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SAMPLE: Online Reputation and Buzz Monitoring 2012

A Buyer's Guide

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<http://econsultancy.com/reports/online-reputation-and-buzz-monitoring-buyers-guide>

SAMPLE: Online Reputation and Buzz Monitoring 2012



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1. Introduction

This guide assesses the marketplace for reputation monitoring solutions from the perspective of the buyer. *Section 12* contains profiles of 15 companies offering reputation and buzz monitoring technology and tools.

Econsultancy's buyer's guides are the ideal starting place for anybody researching new suppliers in interactive 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)
- Ability to take on and fulfill 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 Aliya Zaidi, Econsultancy's Research Manager (aliya.zaidi@econsultancy.com). We welcome feedback.

1.1. About Econsultancy

Econsultancy is a [global independent community-based publisher](#), focused on best practice digital marketing and e-commerce, and used by over 240,000 internet professionals every month.

Our hub has 105,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate. We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking.

For the last ten years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

Econsultancy has offices in London, New York and Dubai and we are a leading provider of digital marketing training and consultancy. We are providing consultancy and custom training in the Middle East, and extensively across Europe and Asia. We trained over 3,000 marketers and ran over 200 public training courses in 2010.

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

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).



2. Executive Summary

The focus of this report is the market for online reputation and buzz monitoring technology. The report includes an analysis of market trends and challenges, as well as detailed profiles submitted by 15 leading vendors.

The report is most relevant for buyers in Europe and the US, as the vendors profiled typically serve both these markets. The report is also relevant for companies operating in other global markets, with some service providers offering technology which works across multiple languages.

The growth of the market for social listening and buzz monitoring software reflects the increasingly sophisticated approach to social media exhibited by organizations. Econsultancy research shows that more companies are beyond the experimental stage with social media and are increasingly focused on optimizing their social activity and understanding how insights from social data can feed into improvements for the business.

There is greater understanding of the benefits of social media, which means that getting senior management buy-in is less of an issue. As companies become more comfortable with the suite of tools available to them, they are far more willing to invest in reputation monitoring platforms to garner actionable insights.

There has also been a shift in consumer behavior, as there is greater expectation that companies will respond publicly on social media websites and in real-time. Therefore, companies can no longer afford to ignore the importance of social listening, which can often mitigate many of the perceived risks of engaging on social networks.

Trends within this market include:

- Increased investment in online reputation monitoring tools
- Social analytics come into focus as industry matures
- Customer service becomes public through social media
- Quest to integrate different types of data
- Lack of social media governance holds back companies

This buyer's guide contains profiles of the following 15 vendors:

Alterian, ASOMO, AT Internet, Attentio, BrandsEye, Brandwatch, Cymfony, Infegy (Social Radar), Market Sentinel, Meltwater Group, Onalytica, Radian6, Sentiment Metrics, Sysomos, Visible Technologies.

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Other related Econsultancy reports and content

Reports

State of Social 2011 report, published by Econsultancy in partnership with LBI and bigmouthmedia
<http://econsultancy.com/reports/state-of-social>

Twitter for Business Best Practice Guide
<http://econsultancy.com/reports/twitter-for-business>

How to Create Amazing Facebook Pages
<http://econsultancy.com/reports/how-to-create-amazing-facebook-pages>

Social Media Management Systems Buyer's Guide
<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>

Social Media Statistics
<http://econsultancy.com/reports/social-media-statistics>

Social Media and Online PR- Digital Marketing Template Files
<http://econsultancy.com/reports/social-media-and-online-pr-digital-marketing-template-files>

Presentations

Using social media for marketing and monetisation – A Twitter case study on Econsultancy.com
<http://econsultancy.com/reports/using-social-media-for-marketing-and-monetisation-a-twitter-case-study-on-econsultancycom>

What's the value of "social media" for retailers online?
<http://econsultancy.com/reports/whats-the-value-of-social-media-for-retailers-online>

Social Media Marketing and Monetisation
<http://econsultancy.com/reports/social-media-marketing-and-monetisation>

What's the value of email in the age of social media?
<http://econsultancy.com/reports/cheetahmail-retail-forum-2009-ashley-friedlein>

Training

Online PR and Social Media Training
<http://econsultancy.com/training/courses/online-pr>

Online Reputation Management Training
<http://econsultancy.com/training/courses/online-reputation-management>

Social Media – Advanced training
<http://econsultancy.com/training/courses/advanced-social-web-training>

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3. Market trends

Below is a summary of the key trends affecting this sector:

- More companies are beginning to invest in monitoring, measuring and analyzing the insights from social media channels.
 - In line with this trend, agencies are coming under pressure to demonstrate the return on investment from related marketing activity.
- It is becoming essential for companies to have a **distributed presence** on social networks so they can respond quickly to online conversations about their brands, products and services.

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3.1. Increased investment in online reputation monitoring tools

The level of spending in online reputation monitoring tools is steadily increasing, although companies often use a mix of paid-for and free tools.

Pam McBride, Product Marketing Manager for Sysomos, said:

“As companies and organizations become more comfortable with social media and begin to appreciate its benefits, we are seeing a greater willingness to spend budgets on monitoring tools.”

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3.2. Social analytics come into focus as industry matures

The way companies approach social media is maturing quickly. According to the State of Social Report 2011, produced by Econsultancy in partnership with LBi and bigmouthmedia, 64% of companies are now beyond the experimental stage of social media marketing.

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Voice of the expert

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Sample quote ...

Warren Sukernek, VP, Social Insight Services, Alterian

Pam McBride, Product Marketing Manager, Sysomos



3.3. Customer service becomes public through social media

Social media is evolving in response to consumer needs and the rise of the social customer. As the sector is maturing, more companies understand the necessity of responding to complaints and customer issues publicly and quickly.

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3.4. Quest to integrate different types of data

There are now a vast number of tools available which relate either directly or indirectly to social media. These fall into a number of different categories, including reputation monitoring tools, social media management systems¹, tools to measure influence, web analytics and business intelligence software.

Mergers and acquisitions in the online reputation monitoring space in 2011

- **Salesforce** acquired social media monitoring company, **Radian6**.

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¹ Econsultancy has published a separate buyer's guide covering Social Media Management Systems <http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



4. Benefits and return on investment from online reputation monitoring

According to Carol Rozzwell and Bill Gassman² at Gartner, some of the reasons and benefits of analyzing social networks include:

- Reduction in support costs

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² <http://blog.attensity.com/2011/04/03/gartner-puts-social-and-analytics-at-the-center-of-crm-trends/>



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

This section contains a 'SWOT' analysis for the reputation monitoring sector. It also serves as a summary of some of the points made above.

5.1. Strengths

- **Companies are much more aware of the benefits of listening online and buzz monitoring platforms are an essential part of the social media toolset.**

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5.2. Weaknesses

- There is no **regulatory body** for the online reputation monitoring industry, which means that companies can spring up overnight, and are not always held accountable for the claims they make.

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5.3. Opportunities

- **Social media is slowly maturing** and is becoming an established part of the marketing mix, which means there will be continued demand for tools to measure its impact.

Voice of the expert

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Mark Redgrave, Founder & CEO, OpenAmplify



5.4. Threats

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6. Costs and pricing models

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

It should be noted that some vendors also provide a basic level of their product for free.

Pricing typically depends on:

Costs and pricing models
Alterian
ASOMO
AT Internet
Attentio
BrandsEye
Brandwatch
Cymfony
Infegy (Social Radar)
Market Sentinel
Meltwater Buzz
Onalytica
Radian6
Sentiment Metrics
Sysomos
Visible Technologies

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7. Tips and pitfalls: how to find the right supplier

7.1. 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 organization 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.

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8. Establishing measurement

8.1. Step one: Checklist

Social media analytics can add value to any marketing program. In a short period of time, you can learn what consumers *really* think about you, your brand, and your industry. Despite its immense benefits, however, there are times when starting a social media monitoring program might not be the best idea. Ask yourself the following questions before getting started.

Brand						
Pontiac						

Sample keyword matrix

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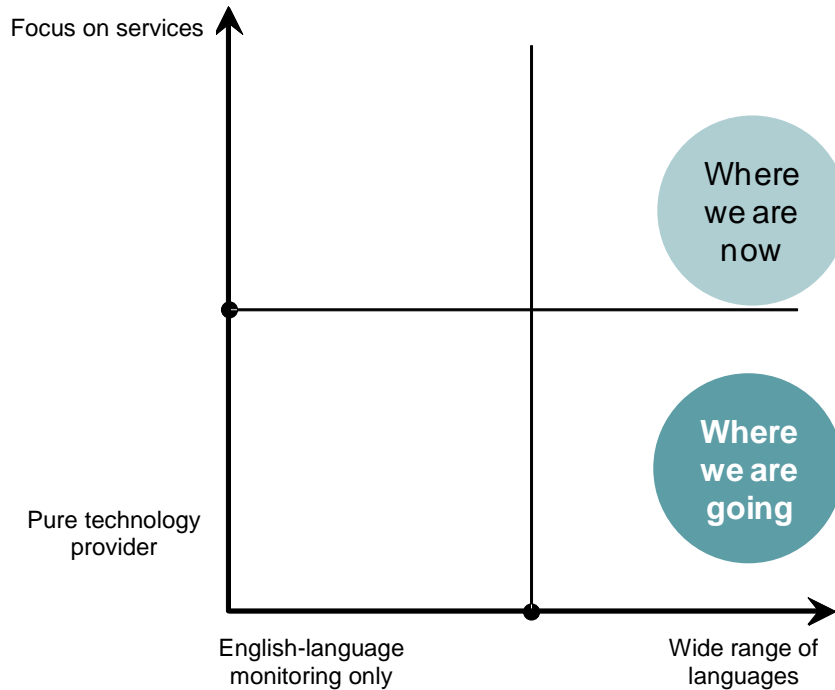


<http://econsultancy.com/reports/online-reputation-and-buzz-monitoring-buyers-guide>



9. Market Positioning Charts

9.1. Explanation for Chart 1 – Company Focus



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

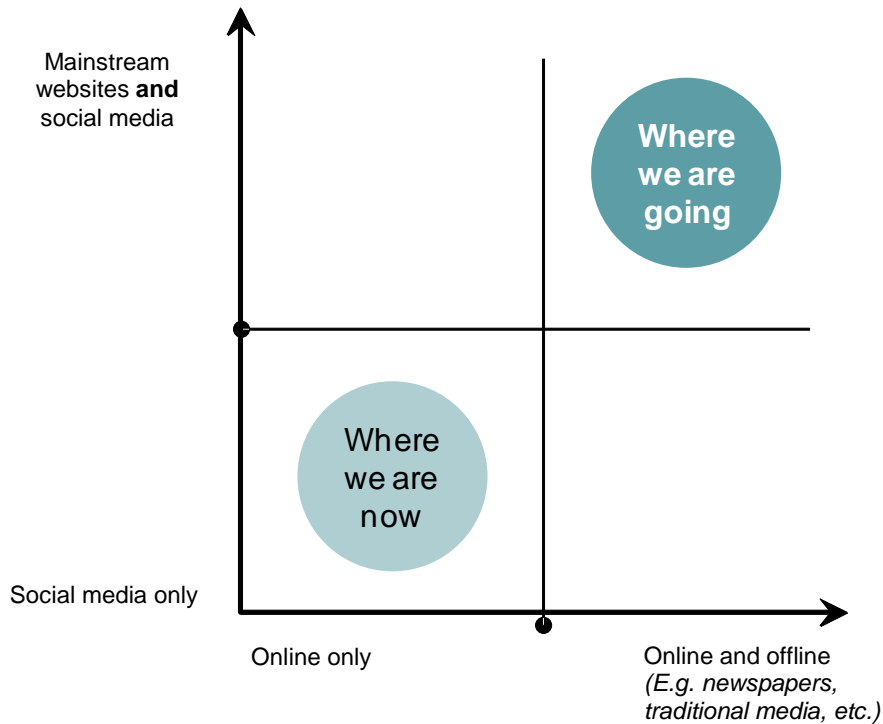
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9.2. Explanation for Chart 2 – Area of Focus



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.

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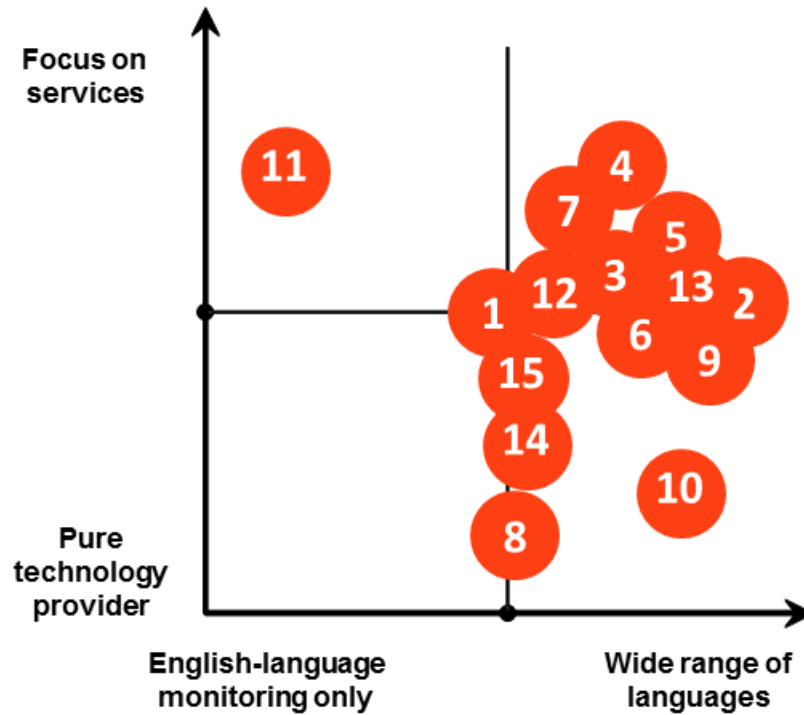


<http://econsultancy.com/reports/online-reputation-and-buzz-monitoring-buyers-guide>



10. Supplier Positioning Summary

10.1. Company focus



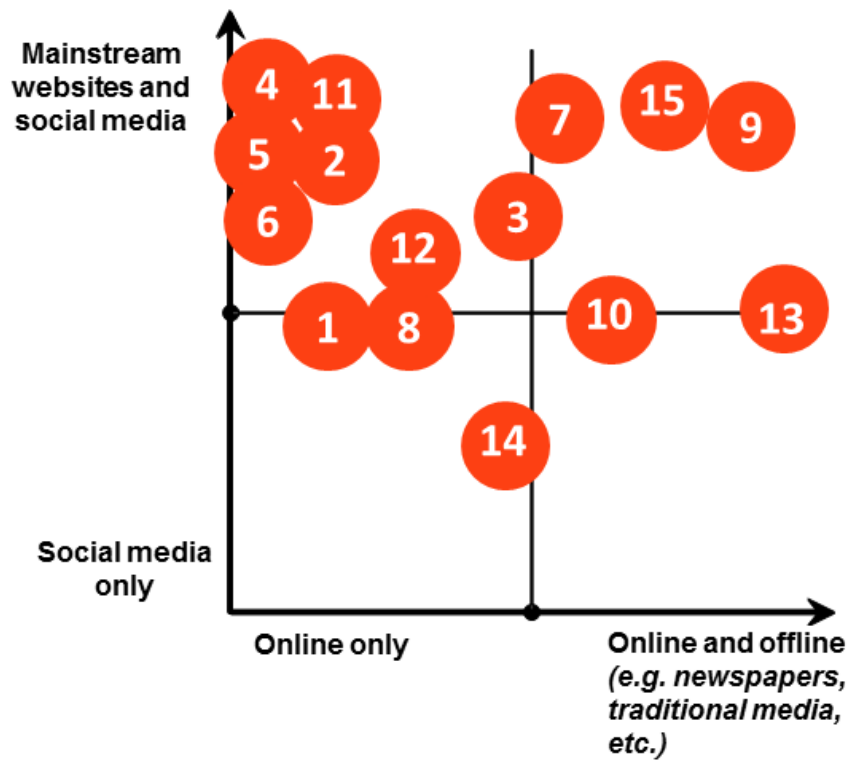
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10.2. Area of focus



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11. Supplier Matrix

An at-a-glance overview of who's doing what ...

Vendor matrix: A fast guide to services															
	Alterian	ASOMO	AT Internet	Attentio	BrandsEye	Brandwatch	Cymfony	Infegy (Social Radar)	Mark Sentinel	Meltwater Group	Onalytica	Radian6	Sentiment Metrics	Sysomos	Visible Technologies
Business model and approach															
Research	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Consulting															
Agency services															
Search Engine Optimization / Online content services															
Software (hosted)															
Software (installed)															
White label offering															
Traditional media monitoring															
Social Media monitoring															
Automated monitoring															
Human interpretation / qualitative analysis															
Quantitative analysis															
Historical / retrospective analysis															
Sentiment / tone analysis															
Keyword analysis															
Influence analysis															
Trends Analysis															
Ability to assess priority level and / or classification into workflows															
Analysis of number of in-bound links															
Proximity search															
'Traditional' / mainstream															



Vendor matrix: A fast guide to services

	Alterian	ASOMO	AT Internet	Attentio	BrandsEye	Brandwatch	Cymfony	Infegy (Social Radar)	Mark Sentinel	Meltwater Group	Onalytica	Radian6	Sentiment Metrics	Sysomos	Visible Technologies
websites															
Social networks / communities															
Social news sites															
Forums / discussion boards															
User-generated content															
Blogs															
Tags															
Images															
Video															
Twitter															
Dashboard															
Data visualization tools															
Customizable dashboard layout															
Chart-based analysis															
Drill-down capability															
Segmentation by media type															
Segmentation by topic															
Segmentation by country															
API															
Group account management															
Integration with other applications or additional software plug-ins															

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12. Supplier marketplace and profiles

12.1. SAMPLE COMPANY

SAMPLE Econsultancy

<http://econsultancy.com>

Company Proposition

Do you own proprietary online reputation monitoring technology or do you white-label someone else's technology?

Balance between automated monitoring and human analysis (% split if possible)



**UK HEAD OFFICE
ADDRESS**

OFFICE LOCATIONS

Global & Regional
Headquarters:

CONTACT

CLIENTS

SECTOR SPECIALISATION

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Company Information - SAMPLE

Brief company history

Extent of business in the EU

Number of EU-based employees

Revenue for 2010 (*including only online reputation / buzz monitoring*)

Projected revenue 2011
(*including only online reputation / buzz monitoring*)

Projected growth for 2011

How long has your company been trading?

Business model and approach

Research

Consulting

Agency services

Search Engine Optimization / Online content services

Software (hosted)

Software (installed)

White label offering

Do you have any specific sectors / verticals you specialize in?

USP

What sets you apart from your competitors?

Clients

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

Testimonials

Case study

Recent case study

Type of technology / service offered

Traditional media monitoring

Social Media monitoring



Automated monitoring	
Human interpretation / qualitative analysis	
Quantitative analysis	
Historical / retrospective analysis	
Sentiment / tone analysis <i>(If relevant, please provide detail on whether sentiment analysis is automated or requires additional human input.)</i>	
Keyword analysis	
Influence analysis	
Trends Analysis	
Ability to assess priority level and / or classification into workflows	
Analysis of number of in-bound links	
Proximity search	
Integrity, source and organization of data	
Where is the content coming from and how is it harvested?	
How is the data cleaned and prepared?	
How is the data organized or segmented?	
How is the data analyzed and how are actionable insights delivered?	
How long is the data available for?	
Does your solution use machine learning / AI / NLP (Natural Language Processing) or semantic processing? <i>(Please provide detail if applicable)</i>	
If relevant, how would you describe the accuracy of automated sentiment analysis? <i>(E.g. for what percentage of data does the platform accurately identify sentiment?)</i>	
Number of blogs and sites indexed (Size of index)	
Number or % regions covered / locations of blog	

indexed <i>(Please provide % split by geography if relevant)</i>	
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	
Other (please specify)	
Dashboard Features & Functionality	
Dashboard	
Data visualization tools	
Customizable dashboard layout	
Chart-based analysis	
Drill-down capability	
Segmentation by media type	
Segmentation by topic	
Segmentation by country	
API	
Group account management / multiuser accounts / administrator accounts	
Integration with other applications or additional software plug-ins	
Reporting and Alerts	
What type of reporting do customers receive?	
How are alerts communicated / distributed? <i>(e.g. via email, text, IM etc.)</i>	



Real-time reporting <i>(If relevant, how real-time is your data?)</i>	
What metrics does the solution use to measure online reputation?	
Support and Account Management	
What level of support do you provide? <i>(e.g. 24/7 support)</i>	
Please provide details of turnaround times <i>(e.g. for troubleshooting)</i>	
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?	
Costs and pricing methods	
Base-rate price	
Per license model	
Per-user model	
Per-keyword model	
Model based on number of searches	
Monthly fee model	
Per client model	
Pricing for training / consultancy	
Additional pricing information	
Specific languages	
Please provide a general description of language capabilities. <i>(e.g. Do you provide both monitoring and sentiment analysis in multiple languages?)</i>	
English	
Arabic	
Bengali	
Chinese -Mandarin	
Chinese - Cantonese	
Czech	
Danish	



Dutch	
Estonian	
Farsi	
Finnish	
Flemish	
French	
German	
Greek	
Hebrew	
Hindi	
Hungarian	
Indonesian	
Italian	
Japanese	
Javanese	
Korean	
Malaysian	
Norwegian	
Pashto	
Polish	
Portuguese	
Punjabi	
Romanian	
Russian	
Slovak	
Spanish	
Swedish	
Taiwanese	
Tamil	
Telugu	



Thai	
Turkish	
Ukrainian	
Urdu	
Vietnamese	
Other	
Additional supporting information	
Novel approaches or methods	
Please add any other additional supporting information	

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SAMPLE – Market Positioning Charts

Chart 1 – Type of service

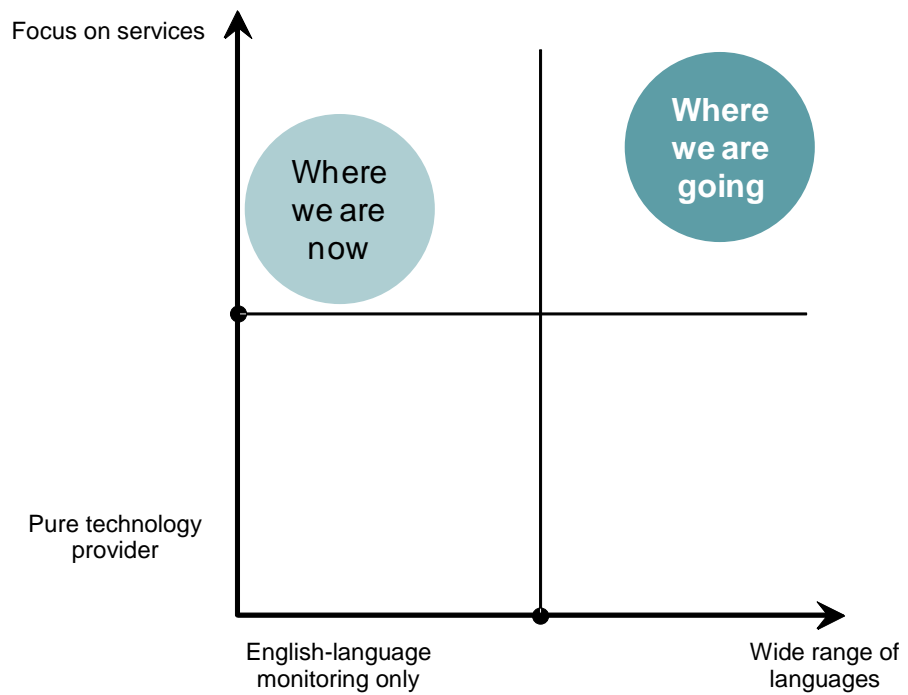


Chart 2 – Area of focus

