IBM Social Media Analytics

Analyze social media data to better understand your customers and markets

Overview
IBM® Social Media Analytics helps organizations transform massive volumes of social media data into useful business insights. Available for either on-cloud or on-premise deployment, IBM Social Media Analytics can analyze the impact of social media on a wide range of critical business functions such as marketing, customer service, product development and supply chain. And it connects seamlessly with the sophisticated reporting capabilities of IBM Cognos® Business Intelligence and IBM SPSS® predictive analytics to help organizations be more precise, agile and responsive to customer needs and opinions.

IBM Social Media Analytics is capable of analyzing literally billions of publicly available social media comments and providing the results of that analysis in configurable, easy-to-understand, charts and dashboards. Organizations can then act on this data to optimize their marketing campaigns, enhance brand reputation, discover opportunities, address problems and improve customer satisfaction. With key behavioral, demographic, geographic and influencer analysis, IBM Social Media Analytics helps organizations go beyond mere social media “listening” so they can act upon newly discovered insights to solve business problems.

Highlights
- Understand consumer sentiment and optimize marketing campaigns.
- Improve the customer experience by responding quickly to issues and requests.
- Find new market opportunities and discover hidden trends in conversations on social media.
- Make better decisions and improve strategy in a range of functional areas.
- Deploy on the cloud with all the functionality of an on-premise solution.
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 accountable for their brand promises and sharing their experiences—good or bad—with friends, co-workers and the public at large.

IBM Social Media Analytics enables marketing professionals to transform customer relationships by actively incorporating insights gained from social media into the underlying go-to-market strategy. The great 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. It helps you be more agile and precise in responding to market demands. It can also help guide your social media marketing spending and help increase customer advocacy and loyalty. And by performing deeper analysis with IBM Cognos Business Intelligence and IBM SPSS predictive analytics, marketers can gain richer insight into how social media data shapes underlying performance indicators, such as revenue and market share. It also informs marketers about the key terms that trigger interest and purchasing intent.

With IBM Social Media Analytics, companies can gain insight into those consumer opinions and spot trends related to their own products and brands. An analytic solution with enormous scalability, IBM Social Media Analytics helps you learn what consumers are hearing and saying about your company and your brand. It enables you to answer questions such as:

- How are consumers responding to our latest advertising campaign? Is the feedback good or bad?
- How do customers feel about their shopping experiences in various sales channels?
- What are the most highly valued product attributes in our category?
- Which messages from our competitors are gaining traction in the marketplace?
- Are there negative comments that our public relations team should address? Are the comments true or false?

IBM Social Media Analytics helps answer these questions 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.
Analysis configured from a single tab

Search queries can be created in a Configuration interface which offers a single overview of all the Themes, Concepts, and Analysis Options in a project. Media sources, the dates for when an analysis is run, languages, sentiment terms and evolving topics are all defined in Analysis Options. You determine whether an analysis is ad hoc or scheduled by selecting either the “Snapshot in time Dates” option (ad hoc) or the “Ongoing Dates” option (scheduled). You can also generate queries at the concept level automatically, by selecting the “Auto-generate query” check box when editing concepts.

The rich sentiment analysis and 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. It also maintains a history of social media commentary that can be analyzed and integrated with Cognos Business Intelligence and SPSS predictive analytics for rich insights concerning consumer interests, motivations and preferences. In addition, the pre-built data configuration tools and data integration kit provide optimal flexibility to access different external and internal social media data sources.

Figure 1: IBM Social Media Analytics lets you drill down into social media data to see snippets of actual consumer conversations.
Sharing insights with reports and dashboards

IBM Social Media Analytics becomes even more useful and valuable when analysis results are summarized and shared throughout the organization. IBM Social Media Analytics includes a library of pre-built reports and pre-defined dashboards. 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 configured to change the location and content of each chart.

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

Behavior
IBM Social Media Analytics helps you classify the behavior of individual social media participants by placing them in the categories of user, recommender, prospective user and detractor. This enables you to 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
IBM Social Media Analytics enables you segment your audience by factors such as 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 information to learn if you are reaching your intended audience and then refine your messages to gain the best results with this audience.

Share of Voice
This feature helps you understand the prevalence and intensity of social media conversations regarding your brand, products, services, company reputation or other topics. It helps you determine which issues and topics social media participants consider to be the most important. 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 at a particular point in time.

The Affinity measure is calculated using a statistical method known as chi-square distribution. This method determines whether the count within a given dimension is higher or lower than expected. In the report, affinity is displayed as a matrix and the degree of affinity is color coded as follows:

- **Orange** — Many fewer mentions than expected. Strongly suggests that the two dimensions are unrelated.
- **Yellow** — Fewer mentions than expected. Suggests that the two dimensions are unrelated.
- **Gray** — About as many mentions as expected. The two dimensions may or may not be related.
- **Light green** — More mentions than expected. Suggests that the two dimensions are related.
- **Dark green** — Many more mentions than expected. Strongly suggests the two dimensions are related.
**Sentiment**

IBM Social Media Analytics supports sentiment analysis in a number of languages, now including Russian and Brazilian Portuguese. Sentiment analysis measures the tone and intent of large volumes of conversations across multiple social media channels. Sentiments indicate whether a particular 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 of. Clustering analysis is used to group related keywords that appear frequently 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.

Evolving topic analysis allows you to follow trends and common discussion topics across time periods and in reference to related keywords. 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 “Brazil.” These keywords suggest that the product was frequently discussed in the context of the 2014 World Cup soccer tournament in Brazil.

Figure 3: Evolving topics are expressed as collections of frequently used keywords.
**Deploy on cloud to lower cost and speed time to value**

Organizations can accelerate their time-to-value and lower their adoption costs with on-cloud deployment of IBM Social Media Analytics. The availability of on-cloud deployment enables you to choose the best delivery mechanism for your corporate environment—without sacrificing capabilities or limiting future deployment options. When you deploy on the cloud, you can add or remove users as needed while minimizing the costs related to capital equipment, software licenses and IT infrastructure. You also gain benefits in cost accounting by shifting costs from capital to operating expenses.

**Conclusion**

As social media becomes more popular and pervasive every day, its power to influence the value of brands and companies grows with every new blog or public forum posting. The ability of IBM Social Media Analytics to help you harness this energy—understand its content, distribution and influence—can re-shape the way organizations engage their customers and broader constituencies, transforming 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 such areas 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 more information, see [ibm.com/business-analytics](http://ibm.com/business-analytics).

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