part of the screenshot shows a zoomed-in view of the 'Queries' table, highlighting the 'Obama UK State Visit' row with its query text: '"Obama" & "state visit" & uk|england|britain|london|"united kingdom"'.

Name	Query	Save	Search
<input type="checkbox"/> Obama UK State Visit	"Obama" & "state visit" & uk england britain london "united kingdom"	Save	Search
<input type="checkbox"/> testquery	IBM & Cognos	Save	Search

Name	Query	Save	Search
<input type="checkbox"/> Obama UK State Visit	"Obama" & "state visit" & uk england britain london "united kingdom"	Save	Search



Create Types/Concepts and Hotwords in Analytics

The screenshot shows the IBM Cognos Consumer Insight web application. The browser window title is 'Type - Mozilla Firefox: IBM Edition'. The address bar shows the URL 'http://server:8080/demo1/AdminApp/Model.action'. The application header includes 'IBM Cognos Consumer Insight' and user information 'Data store: demo1 Welcome admin Sign off Help'. The main navigation bar has tabs for 'Dashboard', 'Data fetcher', 'Analytics', and 'Manage users'. The 'Analytics' tab is active, and the 'Type' sub-tab is selected. On the left, a tree view shows a hierarchy of types: 'Type' (expanded) contains 'SECURITY', 'STATE BANQUET', 'STATE VISIT', 'TERRORISM', and 'WIKILEAKS'. Each of these categories has several sub-items. 'PRESIDENT OBAMA' is selected under 'STATE VISIT'. The main content area shows the configuration for this type. It has a 'Concept' field containing 'PRESIDENT OBAMA'. Below this are three columns: 'Include Terms', 'Context Terms', and 'Exclude Terms'. Each column has a text area with the instruction 'Enter new terms or regular expressions below, one per line'. The 'Include Terms' field contains 'Barack Obama' and 'President Obama'. A 'Save' button is located at the bottom of the configuration area.



Launch the Job in Dashboard

Dashboard - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help CCI Hursley Most Visited IBM Cognos 10 Cognos Collaboration Communities IBM Cognos TML Con... On Demand Workplac... Software Sellers Workp... IBM IBM Cognos Consume...

Dashboard x Software Sellers Workplace | IBM Co... x

IBM Cognos Consumer Insight Data store: demo1 Welcome admin Sign off Help

Dashboard Data fetcher Analytics Manage users

Refresh

Current Status

Job Identifier	Source	Type	Status	Action
Obama State Visit	BoardReader	Export	Completed	Re-Export Re-Analyze

Export:

Loader	Start Date	End Date	Units Done	Units Remaining	Progress	Error	State
DatabaseLoader	09-May-2011 08:44 PM	09-May-2011 08:44 PM	38 Step	0 Step	100%		Success
IleIndexLoader	09-May-2011 08:43 PM	09-May-2011 08:43 PM	2256 Document	0 Document	100%		Success
IleIndexLoader	09-May-2011 08:43 PM	09-May-2011 08:44 PM	2 Step	0 Step	100%		Success

Analysis:

ComponentName	Unit processed*
Analysis	2256 DocumentWithSnippet
Analysis	11448 Snippet
EvolvingTopic	100 Topic

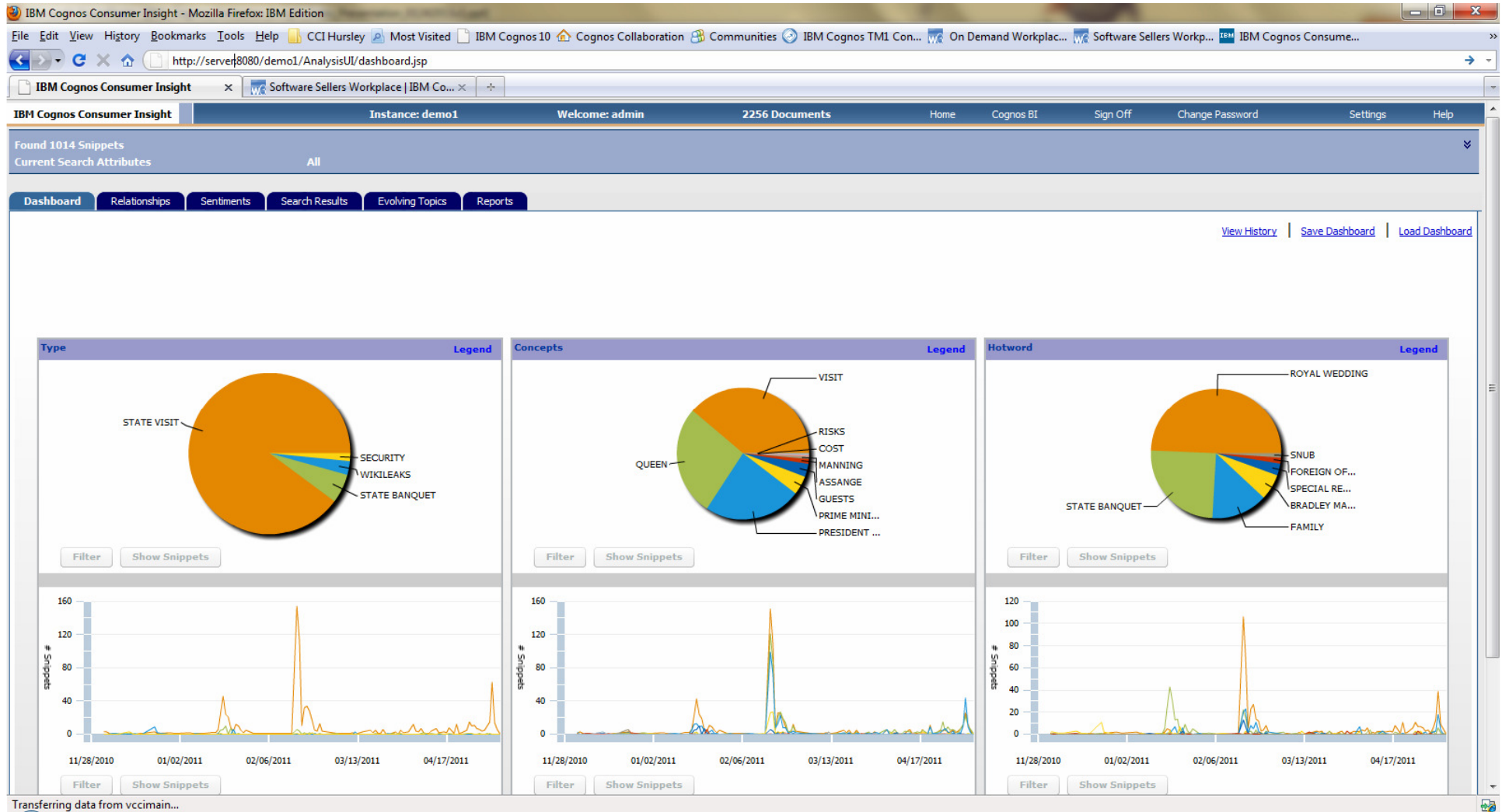
* Some of the documents may have been skipped during analysis due to size restrictions.

Data Fetcher:

ComponentName	Start Date	Units Done	Units Remaining	Progress	State
DataFetcher	09-May-2011 06:54:00 PM	2714 Document	0 Document	100%	Success
Consolidate	09-May-2011 06:54:00 PM	2603 Document	0 Document	100%	Success

Done

View results in Analysis UI



Relationships

IBM Cognos Consumer Insight - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help CCI Hursley Most Visited IBM Cognos 10 Cognos Collaboration Communities IBM Cognos TM1 Con... On Demand Workplac... Software Sellers Workp... IBM Cognos Consume...

IBM Cognos Consumer Insight x Software Sellers Workplace | IBM Co... x

IBM Cognos Consumer Insight Instance: demo1 Welcome: admin 2256 Documents Home Cognos BI Sign Off Change Password Settings Help

Found 1014 Snippets Current Search Attributes All

Dashboard Relationships Sentiments Search Results Evolving Topics Reports

First dimension: Hotword Second dimension: Sentiment [Export Relationships](#)

Relationships Table Relationships Matrix Relationships Network Graph

First Dimension Clustering
Select a row to see top associated values for dimension 2.

Class Name	Class Size	Percentage
ROYAL WEDDING	500	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>
✓ STATE BANQUET	251	<div style="width: 50%; height: 10px; background-color: #0056b3;"></div>
FAMILY	142	<div style="width: 28%; height: 10px; background-color: #0056b3;"></div>
BRADLEY MANNING	65	<div style="width: 13%; height: 10px; background-color: #0056b3;"></div>
SPECIAL RELATIONSHIP	30	<div style="width: 6%; height: 10px; background-color: #0056b3;"></div>
FOREIGN OFFICE	15	<div style="width: 3%; height: 10px; background-color: #0056b3;"></div>
SNUB	11	<div style="width: 2%; height: 10px; background-color: #0056b3;"></div>

[Export](#)

Second Dimension Clustering

High Affinity Medium Affinity Low Affinity No Affinity

Class Name	Class Size	Affinity
ambivalent	11	
negative	40	
positive	52	
neutral	148	

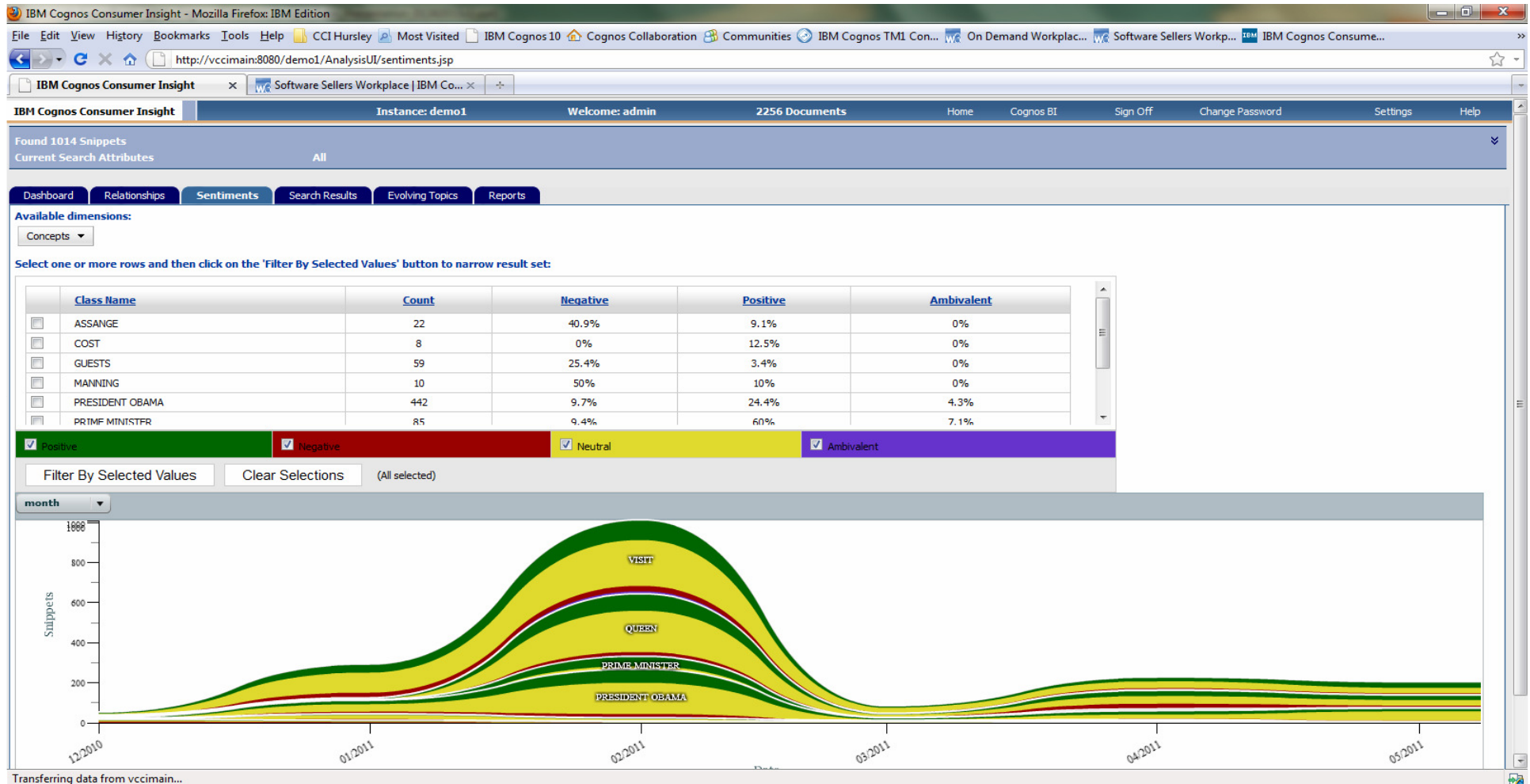
[Export](#)

251 Snippets for Current Search Attributes > Hotword: STATE BANQUET

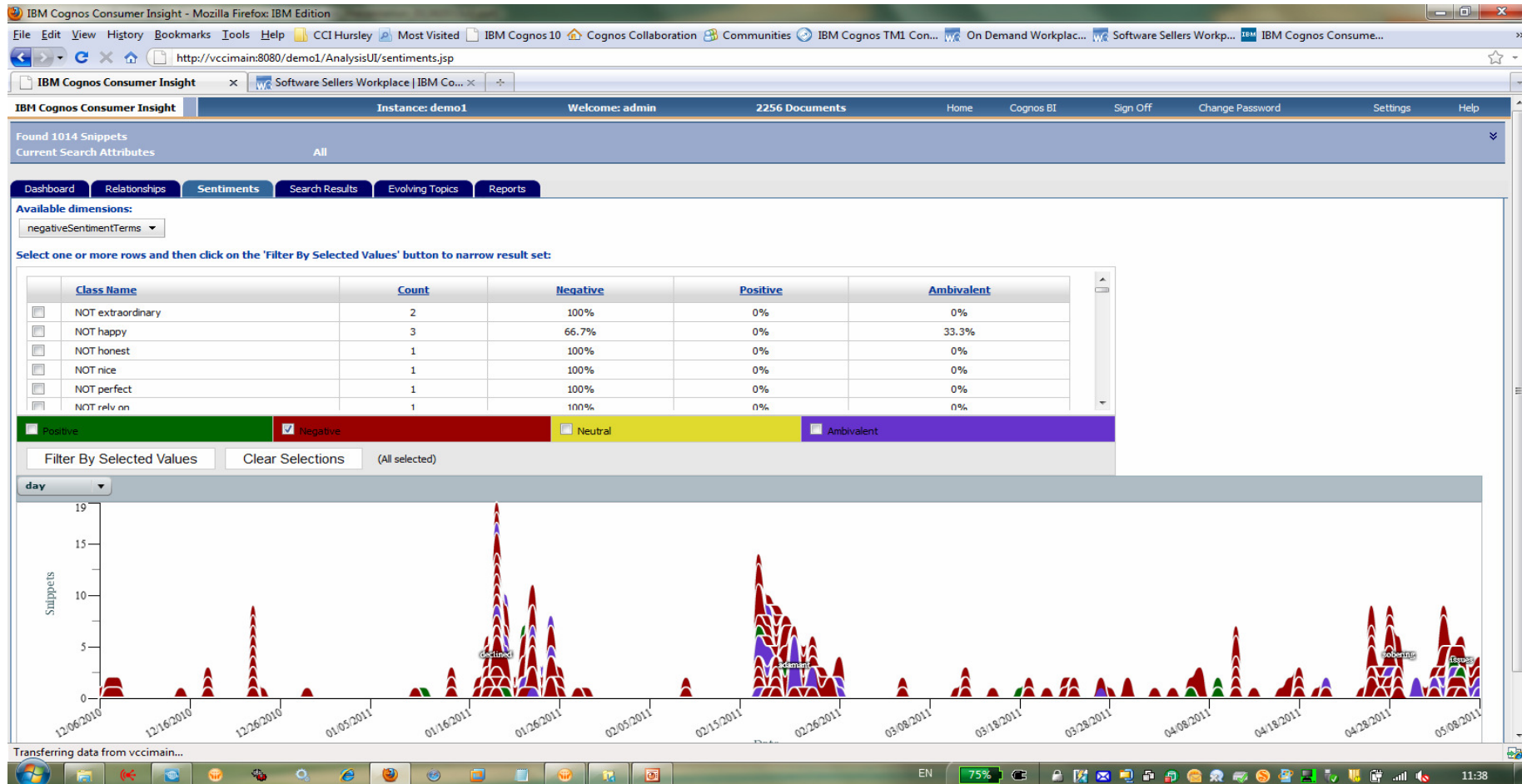
Sort snippets by: [Configure Highlighting](#)



Sentiment



Negative sentiment by Day

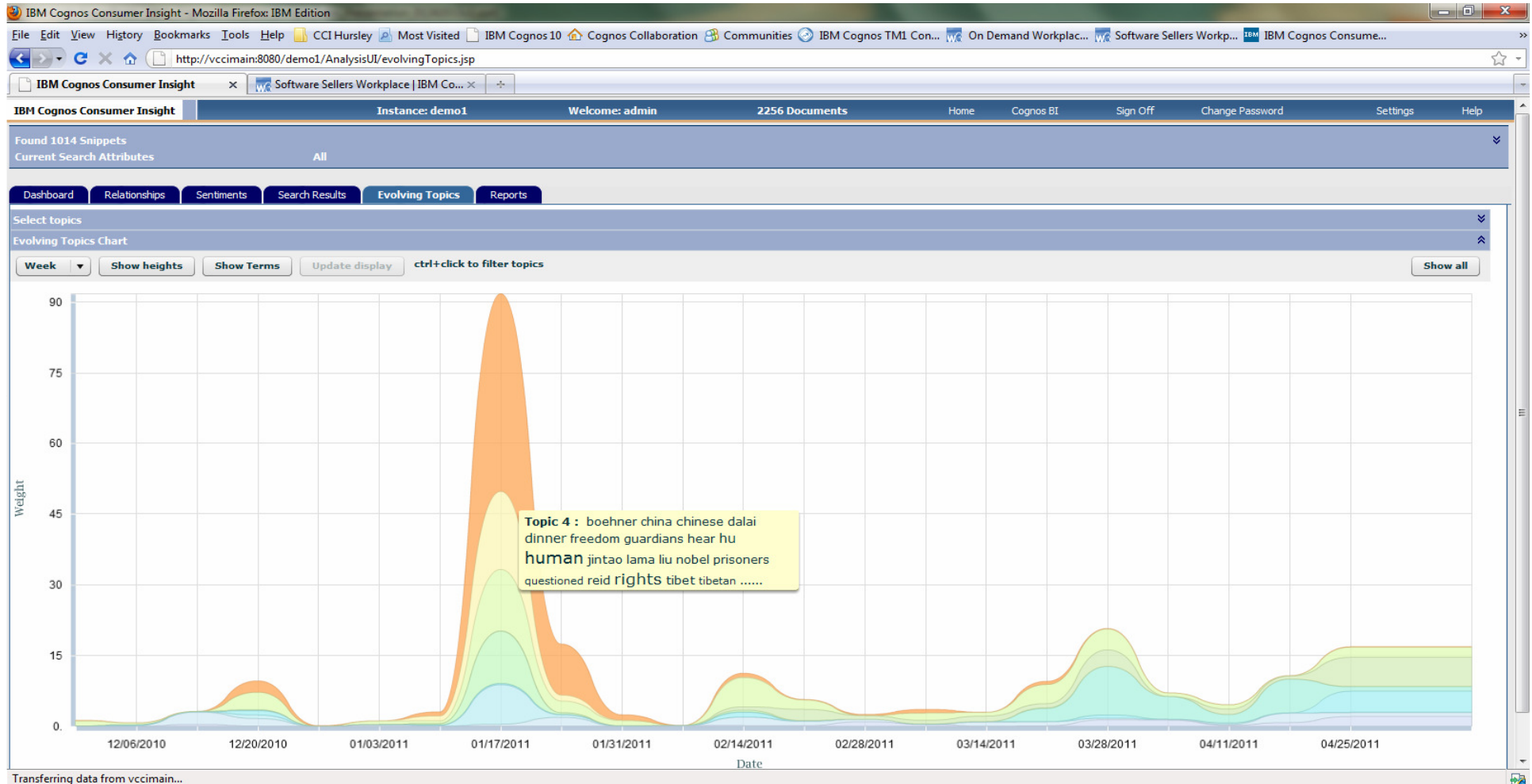


Detailed searching of results

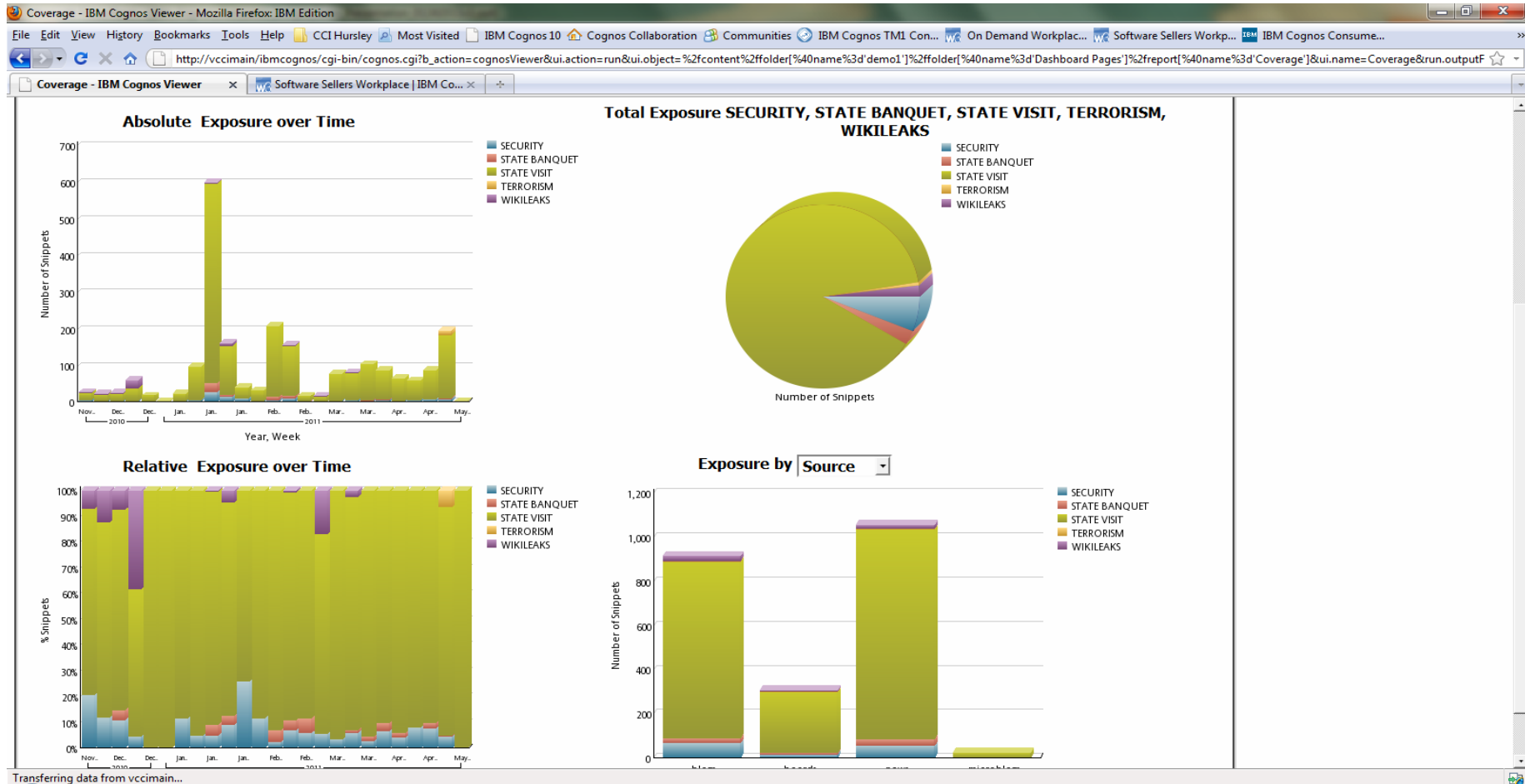
The screenshot shows the IBM Cognos Consumer Insight interface. The search results are filtered by 'SECURITY' and sorted by date in descending order. The top facets on the left include Type (1 selected), Concepts, Hotword, MediaSets, Author, Crawled, Date, DocumentType, FeedInfoName, FeedInfoUrl, and Language. The main results table contains 16 snippets, each with a date and a text preview.

	Date	Snippet
1.	05/04/2011	Security for Barack Obama's first state visit to the UK will be lighter than ever amid fears of a revenge attack by...
2.	04/27/2011	DID YOU KNOW? Royal wedding: President Obama was snubbed from the guest list due to the expensive costs associated w...
3.	04/26/2011	Despite the royal snub, the Obamas will be guests of their own state visit to the UK in May, 2011. There has been b...
4.	04/25/2011	President Barack Obama has accepted an invitation from Queen Elizabeth II to make a state visit to the United Ki...
5.	04/18/2011	1. Some 40 foreign royals have been invited, including the crown prince of Abu Dhabi, the sultan of Brunei, the emp...
6.	04/14/2011	However, from what I've read, this wasn't a royal snub. It was simply because security to protect him and the first...
7.	04/09/2011	Officers are concerned that a visit would be used by groups such as the Real IRA, the self-styled Oglai na hEirea...
8.	03/30/2011	In fact, it's nothing more than putting off the tough decisions until after the next election. ... I will vote to def...
9.	02/23/2011	Despite the royal snub, the Obamas will be guests of their own state visit to the UK in May. There's been buzz that...
10.	02/23/2011	I wonder if Kanye still needs a date... 1. Some 40 foreign royals have been invited, including the crown prince o...
11.	02/21/2011	Despite the royal snub, the Obamas will be guests of their own state visit to the UK in May. There's been buzz that...
12.	02/17/2011	The pope's state visit to the UK last year cost the taxpayer at least £7 million before security, the foreign offic...
13.	01/18/2011	First Lady Michelle Obama will also talk with US youngsters to encourage them to study in China, part of the plan ...
14.	12/13/2010	Has an outside company been called in to find and follow the network trail? Who was sleeping on the job and not...
15.	12/13/2010	The British Foreign Office misled parliament over the plight of thousands of islanders who were expelled from the...
16.	12/13/2010	The Foreign Office has privately admitted to a plan to declare Diego Garcia, from which thousands of people were ...

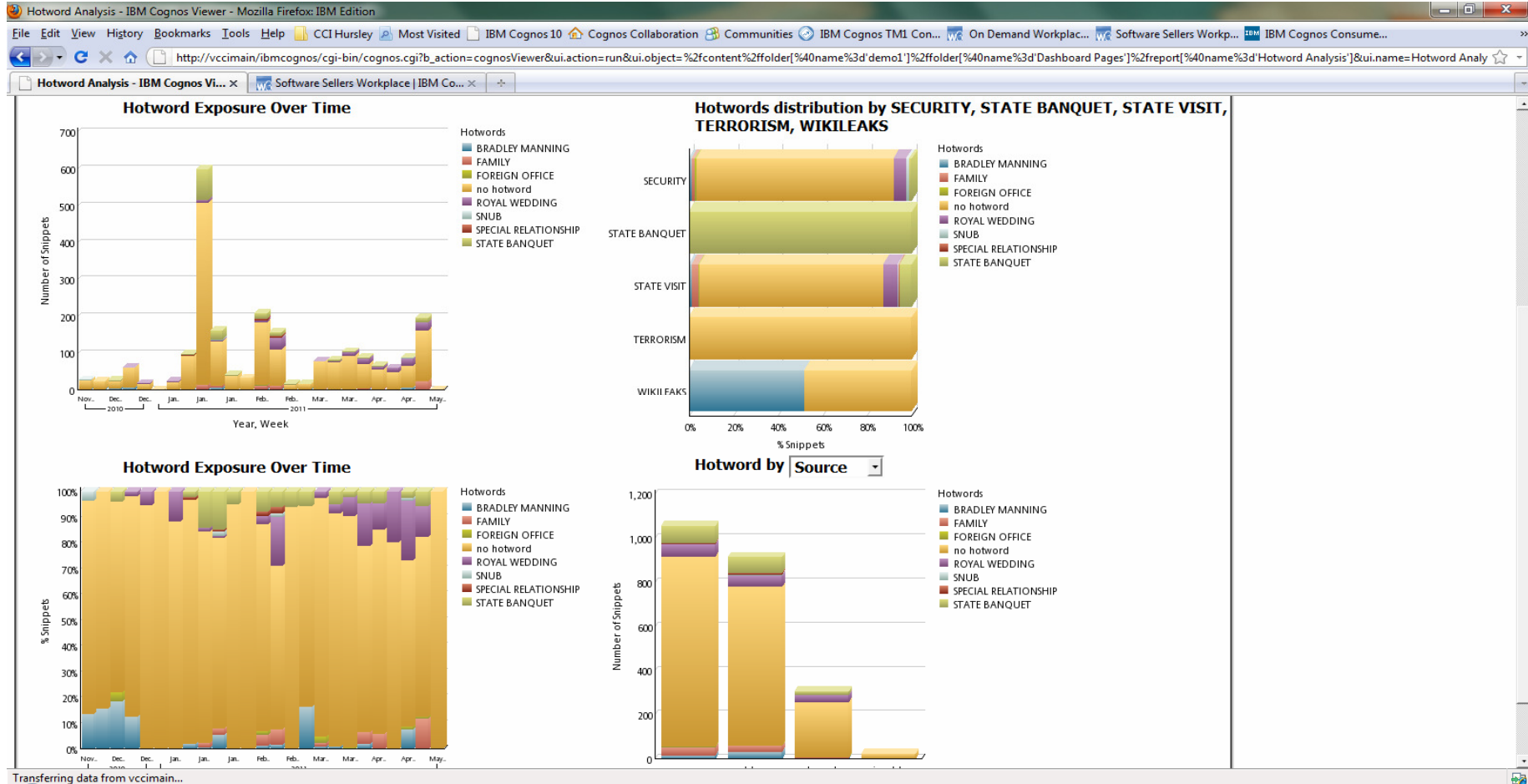
Evolving topics



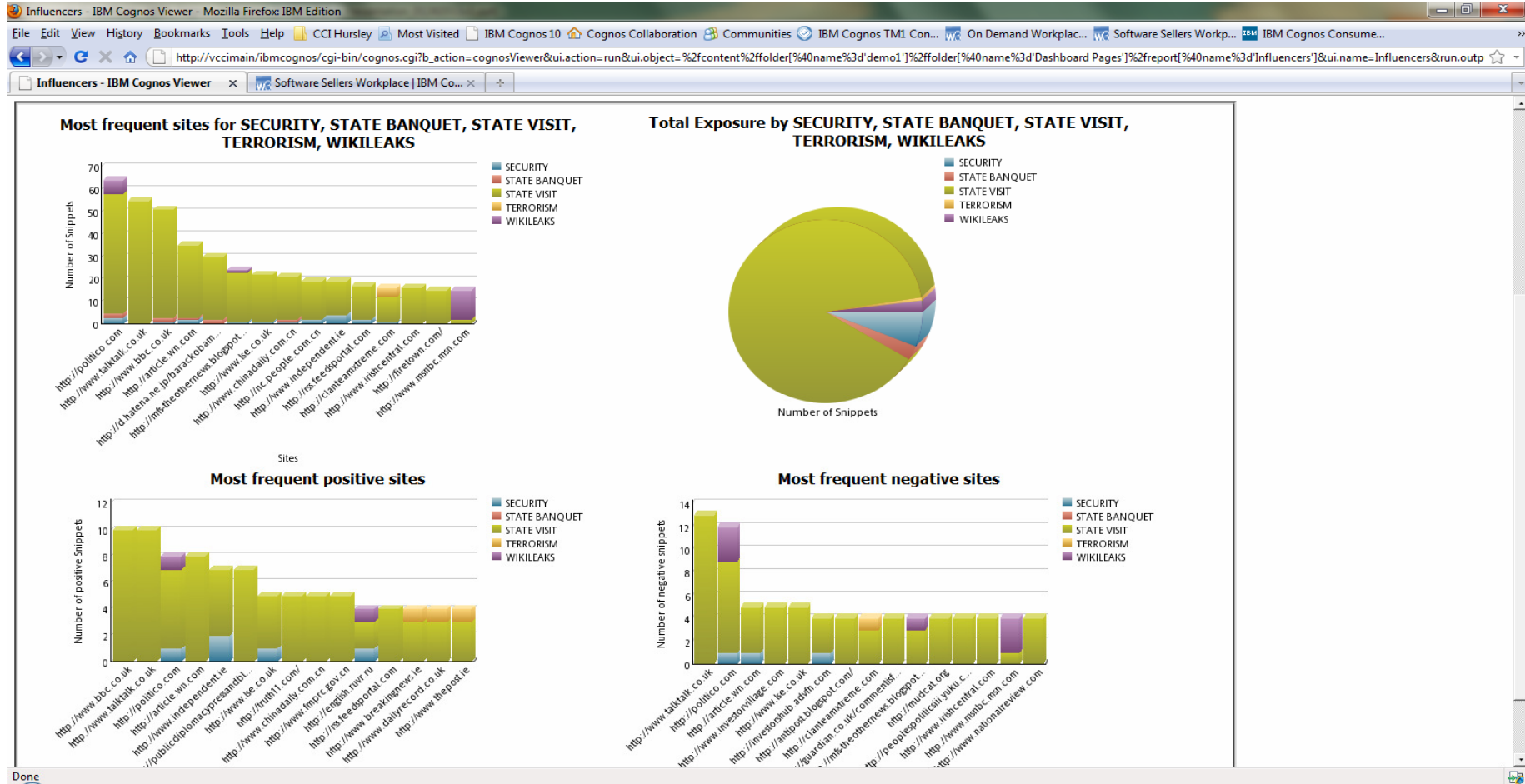
Supported with Cognos Analysis Coverage



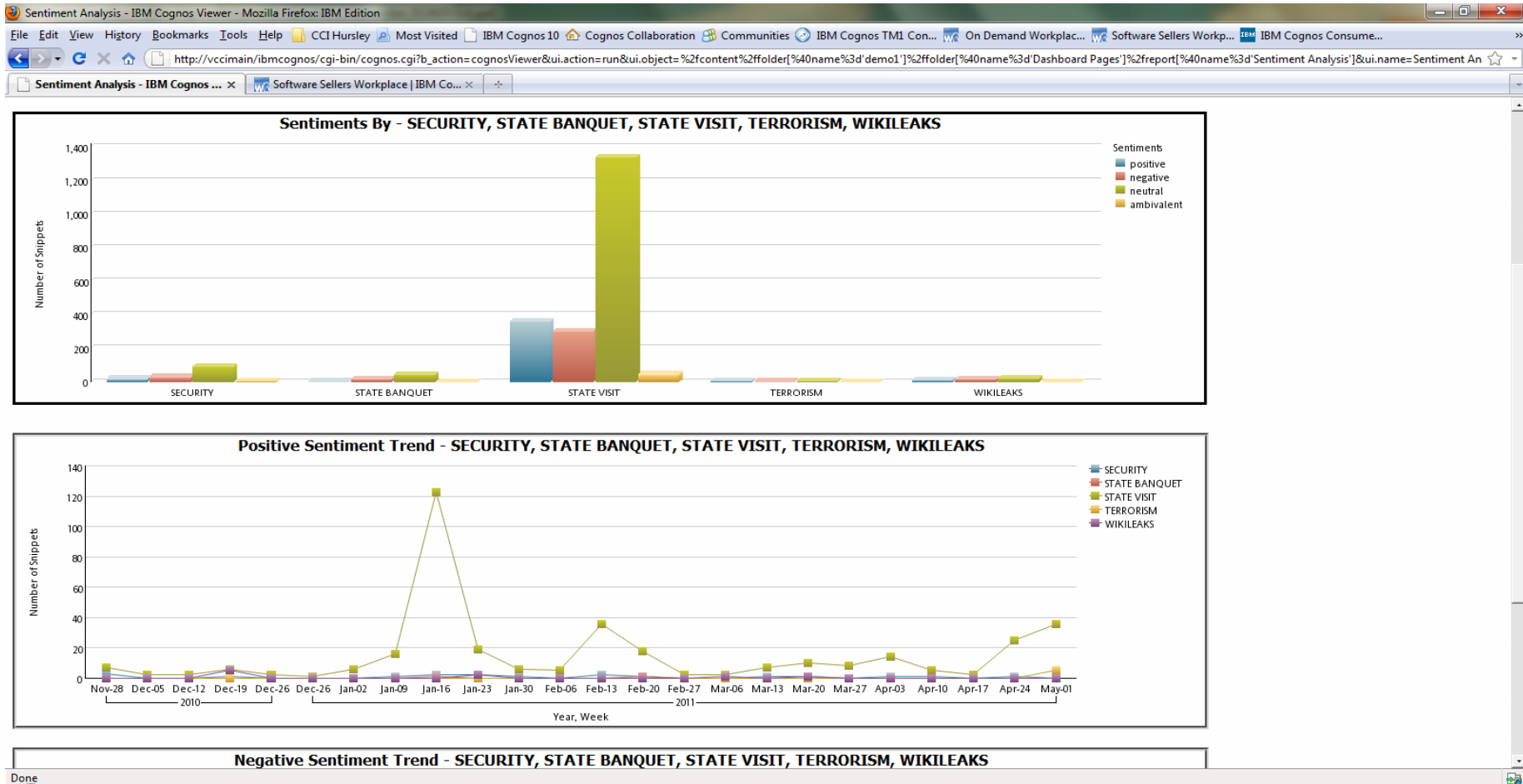
Hotwords



Influencers



Sentiment





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