



collective intellect

Semantic Technology and Social Media Analytics – Filtering, Slicing and Analyzing Social Conversations

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Collective Intellect

Collective intellect is a social media and text analytics company providing clients with an enterprise-level listening advanced analytics and activation platform. In addition, Collective Intellect offers strategic guidance, professional services and integrated software partnership offerings to guide you through the social media maturity curve.

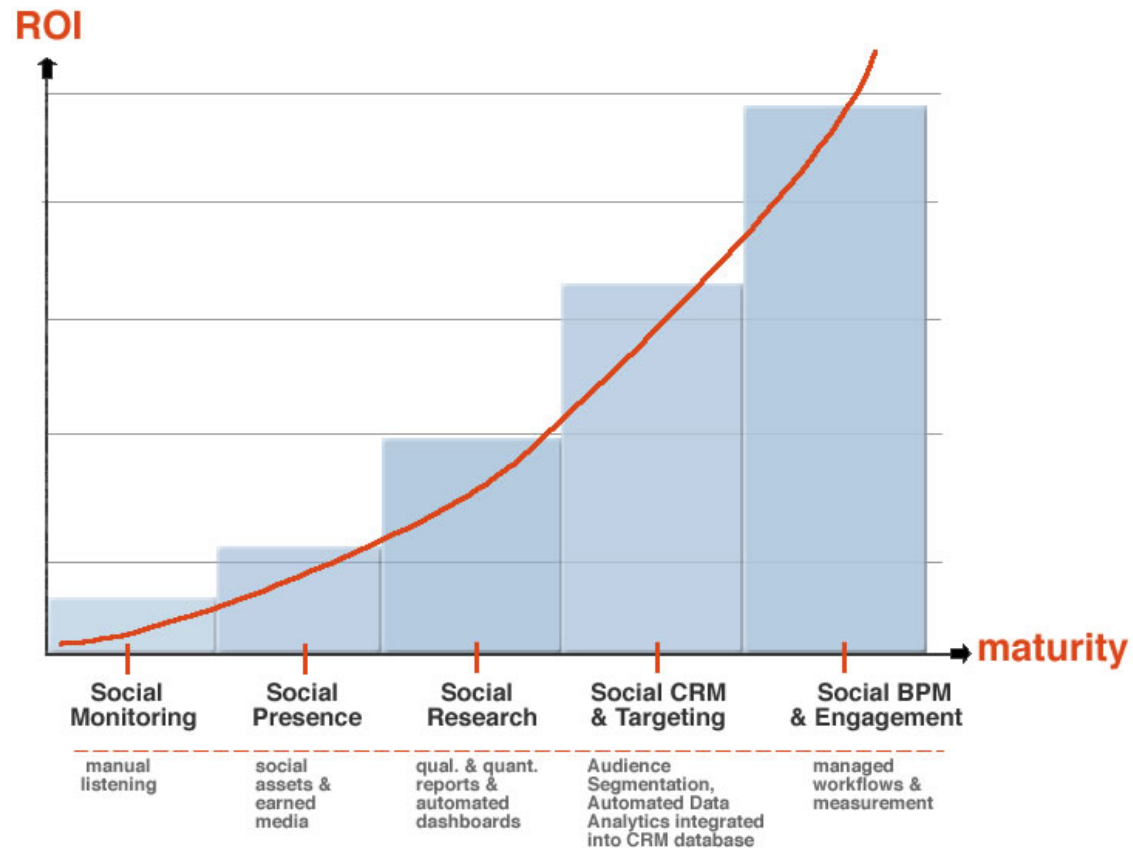


100+ clients across several verticals





Social Media Maturity Curve





Our Technology

- Based on latent semantic analysis (LSA), an advanced form of statistical language modeling.
 - Our software understands the difference between “Crocs” the shoes and “Crocs” the reptile

Why is this important?



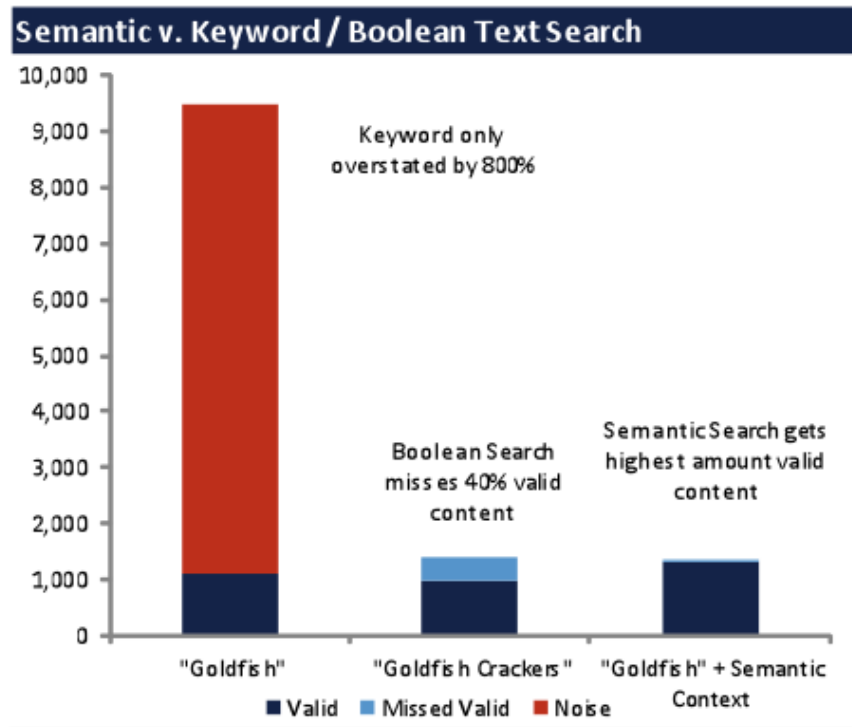
The Benefits of Semantic Technology

- Semantic filtering minimizes miss-categorizations (false positives) and inappropriate rejections (false negatives)
 - Resulting data is more relevant and accurate, a critical component of social business collaboration



The Benefits of Semantic Technology

Exhibit 1: Semantic v. Keyword / Boolean Text Search



Source: Company

Note: Boolean Search "Goldfish" and "Goldfish Crackers"



Applying Semantic Technology to Social Media Conversations

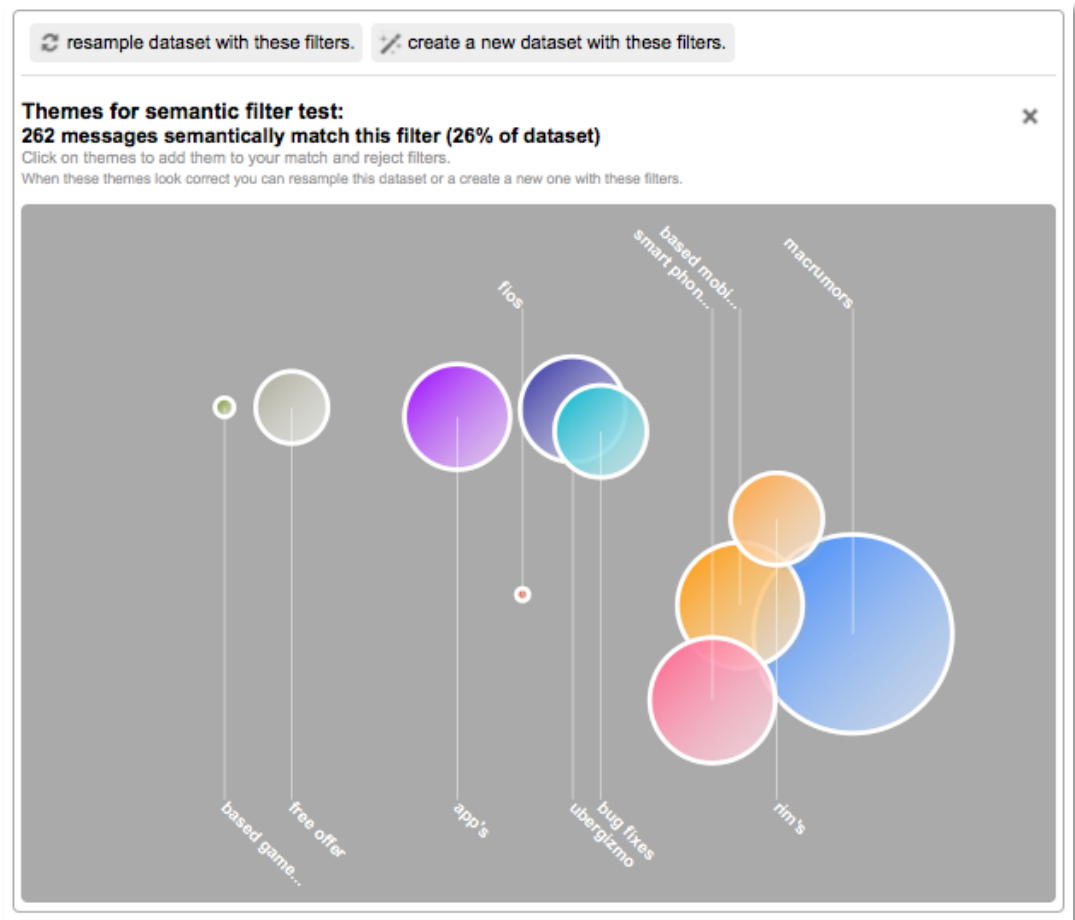
Lots of ways to slice and dice data to reveal:

- Customer insights, preferences, and intentions
- Demographic and social platform information
- Industry and category trends and emerging themes
- Dimensions that reveal detail about customer view points on price consideration, intent to switch services
- Post detail and author interests



Applying Semantic Technology to Social Media Conversations

- Create and apply filters to surface themes
 - Clusters of like-conversations
 - Refine filters until only on topic conversations included





Applying Semantic Technology to Social Media Conversations

Drill down into individual conversations to reveal: author details, platform information and sentiment

small ways to save money... 06:58PM Oct 26, 2010
Posted to BabycenterCommunity by danimecham negative

My husband calls the companies too. For **Comcast** we are supposed to be paying \$150 w/internet and instead pay \$100. He told them we were **changing to Direct Tv** and they gave us the new customer rate! (Except now we really are going to cancel it.)

★ 🗑️ 🚫 1st person

So you mean to tell me I gotta switch from Directv t... 09:45AM Oct 26, 2010
Posted to Twitter by 1DimpleShawtii negative

So you mean to tell me I **gotta switch from Directv to wack ass Comcast...** its a sad sad day in my world....

★ 🗑️ 🚫 🇧🇷 1st person

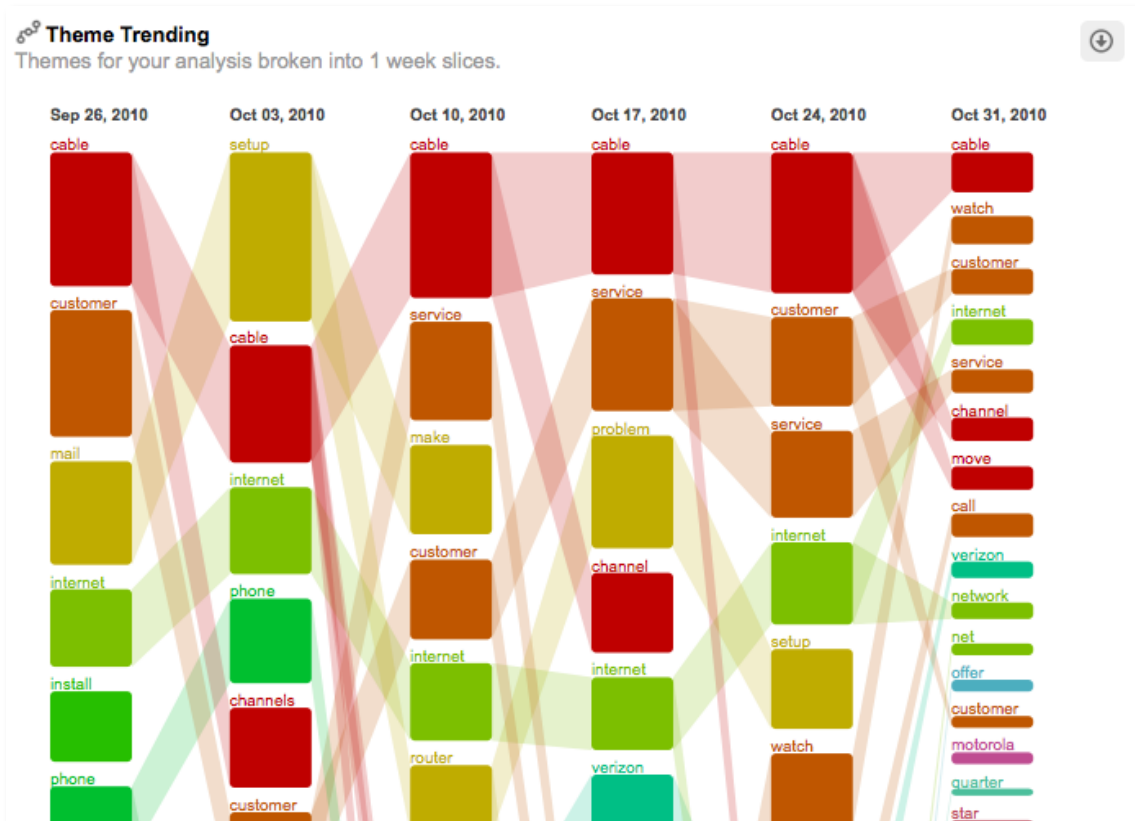
small ways to save money... 05:58PM Oct 26, 2010
Posted to BabycenterCommunity by cpatrice positive

oh! awesome! a budget blog I didnt see that - I will definetty check it out! I forgot to mention that we did **switch from Comcast the Dish Network**, it saved us about 60\$/month



Applying Semantic Technology to Social Media Conversations

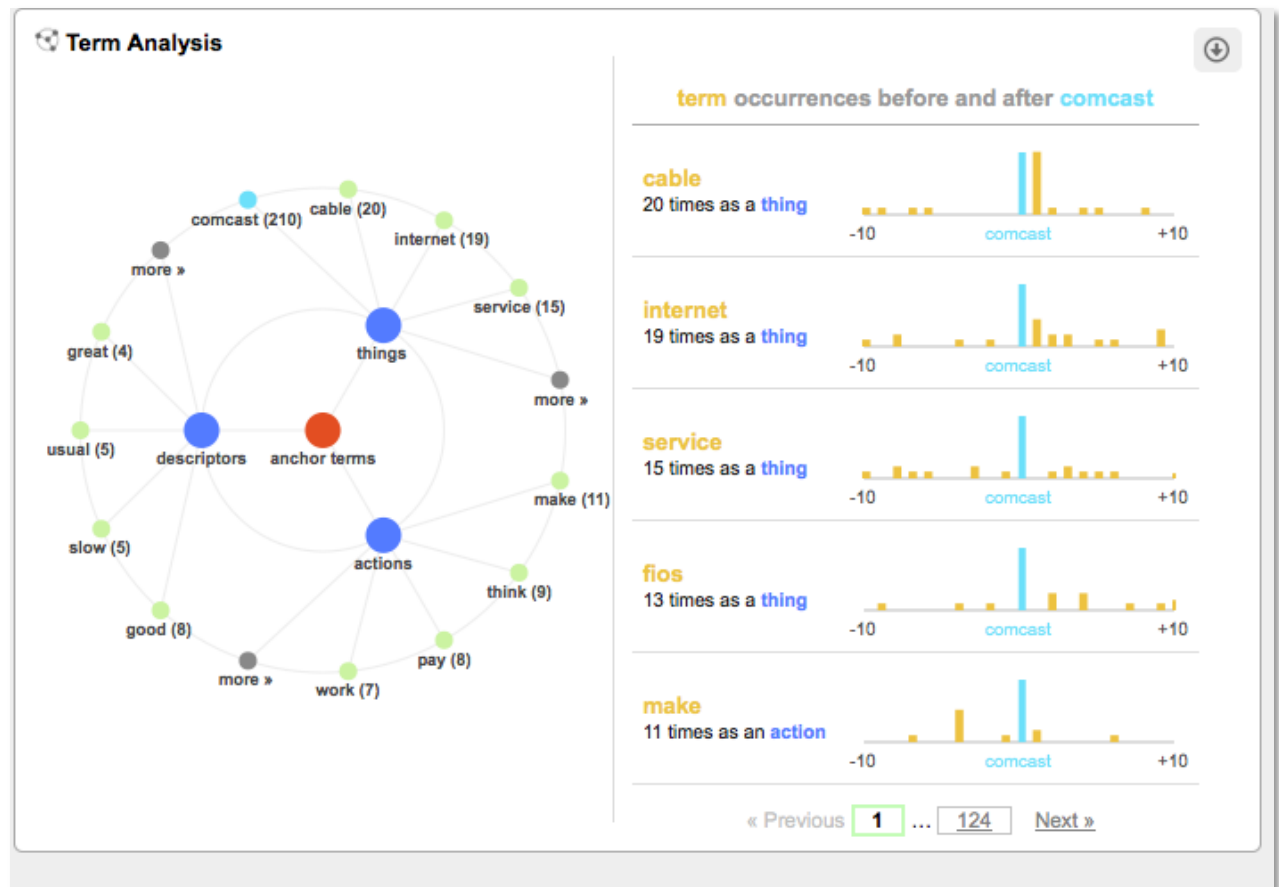
Theme trending highlights not only the volume of topics as discussed over time but also how they merge, bifurcate, and merge back over time





Applying Semantic Technology to Social Media Conversations

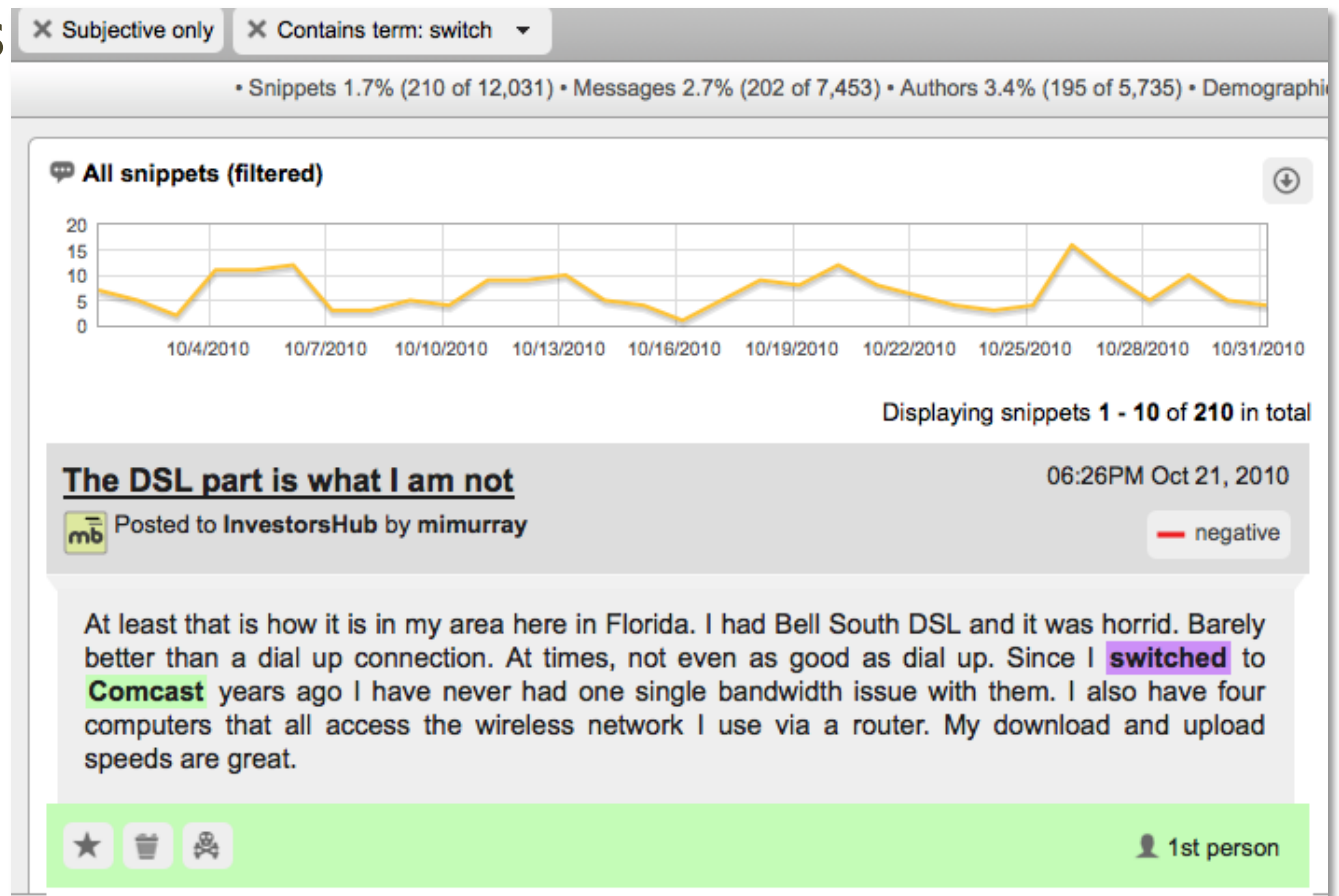
Term Analysis surfaces voice of customer and common term occurrence (SEO)





Applying Semantic Technology to Social Media Conversations

Narrow analysis to subjective-only conversations, where customers are expressing an intent to switch services





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Thank you! If you have any questions,
please visit our Web site –
<http://www.colletiveintellect.com> or drop
us a line moreinfo@collectiveintellect.com



The Dude Abides

