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SAMPLE: Online Reputation & Buzz Monitoring

Buyer's Guide 2008

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SAMPLE: Online Reputation & Buzz Monitoring



Published August 2008

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Econsultancy
Lemon Studios
2nd Floor
85 Clerkenwell Road
London EC1R 5AR

www.econsultancy.com
help@e-consultancy.com

Telephone:
+44 (0) 20 7681 4052

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1. Introduction

Econsultancy's buyer's guides are the ideal starting place for anybody researching new suppliers in digital market sectors. They contain **in-depth vendor profiles** to help you quickly evaluate suppliers and service providers, as well as market analysis to help you put things into perspective. Vendors are selected for the report based on a combination of factors, **not limited to but including:**

- **Analysis of capabilities** (services / products)
- **Clients**
- **Experience** (qualifications / trade bodies / case studies / client lists)
- **Expertise** (by sector / topic),
- **UK status** (a UK office is preferred, occasional exceptions are made)
- **Ability to take on and fulfil new projects**
- **Recommendations from trusted sources** (or anecdotal evidence to the contrary)
- **Google visibility**
- **Business model** (a high % of turnover should be related to these services)
- **Company website**

Econsultancy does not explicitly recommend any of the suppliers featured in these guides, principally because it is impossible for us to work with all of them to form a first-hand opinion. But we do believe - based on an intensive and careful selection process - that the chosen vendors represent quality.

Buyer's Guides are updated on an annual basis, so the information contained within is recent and thus valid. Send any questions or comments to linus@econsultancy.com.



1.1. About Econsultancy

Econsultancy is the leading source of independent advice and insight on digital marketing and ecommerce.

Our reports, events, online resources and training programmes help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of ebusiness.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte and Touche, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7681 4052 or [contact us online](#).

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2. Executive Summary

The focus of this report is Online Reputation Monitoring, with an analysis of market trends and challenges, as well as detailed profiles of the leading providers of online reputation and buzz monitoring tools and services.

Econsultancy estimates that the UK market for online reputation and buzz monitoring will grow by around 30% in 2008, to an estimated value of £60 million.

Trends covered in this guide include:

- Proliferation of content and social media means that technology holds key.
- Free tools become more widely available but vendors seek to add value to technology through human interpretation.
- Companies seek to harness power of social media to improve products, services and perceptions of brand.
- Importance of measurement and push for industry-wide standards.

Other Econsultancy reports and content:

Social Media Roundtable Briefing June 2008

<http://www.e-consultancy.com/publications/social-media-roundtable-briefing-june-2008/>

Online PR Briefing May 2008

<http://www.e-consultancy.com/publications/online-pr-roundtable-briefing-may-2008/>

Comparison Engines Buyer's Guide 2008

<http://www.e-consultancy.com/publications/comparison-engines-buyers-guide-2008/>

Online Customer Engagement Report 2008

<http://www.e-consultancy.com/publications/online-customer-engagement-report-2008/>



3. The Market

3.1. Market definition and scope of report

This buyer's guide is aimed at those who want to learn more about **online reputation and buzz monitoring services** and the changing dynamics in the digital environment, which are driving a surge of interest in a range of different tools and technologies.

The proliferation of online content has been accompanied by an increased desire within businesses to understand what is being said about their brands, products and services and the resulting impact on their reputation.

Online content comes in different shapes and sizes, but can be divided (somewhat artificially) into two types. The first is content which has been produced by journalists for mainstream or niche publishers.

This type of content is not dissimilar to what has been published or broadcast in traditional forms of media for many years but is harder to track because of the seemingly infinite nature of the internet.

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The 16 vendors profiled in this report have a variety of approaches; some of them focused more on their technology and others on value-adding services.

The supplier profile template filled in by each vendor is designed to give you a detailed understanding of the approach adopted by each provider.

The market positioning charts beneath each supplier profile will help readers pin down the type of service and area of focus offered by a particular vendor.

The primary audience for this report is intended to be **digital marketers** who utilise social media in their online campaigns, **market researchers** as well as **online PR professionals**. It is also intended to be a useful source of information for other interested parties, such as **agencies** and the **technology** and **service suppliers** themselves.



3.2. Market value and growth

Market Value

The UK market for online reputation and buzz monitoring technology and services will grow by around 30% in 2008, to an estimated value of £60 million.

Econsultancy

Service providers who have provided input for this research have reported strong growth in this sector, which will continue into 2009 in spite of the severe problems affecting the broader economy.

Although many companies still rely on free tools to monitor their brand online, blue-chip organisations have begun to spend significant sums of money on reputation monitoring tools.

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3.2.1. Size of market compared to other online marketing channels

For comparison, Econsultancy has previously estimated that:

- The UK market for [Search Engine Marketing](#) was worth an estimated £2.22 billion in 2007.
- The UK market for [Email marketing platforms and services](#) would grow by 24% to an estimated value of £221 million by the end of 2007.
- Estimated spending on [usability and accessibility](#) by UK firms: £148 million in 2006 and £178m in 2007.
- The UK market for [web analytics](#) will grow by 25% in 2007, from £56 million to an estimated value of £70 million.
- The UK market for [Affiliate Marketing](#) grew by 45% last year, taking the total value of online sales generated by this channel in 2007 to more than £3 billion.

3.3. Drivers of growth and market trends

3.3.1. Proliferation of content and social media means technology holds key

Whilst marketers have long employed brand monitoring techniques, a new wave of online reputation monitoring tools have been established in response to increasing media fragmentation, changing consumer behaviour and the increasing breadth of different consumer channels.

Companies have also been getting to grips with the greater visibility afforded by the internet, which can offer tremendous benefits but can also have potentially damaging long term consequences for their reputation.

Whilst companies have always had to monitor their online reputation, the sheer quantity of information - combined with the increasingly diverse range of media channels - means that it is no longer feasible to monitor online reputation just manually.



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3.3.2. Free tools become more widely available but vendors seek to add value to technology through human interpretation

Client-side marketers who have been using online reputation monitoring tools are going through a learning process which is similar to one which either they or their colleagues may have experienced with web analytics: *“It’s all very well having a wealth of data, but what’s the point of it if you don’t know what to do with it.”*

Whether it is web analytics¹, market research information or online monitoring data, companies ultimately need outputs which can be translated into something actionable for their business.

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3.3.3. Companies seek to harness power of social media to improve products, services and perceptions of brand

Companies have come to realise that reputation and buzz monitoring in the online environment is about much more than the digital equivalent of a press cuttings folder, where mentions of a brand are flagged up with a highlighter pen.

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3.3.4. Importance of measurement and push for industry-wide standards

As management guru Peter Drucker says: *“If you can’t measure it, you can’t manage it.”*

Measurement for social media is important in enabling marketers to formulate side-by-side comparisons of different channels that can be tied to the bottom line, and consequently for allocating resources.

With more brands actively participating in the online conversation, expectations and demand for tools and services to measure online PR have become increasingly sophisticated.

¹ The Online Measurement and Strategy Report 2008 found that only 25% of companies said that their web analytics “definitely” provide actionable insights





<http://www.e-consultancy.com/publications/online-reputation-and-buzz-monitoring-buyers-guide-2008>

3.4. Benefits and return on investment from online reputation monitoring

Effective online reputation monitoring can help a business:

- **Improve customer satisfaction and perceptions of brand** by creating opportunities to engage with consumers and show that feedback is being listened to.
 - Gain insights from consumers about what is good and what is bad about their product or services.
 - Gain insights about competitors and their customers' perceptions about their products and services.
- Maintain shareholder value through **effective risk management**.
 - **Protect business** by having ears close to the ground where opinions about a business are being formed and propagated.



<http://www.e-consultancy.com/publications/online-reputation-and-buzz-monitoring-buyers-guide-2008>

3.5. Strengths, Weaknesses, Opportunities and Threats (SWOT)

This section contains a 'SWOT' analysis of the combined online reputation monitoring market from the perspective of the service providers. It also serves as a summary of some of the points made above.

3.5.1. Strengths

- Online reputation is now rarely seen as something niche. **Boardroom executives increasingly understand the power of the internet** and the need to understand what is being said about a brand online.
- The technology is getting better which means that **companies are now getting more value** from their monitoring services.



4. Costs and Pricing Models

Vendors typically employ a monthly subscription-based model, sometimes with a minimum 12-month subscription.

Pricing typically depends on:

- The amount of data monitored - e.g. per topic / keyword monitored.
- The number of users accessing the technology - subscriptions normally limits the number of users accessing the dashboard, with additional costs for additional user licences.

The monthly subscription usually includes access to the dashboard only, with additional costs for training, consultancy, and extra services.

As an example, these vendors have provided detailed pricing information, which is also included in their profiles:

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5. Tips and Pitfalls: how to find the right supplier

5.1. Introduction

In order to identify the most suitable company or companies to help with your online reputation and monitoring requirements, it is important to understand that different suppliers have different offerings, both in terms of the technology and services they offer.

This section of the report, in addition to the detailed company profiles and market positioning charts contained below, will help you focus on what your organisation needs and help you to find the right match.

Here are some key questions and considerations which can act as a checklist to help you ask the right questions and avoid any **pitfalls**.

5.2. What type of technology do you require?

This will largely depend on what kind of information and platforms are being monitored, and whether you are seeking to fulfil a particular tactical objective, or a long-term solution to give you comprehensive coverage about what is being said online about your brand and products.

Sample only, please download the full report from:



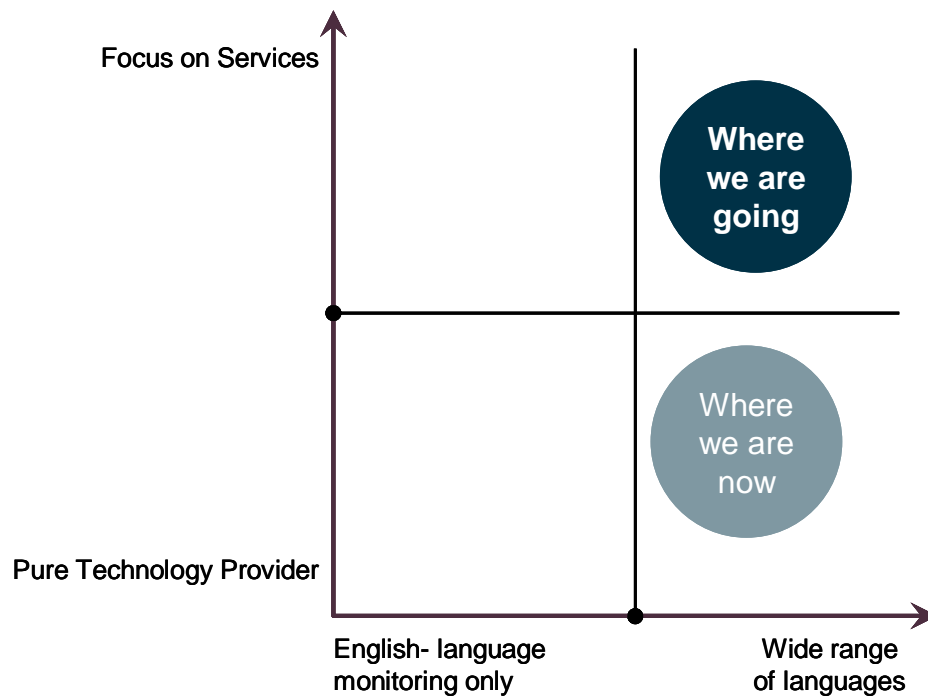
<http://www.e-consultancy.com/publications/online-reputation-and-buzz-monitoring-buyers-guide-2008>



6. Market Positioning Charts

6.1. Explanation for Chart 1

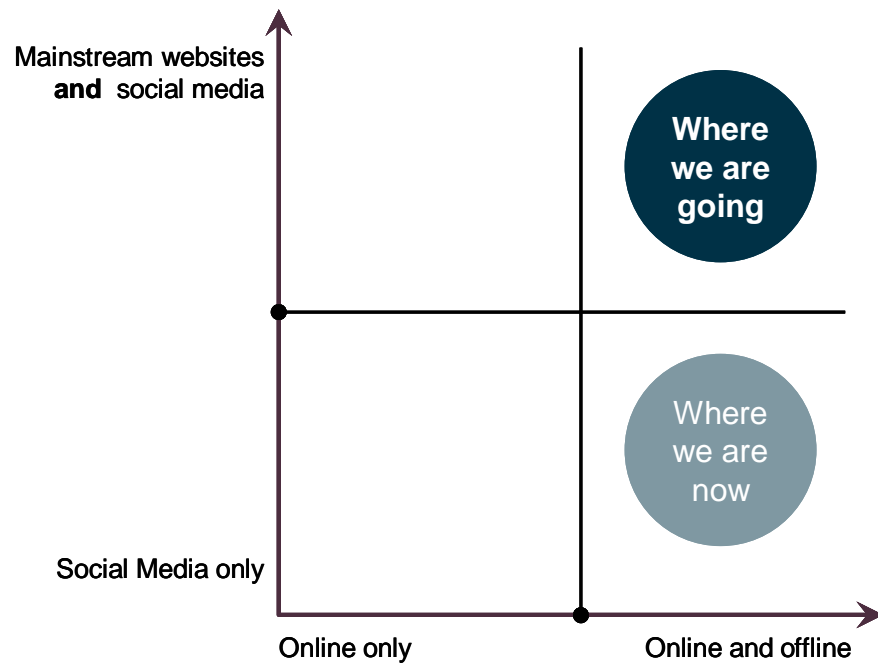
Chart 1 - Type of Service



The **vertical axis** of this chart indicates whether the supplier is a pure technology provider or provides additional services. The **horizontal axis** indicates the range of languages provided by the supplier.

6.2. Explanation for Chart 2

Chart 2 - Area of Focus



The **vertical axis** of this chart indicates the range of media monitored, including social media and mainstream websites. The **horizontal axis** indicates the extent of monitoring covered by the supplier, indicating if reputation is measured only online or whether both online and offline media is covered.

7. Supplier Matrix and Company Focus

Vendor Matrix: A Fast Guide to Services	ASOMO	Attentio	Brandwatch	CyberAlert	Cymfony	FindAgent	iCrossing	Market Sentinel	Nielsen Online	Onalytica	Radian6	Repumetrix	Reputica	StragegyEye	Techrigr	Trackur
Type of Technology/ Service																
Traditional Media Monitoring																
Social Media Monitoring																
Automated Monitoring																
Human Interpretation																
Quantitive Analysis																
Historical/ Retrospective Analysis																
Sentiment/ Tone Analysis																
Keyword Analysis																
Influence Analysis																
Research																
Consulting																
Agency Services																
SEO/ Online Content Services																
Dashboard																
Software (hosted)																
Software (installed)																
White label offering																
Type of Online Media Monitored																
Traditional/ Mainstream Websites																
Social Networks/ Communities																
Social News Sites																
Forums/ Discussion Boards																
User-generated Content																
Blogs																
Tags																
Images																
Video																
Twitter																
Languages																
English																
Chinese																
Czech																



Vendor Matrix: A Fast Guide to Services	ASOMO	Attentio	Brandwatch	CyberAlert	Cymfony	FindAgent	iCrossing	Market Sentinel	Nielsen Online	Onalytica	Radian6	Repumetrix	Reputica	StragegyEye	Techrigr	Trackur
Danish																
Dutch																
Finnish																
Flemish																
French																
German																
Greek																
Indonesian																
Italian																
Japanese																
Korean																
Malaysian																
Norwegian																
Polish																
Portuguese																
Russian																
Spanish																
Swedish																
Taiwanese																
Thai																
Turkish																



8. Supplier Marketplace and Profiles

8.1. BLANK TEMPLATE - Company & Service Details

Company Details

Sample only, please download the full report from:



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Company Name
Product Name
Logo
URL
UK Head Office Address
Other office locations
Contact Name
Contact Telephone
Contact email
Company Proposition (Main focus of offering)
Do you have your own online reputation monitoring technology or do you use someone else's technology?
Balance between automated monitoring and human analysis (% split if possible)
Brief Company History
Extent of business in the UK
Number of UK-based Employees
Revenue for 2007 (including only online reputation / buzz monitoring)
Projected



Company Details

revenue 2008
(including only
online reputation
/ buzz
monitoring)

Projected
growth 2008 (%)

USP

What sets you
apart from
competitors?

Clients

Please provide
examples of
paying
customers /
brands

If relevant, what
agencies do you
provide with
services /
technology?

Case Study

UK Case Study
and / or
testimonials

Type of Technology / Service

Traditional
media
monitoring

Social Media
monitoring

Automated
monitoring

Human
interpretation /
qualitative
analysis

Quantitative
analysis

Historical /
retrospective
analysis

Sentiment / tone
analysis

Keyword
analysis

Influence
analysis

Research

Consulting

Agency services

Search Engine
Optimisation /
Online content
services



Company Details

Dashboard

Software
(hosted)

Software
(installed)

White label
offering

Types of online media monitored

'Traditional' /
mainstream
websites

Social networks
/ communities

Social news
sites

Forums /
discussion
boards

User-generated
content

Blogs

Tags

Images

Video

Twitter

Languages

Please provide
a general
description of
language
capabilities

Specific languages

English

Chinese

Czech

Danish

Dutch

Finnish

Flemish

French

German

Greek

Indonesian

Italian

Japanese

Korean

Malaysian

Norwegian

Polish

Portuguese

Russian



Company Details

Spanish

Swedish

Taiwanese

Thai

Turkish

Other

Dashboard Features & Functionality

Chart-based analysis

Drill-down capability

Segmentation by media type

Segmentation by topic

Segmentation by country

Other

Reporting

What type of reporting do customers receive?

Support and Account Management

What level of UK support do you provide? (e.g. 24/7 support)

Please provide details of turnaround times (e.g. for troubleshooting)

Are there any additional costs for support?

What level of account management and services do you provide and how is level of service defined?

What kind of training do you supply?

Other (Please include any other relevant Support/Account Management info)

Vertical focus

Do you have any specific



Company Details

sectors /
verticals you
specialise in?

Costs and pricing methods

Licence

Per-user model

Other (please
specify)

Additional Supporting Information

Please add any
other relevant
information

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