

ServAnalytics



Social Media Segmentation

Business decisions at the speed of tweet/feed.



Social Media Segmentation

CREATE TARGETED AND RELEVANT SOCIAL MEDIA CAMPAIGNS

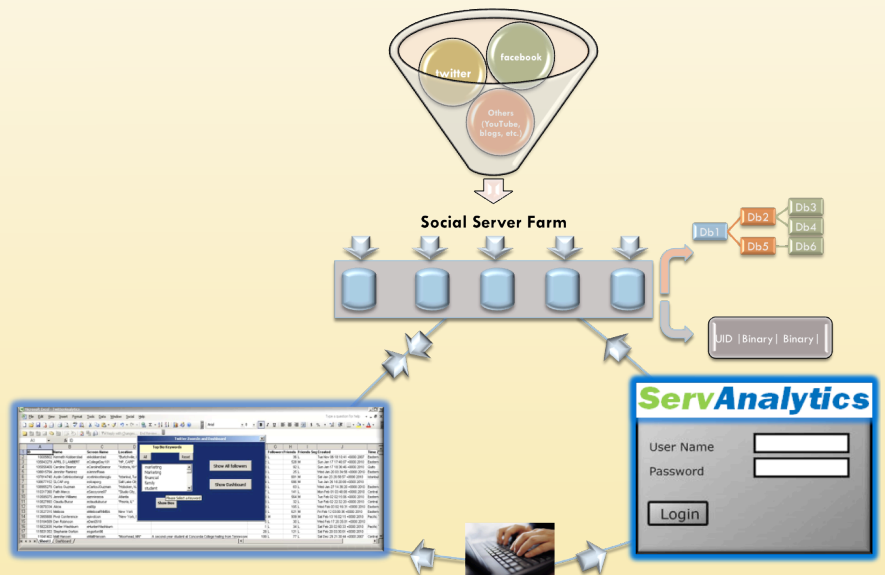
ServAnalytics Social Media Segmentation solution converts unstructured, free flowing social media text data into structured segmentation data that can be easily incorporated into the marketing mix to launch targeted and relevant social media campaigns.

With an engagement with ServAnalytics, customers can get access to the following data items for their followers/friends on social media sites:

- Profile keyword segmentation
- Geo/Time Zone segmentation
- Language segmentation
- Gender segmentation
- Individual/Business segmentation
- Tweet/message time optimization
- Mobile notification segmentation
- Followers to Follower segmentation
- Last 10 messages/tweets

SOCIAL MEDIA DELIVERABLES

- SOCIAL MEDIA USER PROFILE
- COMMUNICATION ANALYTICS
- TEXT ANALYTICS
- MACHINE LEARNING
- SOCIAL SEGMENTATION
- SOCIAL CATEGORIZATION
- SOCIAL CLUSTERING
- SOCIAL INTELLIGENCE



As a result our customers can create Social Segmentation & Categorization for their followers/friends based on their preferences, profiles, metrics & campaigns to create targeted & relevant messages for each group of followers and friends. ServAnalytics applications can help track & measure the effectiveness/lift of each social media campaign thereby providing necessary data to evaluate your social media strategy.

TICL Methodology

ServAnalytics TICL methodology runs our segmentation and categorization engine.

Transform: Transform social media data elements into relational view

Integrate: Identify & Integrate Profile characteristics. Merge/Purge with ServAnalytics repository

Convert: Conversion into segmented views

Load: Load into ServAnalytics platforms for targeted & segmented views and analytics



CORPORATE SOCIAL INTELLIGENCE

With knowledge and expertise about social communication, we help you track:

- Positive/Negative sentiment indicator about your products and brands
- Segmentation of social networkers talking about your company
- Optimal time for launching social media messages
- Your share in social media communication by the hour, time, day and month
- Competitive analysis (track your competition)
- Overlap analysis (track your followers following your competition)

SPECIAL EVENTS SOCIAL INTELLIGENCE

ServAnalytics team of Social Media experts can help you track special social media events specific to your brand/campaign.

- Track social impact of your advertisements on multiple channels like online/TV
- Track geographical impact of your online/TV advertisements
- Track buzz on social media sites around holidays and special events
- Create pre/post event analysis
- Track sentiments before/after press releases and earnings reports

SERVANALYTICS DATA SERVICES

Get customized social media data with ServAnalytics data services, the most comprehensive social media data service available. With access to a broad array of social media sites, including facebook, twitter, ServAnalytics Data Services provides a constant stream of data that organizations can auto-draw from to integrate into Business Intelligence/CRM tools. ServAnalytics Data Services offer the following key data sources:

- Twitter profile data stream
- Twitter communication data stream
- Facebook communication data stream
- Algorithmic social media data streams
- Segmented social media data streams

ServAnalytics also offers data weekly & monthly updated via ftp.



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PROFESSIONAL SERVICES

CUSTOMIZED SOCIAL MEDIA SOLUTIONS FOR MAXIMUM ROI

Maximize your social media experience with business-driven solutions leveraging our skills, expertise and TICL methodology to address your social media requirements.

ServAnalytics Professional Services team delivers custom applications, data and analytics on any social media platform—by leveraging our distributed cloud infrastructure—using project or outsourcing to achieve customized social media models. We perform strategic, high-value work that meets your business and information technology needs and objectives.

We partner with clients to reduce risk associated with exposure to social media channels, cut their costs and increase their success of adopting social media channels by providing the most experienced professional services in the industry.



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