

Be datawise with Web & Social Intelligence



6/10/2022



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Founder & CEO



Innov **X**™

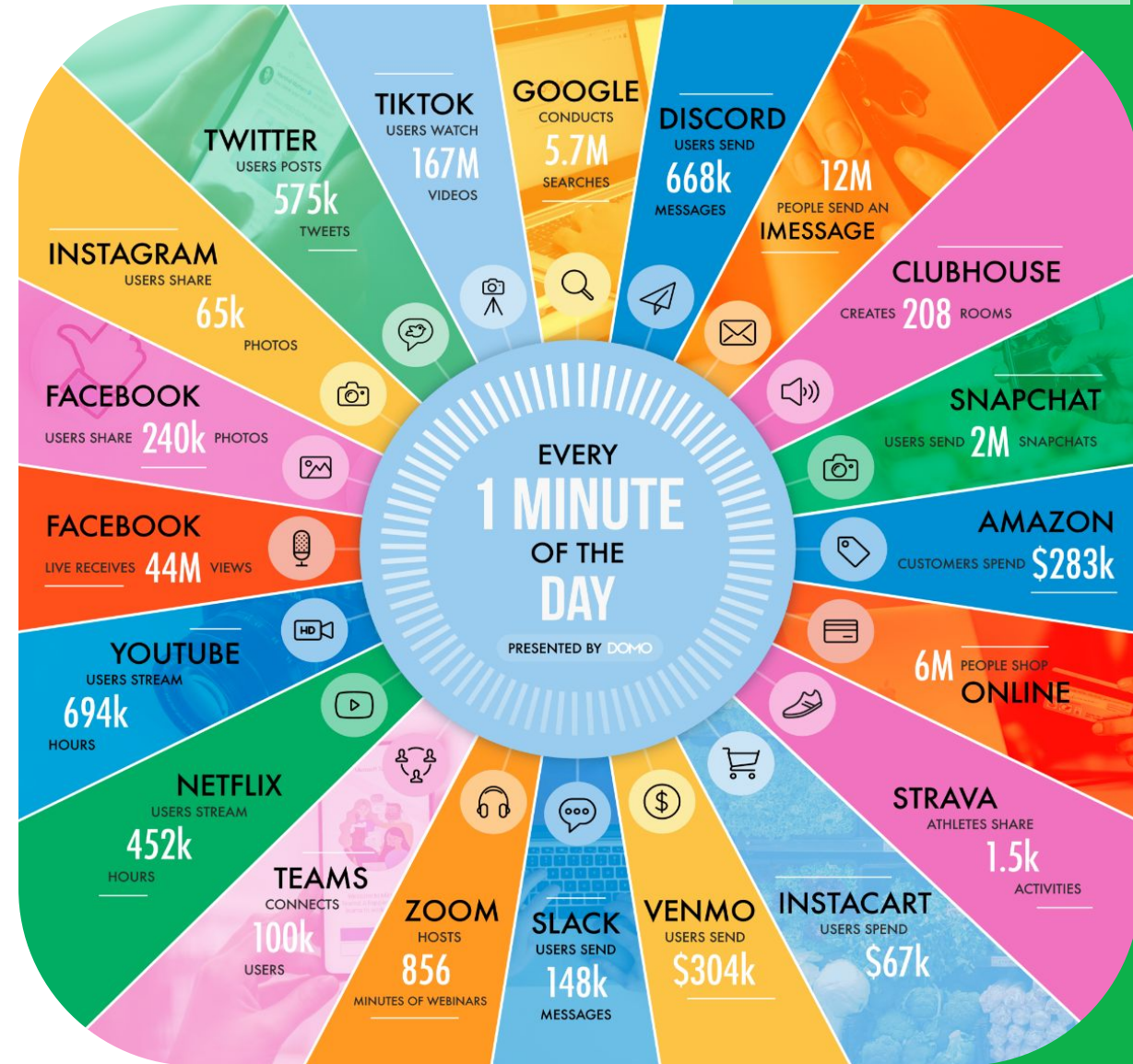


The need

- The volume of Social Media data generated every day is staggering and is expected to grow exponentially
- **Social intelligence is the fastest way to predict what your audience is going to do.**
- Ignoring social intelligence means relying on traditional market research methods. But **people don't speak to researchers in the same way they speak to each other in social media.**

Social is the only way to observe what people think, feel and do - at scale

How Much Data is Generated Every Minute?



Beyond
simply tracking KPIs
like hashtags & mentions,
social media intelligence
**turns online data
into actionable
information.**

Social media intelligence helps Brands | Companies to have up-to-date insights

that enables to

- track brand equity
- track and understand consumer tribes
- detect emerging market trends – threats & opportunities

This allows them to *optimize marketing, communication, and product development* and build winning strategies

THINK
ABOUT
THINGS
DIFFERENTLY

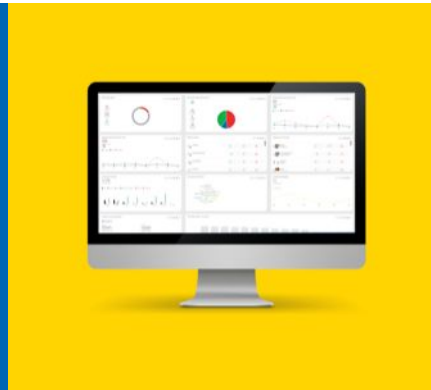


Our SaaS solution

- **Social intelligence & Actionable insights**

We collect and analyze any type of web | social text & image

We present findings in a dashboard that is easy to understand and interpret



- **Questions we can answer**

Do you know your brand's online reputation?

How people differentiate you from your competitors?

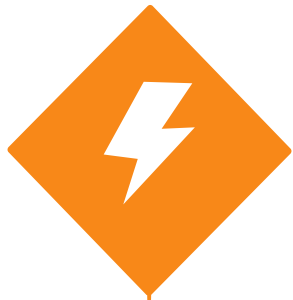
Can you spot your sector's trends?

Who is the right influencer for your brand?

How do you maximize the ROI of your marketing online initiatives?



Our data channels



**NEWS SITES/
BLOGS/
FORUMS**

Collecting posts from all websites/ blogs and forums relevant to your searches



TWITTER

Collecting all content from Twitter users



INSTAGRAM

Searching content from all public profiles on Instagram



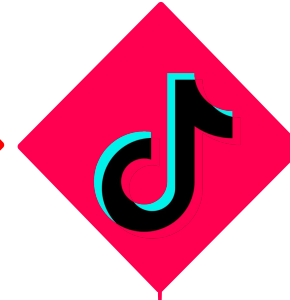
FACEBOOK

Collecting data from all public fan pages in Greece including media ones



YouTube

Collecting any text/ comment under a public video



Tik Tok

Collecting any text/ comment under a public video



Reviews

Collecting any rating/ comment



Reddit

Coming Soon

1.5K Greek news websites
5K Greek blogs
90 Greek forums

700K
Greek accounts

50K Greek public accounts

10K
Greek pages

900K
Greek accounts

4K
Greek accounts

Google,
Skroutz, Best
Price

Coming Soon

Our SaaS dashboard

Dashboard present different components
Each component presents the data of specific queries

20 components in total

...and we keep adding more

Live mentions feed

Mentions

Share of Voice

Sentiment

Sentiment over time

Share of Sentiment

Engagement

Reach

Top Impact Sources

Influencers

Referrers

Word Cloud

Main Topics

Channels Analysis

Earned Media Value

Facebook Page Stats

Facebook Page Posts

Twitter Account Statistics

Hashtag monitoring

Hashtag campaigns

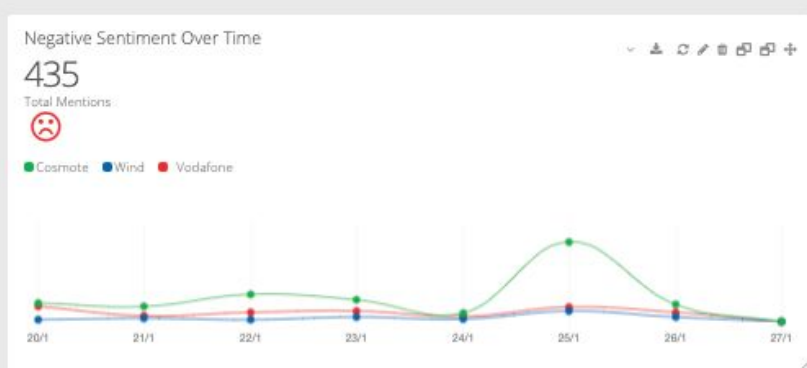
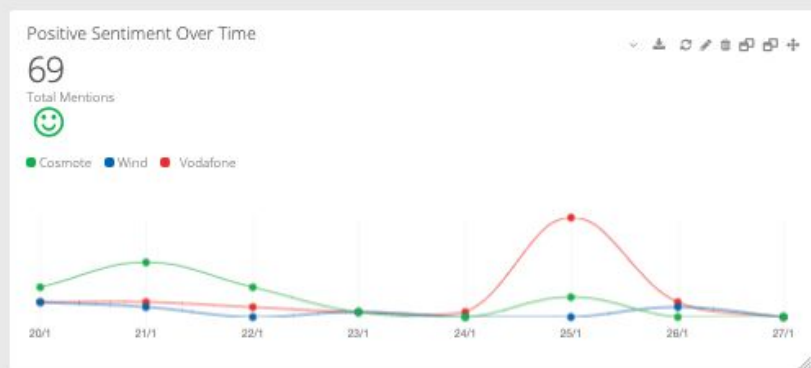
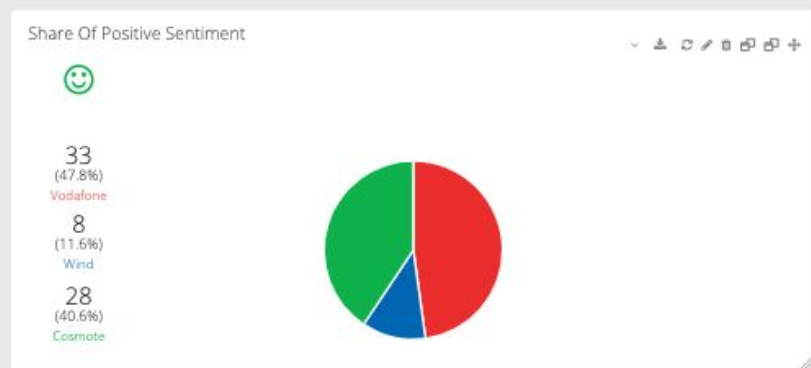
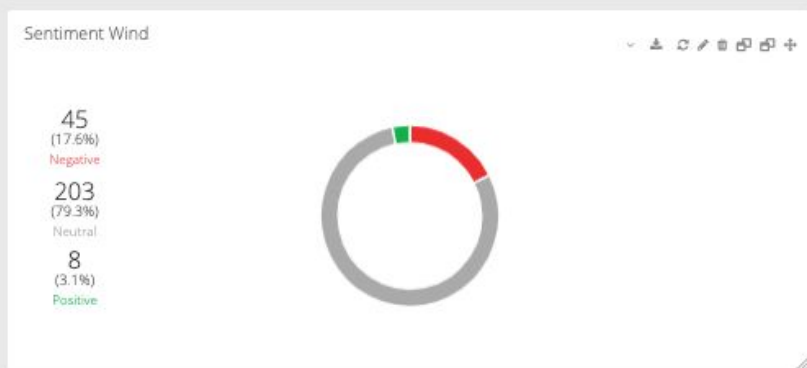
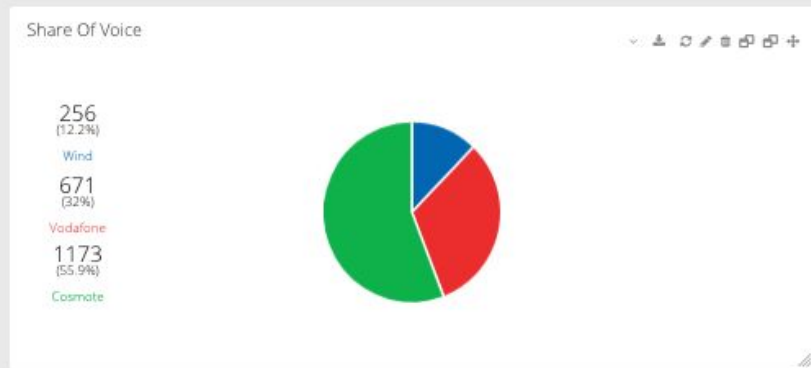
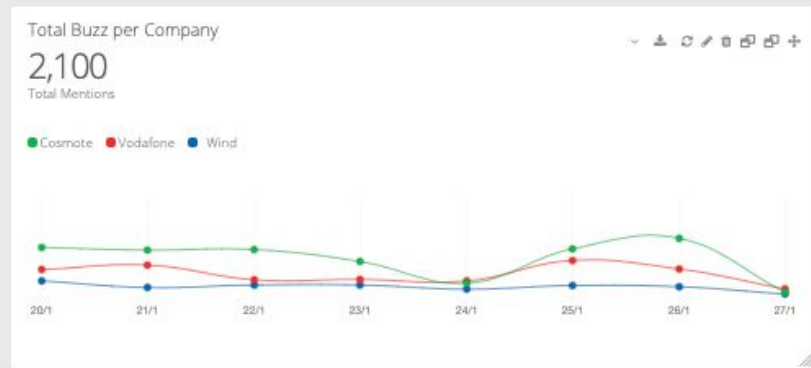
LIVE Mentions Feed Cosmote

12 hours

typologies
@haleris Μεγάλη υπόθεση για έναν οργανισμό που ανήκει... άλλου και στηρίζεται στο 2% που πληρώνουν κάθε μήνα η EPT, η cosmote κ η Nova. Κι εκεί η συνεργασία ΝΔ ΣΥΡΙΖΑ είναι δεδομένη...

Moved.gr
Μέσα στους επόμενους 6 μήνες θα είναι έτοιμο το επενδυτικό ταμείο Φαιστός προκειμένου να ξεκινήσει την αναζήτηση των σχημάτων που αξιοποιούν τις δυνατότητες των 5G δικτύων. Όπως αν...

Alldaynews.gr
Π.Βανά η χρήση νέου κωδικού *7* Που θα το χρησιμοποιούσε Την επόμενη Κυριακή θα είναι και πάλι ανοιχτά τα καταστήματα με διευρυμένο ωράριο και το SMS στο 13033 για ψώνια θα έχει δ...



Referrers Wind

Referrer	Positive	Neutral	Negative
Xristika.gr	0	20	3
Worldenergynews.gr	2	4	0
Tromaktiko.gr	0	4	0
E-radio.gr	0	4	0

Influencers Cosmote

Influencer	Positive	Neutral	Negative
Olga Koum (@OlgaKoum)	0	130	49
Chrysa Papazoglou (@cpapazoglou)	1	64	15
αλεξάνδρος @figios	0	71	1
Miva @miva_074C	0	0	36

Our PaloPro platform

With this enormous amount of data available, it becomes more and more important the use of AI in analytics

AI APPLICATIONS TO GENERATE INSIGHTS

01 ANALYSIS OF SENTIMENT
Automatically generated sentiment

02 DISCUSSION THEMES
Automatically generated themes of discussions

03 EMOTION ANALYSIS
Automatically get 8 emotions



Summary page | Power BI

LOGO
ICON

Brand
All

Channel
All

Sentiment
All

BMU
All

Topics
All

Date

4/1/2022

5/31/2022

Pages

Pivot Tables

Summary

28K
Unique Mentions

Tree Analysis

Buzz

41M
Engagement

SoV

Topics

15.56M
EMV

Sentiment Analysis

Engagement

-11
Net Sentiment (%)

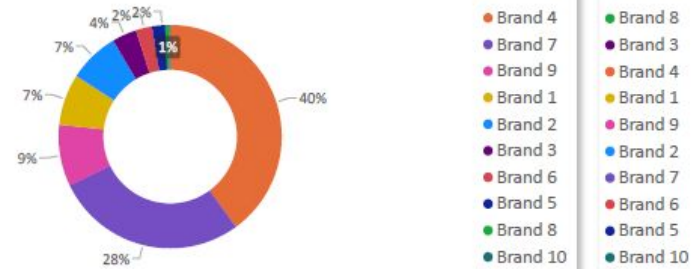
EMV

Impact

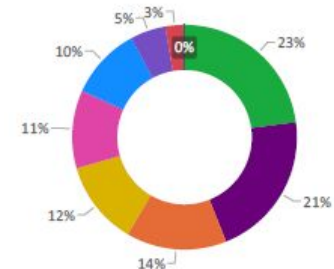
Total Mentions

Glossary

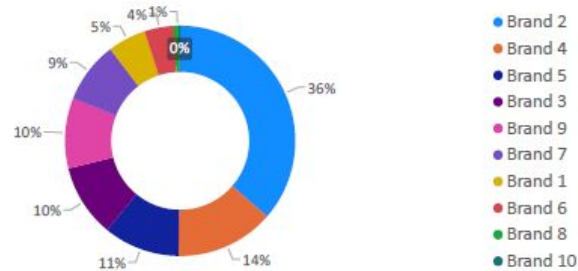
SoV



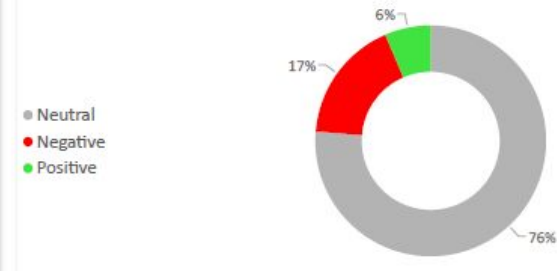
SoE



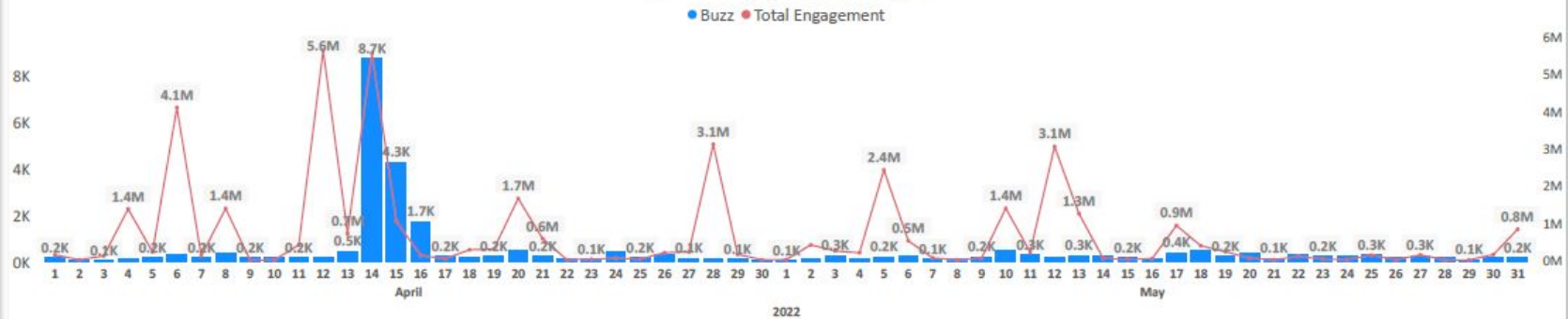
EMV



Sentiment



Buzz & Engagement Analysis



Buzz page | Power BI

**LOGO
ICON**

Brand: All | Channel: All | Sentiment: All | BMU: All | Topics: All | Date: 4/1/2022 - 5/31/2022

Pages: **Parameter Selection** (Channel) Pivot Tables

Buzz per Channel

Channel	Buzz
Twitter	18.8K
News	3.4K
Youtube	2.6K
Facebook	1.0K
Reviews	0.9K
Blogs	0.5K
Instagram	0.3K

Buzz per Channel

Channel	Percentage
Twitter	68.22%
News	12.5%
Youtube	9.51%
Facebook	3.71%
Reviews	1.75%
Blogs	
Instagram	

Brand: Brand 1

2,561
Buzz

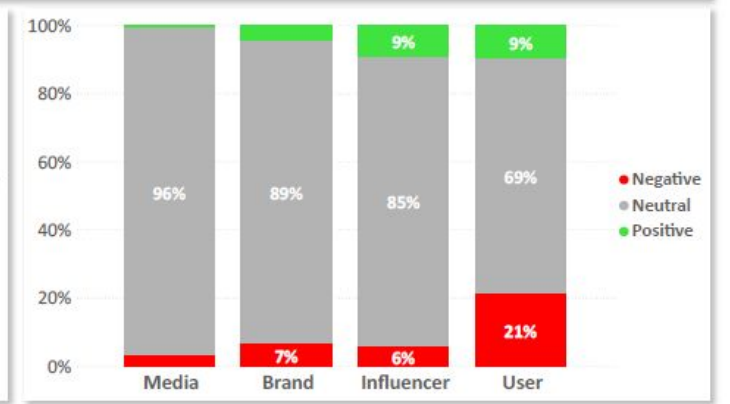
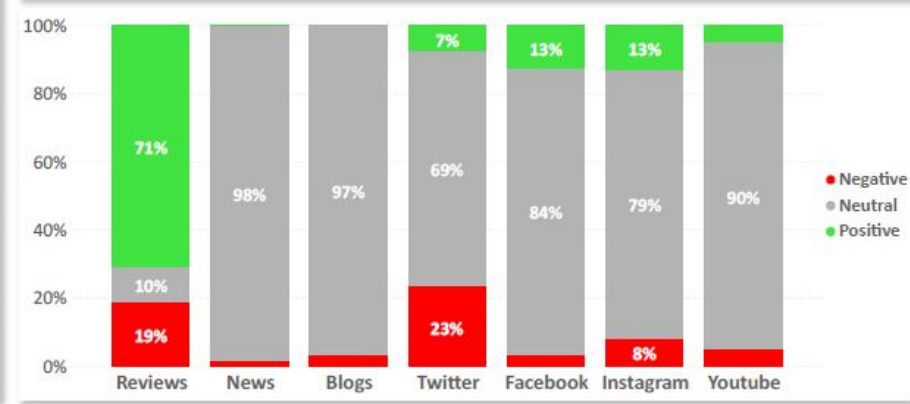
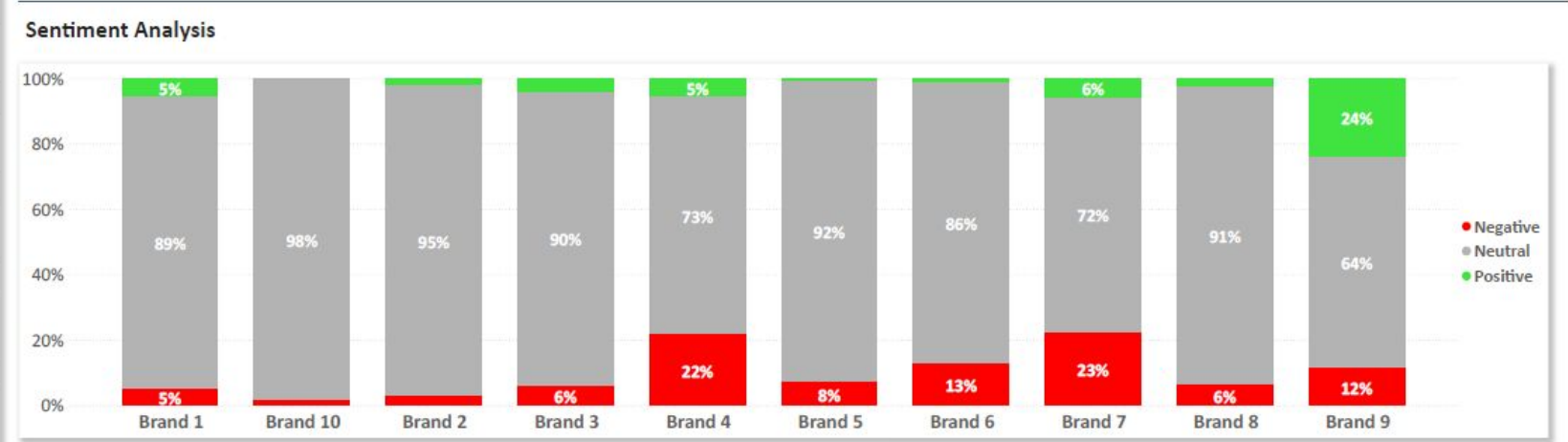
Buzz

Date	Buzz
Apr 1	11
Apr 2	8
Apr 3	3
Apr 4	34
Apr 5	4
Apr 6	10
Apr 7	16
Apr 8	188
Apr 9	98
Apr 10	54
Apr 11	44
Apr 12	53
Apr 13	104
Apr 14	93
Apr 15	63
Apr 16	12
Apr 17	24
Apr 18	22
Apr 19	17
Apr 20	176
Apr 21	47
Apr 22	19
Apr 23	15
Apr 24	197
Apr 25	18
Apr 26	37
Apr 27	10
Apr 28	11
Apr 29	10
Apr 30	5
Apr 31	6
May 1	2
May 2	3
May 3	1
May 4	3
May 5	3
May 6	107
May 7	37
May 8	28
May 9	17
May 10	31
May 11	90
May 12	41
May 13	9
May 14	5
May 15	30
May 16	7
May 17	40
May 18	164
May 19	66
May 20	126
May 21	13
May 22	202
May 23	14
May 24	7
May 25	14
May 26	68
May 27	10
May 28	4
May 29	7
May 30	6
May 31	6

Summary | Tree Analysis | Buzz | SoV | Topics | Sentiment Analysis | Engagement | EMV | Impact | Total Mentions | Glossary

LOGO **ICON**
Brand: Channel: Sentiment: BMU: Topics: Date:

- Pages
- Summary
- Tree Analysis
- Buzz
- SoV
- Topics
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- Engagement
- EMV
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- Total Mentions
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Impact page | Power BI

LOGO
ICON

Brand: All | Channel: All | Sentiment: All | BMU: All | Topics: All | Date: 4/1/2022 - 5/31/2022

Pages

Pivot Tables

Summary

Tree Analysis

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Topics

Sentiment Analysis

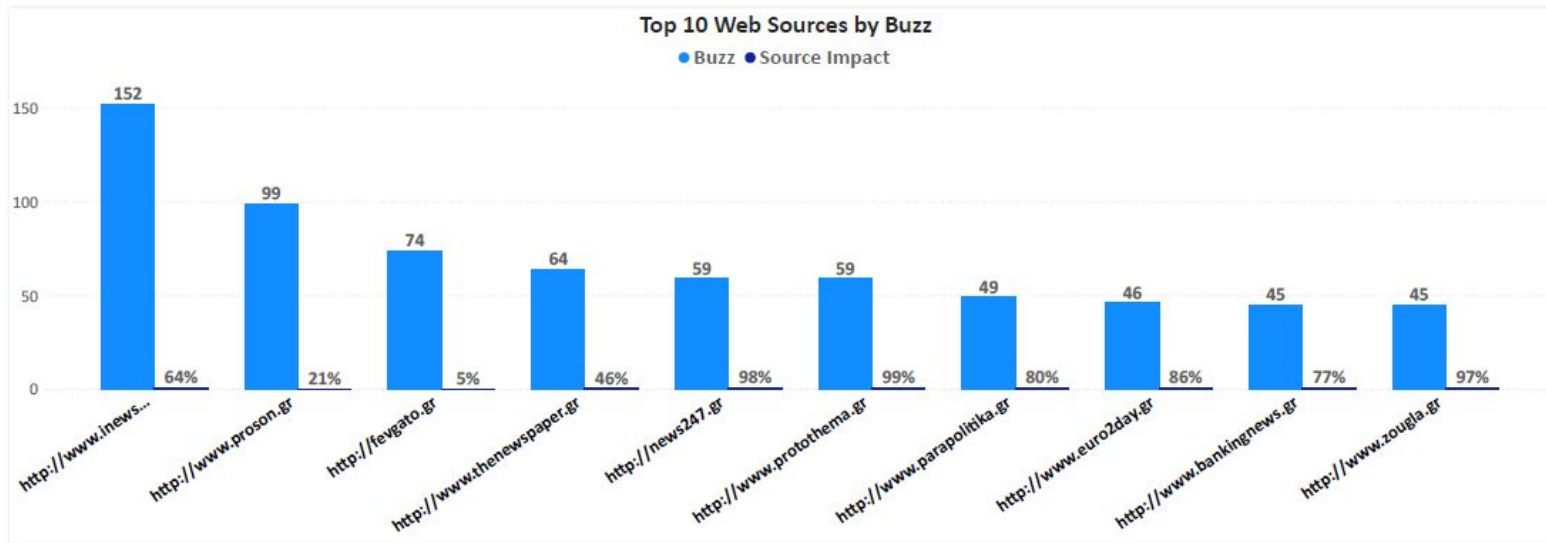
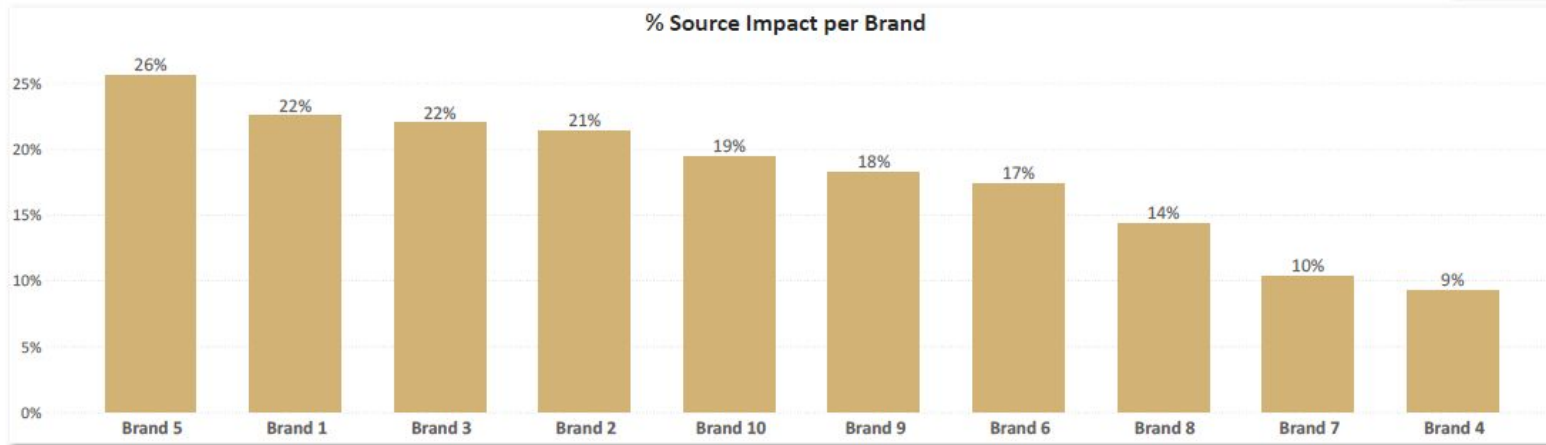
Engagement

EMV

Impact

Total Mentions

Glossary





Our tech & research partners



Use cases



The global market

\$7.26 billion 2020

\$25.96 billion 2026

24% Annual Growth Rate

Source: Mordor Intelligence

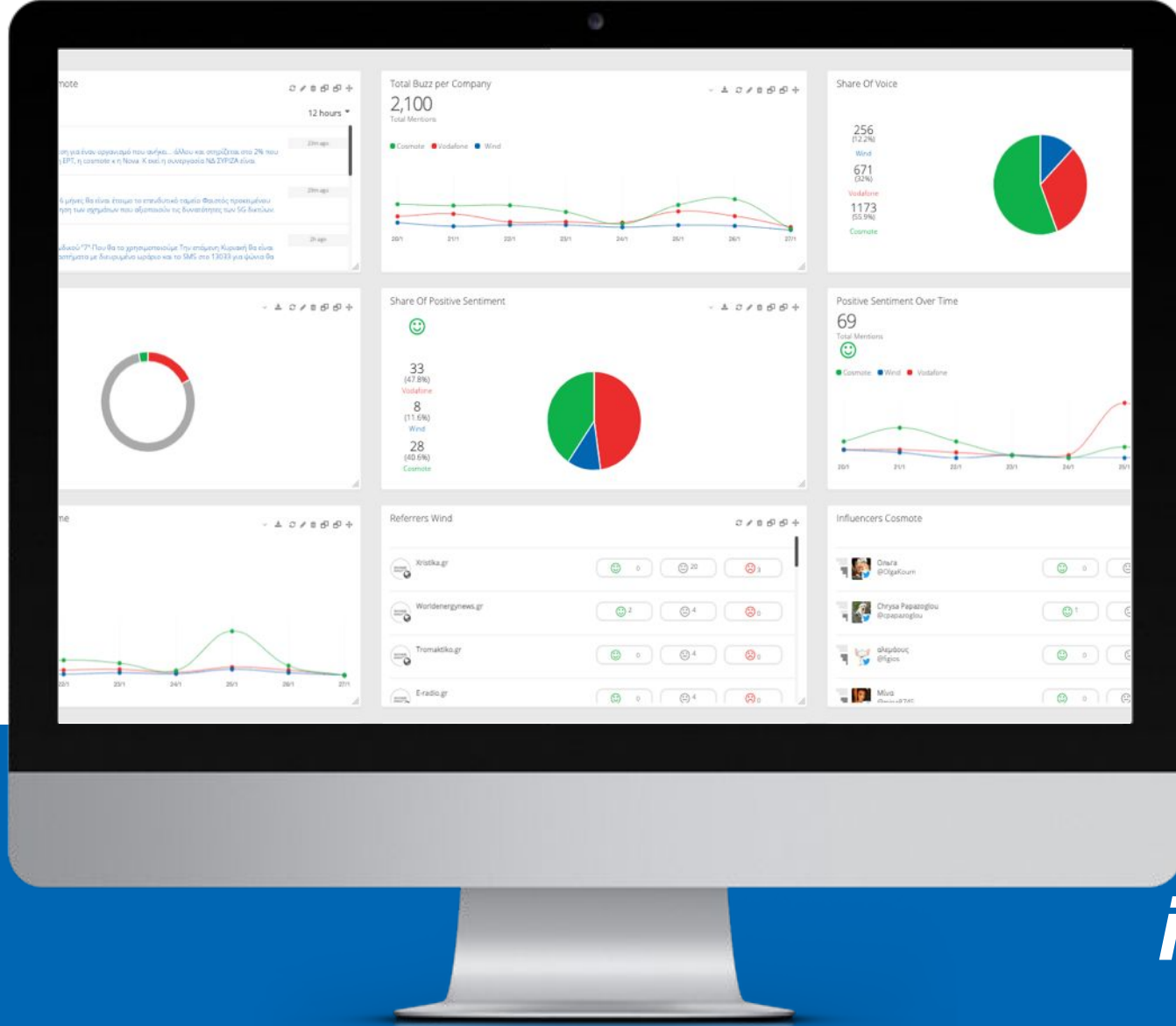
The European market

Market summary | growth

CAGR 28.1 %



Source: Mordor Intelligence



Welcome to the world of Social Media Intelligence

ask for a demo
info@paloservices.com



THANK YOU



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