# INFOWATCH KRIBRUM

INFOWATCH®
BECAUSE YOUR DATA
IS YOUR BUSINESS

## Social Media Monitoring and Analysis System for Online Reputation Management

**InfoWatch KRIBRUM is a cloud-based service for automated monitoring and analysis of online discussions of selected object (brands, companies, events, personalities) in social networks, blogs and microblogs, online media, forums and communities, etc.**

facebook · Blogger · twitter · YouTube

LiveInternet · LiVEJOURNAL

KRIBRUM provides an accurate structured view of how your audience (consumers, potential customers, shareholders, partners, etc.) perceives the company's and competing brands and market activities.

Data are collected and processed using the proprietary web search and linguistic analysis technologies. Monitoring results are delivered in interactive visual form, convenient for further use in the following areas:

## Reputation management, information security

- Trace unauthorized distribution of sensitive corporate information
- Detect negative statements, information warfare and «black PR»
- Identify employees' misconduct on the Internet

## Engagement, loyalty management

- Keep in touch with your target audience: find out what people think and establish direct communications to nurture customer loyalty
- Improve customer experience by providing instant personal online support

## Marketing efficiency

### RESEARCH

- Identify market trends and distinctions of regional markets
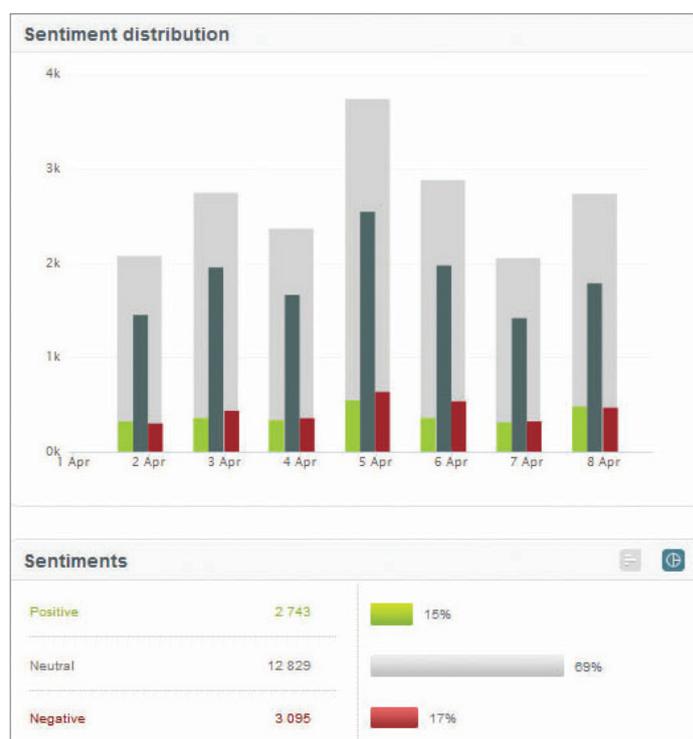- Know your consumers and competitors

### PROMOTION

- Monitor and maintain the brand perception
- Identify active communities and opinion leaders
- Plan, tune on-the-fly and measure the efficiency of campaigns basing on your target groups' characteristics and opinions

### PRODUCT MARKETING

- Create market-winning products and services taking into account customer feedback

## Company as employer

- Analyze the company's image as an employer

**Sentiment distribution**

| | | |
|---|---|---|
| 4k | | |
| 3k | | |
| 2k | | |
| 1k | | |
| 0k | 1 Apr  2 Apr  3 Apr  4 Apr  5 Apr  6 Apr  7 Apr  8 Apr | |

**Sentiments**

| | | | |
|---|---|---|---|
| Positive | 2 743 | | 15% |
| Neutral | 12 829 | | 69% |
| Negative | 3 095 | | 17% |

# INFOWATCH KRIBRUM

## Vertical solutions

Preconfigured vertical solutions provide high quality data collection and analysis (data categorization by topics and sentiment scoring) in consideration of industry specifics:

- support of industry-specific topics and product categories
- use of industry-specific dictionaries, taxonomies, linguistic models
- selection of industry-focused web resources for monitoring

### VERTICAL SOLUTIONS

- **Retail banking**
- **Telecommunications**
- **Airlines**
- **Consumer goods**
- **Public agencies**

  *...and about 15 other industries*

## Functions

### EFFICIENT DATA COLLECTION

- Wide coverage and efficiency of search thanks to the proprietary web crawler
- Up to 95% of total spam volume is filtered out

### AUTOMATIC DATA ANALYSIS

- Automatic sentiment scoring with over 80% fidelity
- Automatic content categorization by industry-specific topics
- Identification of active communities, influential authors and brand advocates
- Audience reach estimation, reposts collection and processing, etc
- Competitive comparisons

### AUDIENCE ENGAGEMENT

- Built-in option for responding to online messages
- Direct links to discussions

### TEAM COLLABORATION

- Role-based user access
- Workflow support
- Logging of team members' activities in the system

### REPORTS, EXPORT

- Dynamic graphs and flexible data extraction (filters)
- Automatic report generation with e-mail notifications
- Export to XLS, XML, RTF, etc.
- Archive of all collected data

### DEPLOYMENT AND INTEGRATION

- User-friendly web interface, no software installation required
- API for integration with IT systems (Call Center, CRM, BI)