



## SAS® Social Media Analytics

Integrate, archive, analyze and act on online conversations

### What does SAS® Social Media Analytics do?

SAS Social Media Analytics is an on-demand offering that integrates, archives, analyzes and reports on the effects of online conversations occurring across professional, consumer-generated and social network media sites. As a result of the intelligence gleaned from this process, organizations can understand the effects online conversations are having on specific aspects of their business operations.

### Why is SAS® Social Media Analytics important?

SAS Social Media Analytics eliminates the problem of having to analyze social media data in a piecemeal and ad hoc fashion. By enabling you to link sentiment to specific business concerns at an enterprise level, it allows for in-depth monitoring and accelerated response time to shifts in the marketplace. Use it to activate and engage consumer advocates, improve service and product offerings, and continuously measure the effectiveness of your communications.

### For whom is SAS® Social Media Analytics intended?

SAS Social Media Analytics is for marketing departments or agencies that need to perform market research to uncover consumer insight so they can improve all customer touch points, including customer care, brand marketing, public and community relations, merchandising and more.

Online users are talking to each other daily – across social media sites, on public forums and within customer feedback channels. They are talking about products, services and their experiences, as well as their likes and dislikes. This virtual focus group is taking place online, and these conversations are increasing. To be successful, companies must filter the noise to focus on specific recurring themes.

SAS Social Media Analytics enables organizations to analyze deep levels of conversation detail within social media and other online channels, so you can:

- Continuously collect and archive social media conversations to understand trends.
- Predict future volumes of social media conversations and their impact on business results.
- Adjust underlying sentiment applied to source documents and the associated rules that assign sentiment to topics.
- Take action on insights using integrated routing and workflow features.

SAS Social Media Analytics is an enterprise-hosted, on-demand solution. Based on your unique business challenges and enterprise goals, SAS can provide a tailored implementation that's hosted and managed by SAS Solutions OnDemand.

### Key Benefits

- **Analyze conversation data.** SAS Social Media Analytics enhances current market research efforts by continuously monitoring online and social conversation data to identify important topics and content categories and how those topics and categories are relevant to customers in the context of their online community.
- **Identify advocates of, and threats to, reputation and brand.** By analyzing professionally generated media (e.g., news articles) and consumer-generated media (e.g., blogs), the solution serves as an early-warning system to identify influencers (good or bad) on your corporate reputation, organization and brand.
- **Quantify interaction among traditional media and campaigns, and social media activity.** By analyzing online and social media sources, marketers can understand how to reach consumers through improved behavioral targeting, media buying and planning.
- **Establish a platform for social CRM strategy.** By merging market data (from blogs and other social media sources) and customer data (surveys or Web forms), market research professionals can validate then act upon a consumer need or sentiment shared across a customer base or market.

### Solution Overview

SAS Social Media Analytics lets you listen to and monitor details of conversations about your products and services that are taking place on social media and online channels – ranging from Twitter to customer transcripts residing on internal CRM systems.



By continuously accumulating and archiving these conversations, you can understand trends and predict future conversation volumes to determine how they will affect business results. Use the solution to adjust the sentiment applied to underlying source documents and associated rules, and take action on the insights you gain, using integrated routing and workflow features.

### Treat customers' conversations as an information asset

Companies track and archive what customers do in their businesses through sales data, yet they often have no capture or archival strategy for analyzing and retaining what those customers think of the business. SAS provides turnkey capabilities for collecting, integrating and storing online conversations and customer transcripts from internal CRM systems to allow for deeper and more holistic insights into what is being said about your products and services.

By integrating what is being said externally with your own customer transcripts, SAS Social Media Analytics allows you to validate customer feedback with market perception. Due to the ever-increasing number of online and social media sources that relate to your market, it's crucial to keep this data long enough to spot trends and change analysis over time. By keeping a steadily populated repository of conversations, you can be prepared to analyze customer feedback with sufficient frequency and depth.

### Understand the sentiment of conversations linked to specific issues

Understanding the Web traffic generated by specific social media activities – or assessing the tone of references to a specific brand or product – doesn't go far enough in helping you develop insights that drive action. To begin understanding the issues, sources and trends specific to your business, you

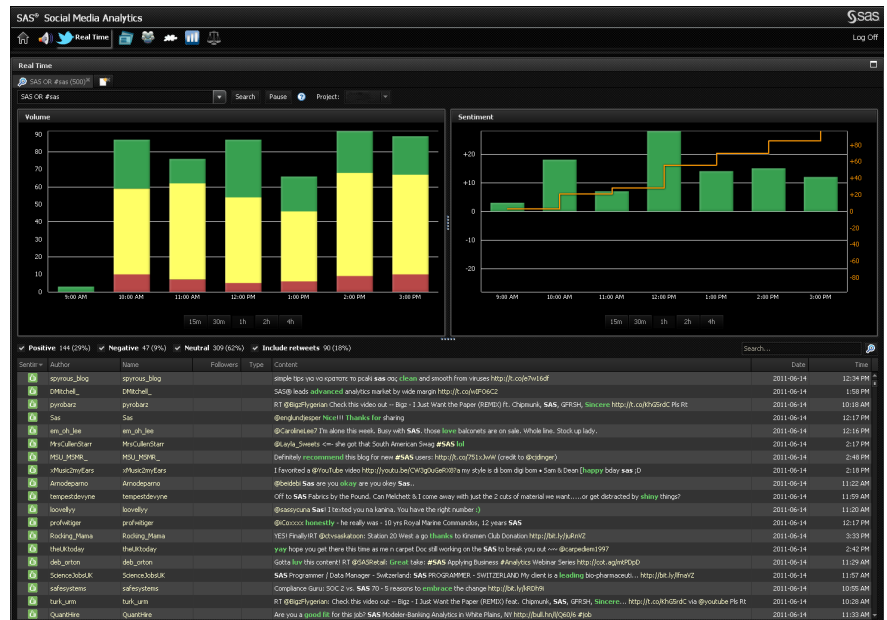


Figure 1: Use the real-time Twitter application to define ad hoc queries and retrieve relevant Twitter results, scored for sentiment and aggregated in real-time – valuable for tracking promotions, events or emerging issues.

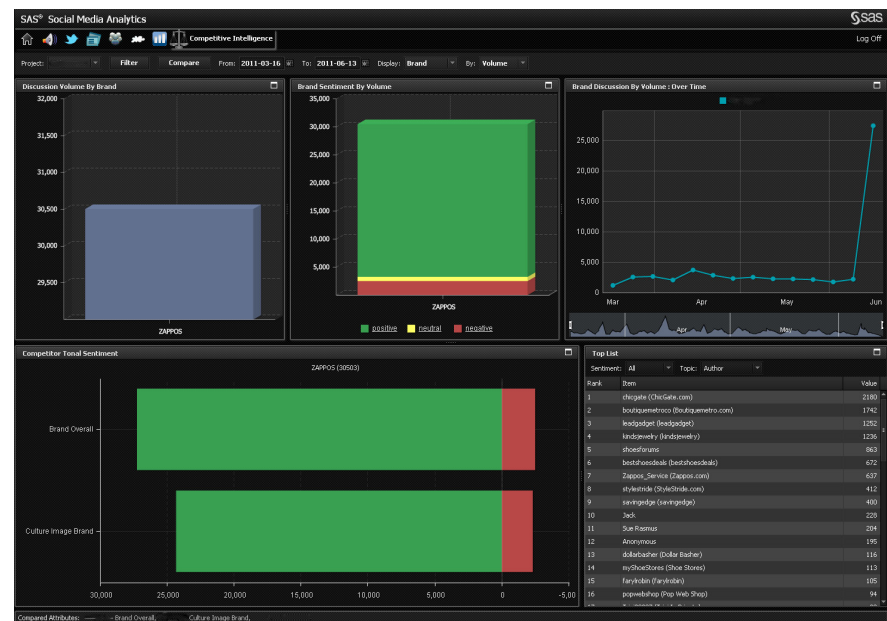


Figure 2: The competitive intelligence view shows volume and sentiment of discussion via KPI for competitive brands, so you can analyze discussions by media source as well as by business driver or product feature.

must be able to select which topics, media sources and key conversations to analyze, and then choose how to classify them.

In the past, the level of detail collected from online conversations was insufficient to guide important decisions. It was also difficult to accurately determine topics that were important to consumers and perceptions that were associated with a particular brand or product.

Unable to link conversations to products, companies could not quantify the impact of online content on overall business performance. SAS Social Media Analytics provides that critical link.

### **Gain transparency and steadily improve understanding of conversations**

Many social or sentiment analysis providers do not provide open access to the systems that determine sentiment. This inability to drill down hinders market research analysts in their quest to ensure data quality and accurate results. Specifically designed for analysts, SAS Social Media Analytics provides a workbench that lets analysts review how source documents are scored – and override sentiment in cases where slang or colloquialisms are not adequately captured.

### **Navigate conversations through reports**

Even the best data analysis is worthless if it doesn't reach decision makers on time, or in a manner that is easily understood. SAS Social Media Analytics has prepackaged modules designed for the most frequent issues related to online and social media data – brand and market tracking, reputation and threat tracking, online media analysis and customer feedback. So you can avert escalating issues, mitigate critics, classify market feedback across multiple dimensions of your business and quickly identify opportunities to engage with advocates for your brand.

## **Key Features**

### **Data Integration and Storage**

- Captures online conversations from popular social networking sites like Facebook, MySpace and Twitter.
- Gathers customer reviews from thousands of review sites like epinions.com, cnet.com and tripadvisor.com.
- Identifies and integrates influential blog postings.
- Sources conversations both externally and via internal CRM systems, including salesforce.com.
- Continuously captures and retains more than two years of conversation history.

### **Data and text mining**

- Tailors topic classification.
- Customizes business rules specific to your company.
- Applies sentiment to topics within a hierarchy specific to your goals.
- Continuously improves the accuracy of tone identification by deploying both a statistically derived and business rules-driven sentiment scheme.
- Includes industry-specific sentiment taxonomy engines for: online retail (English), hospitality and gaming (English), multichannel retail (English), telecommunications (English), retail banking (English), automotive (English, Japanese).
- Offers an industry-specific market-level database for a retail shopping experience (in an English-only database with a 12-month rolling sample of online conversations). It covers:
  - What shoppers love and hate about shopping.
  - Why shoppers shop.
  - How and why shoppers select their retailers.

### **Media analyst workbench**

- Searches source documents for verbatim comments that are the basis of analysis.
- Interprets how sentiment was applied to each document.
- Identifies each concept and the sentiment associated with that concept.
- Adjusts sentiment manually at the source document level.
- Provides robust query and reporting capabilities to further analyze a document repository.
- Includes reporting options for phrase clouds.
- Provides sentiment and content categorization views in the document viewer.

### **Media intelligence portal**

- Provides dashboard-driven insights that quickly show how core business concepts are performing.
- Enables a quick view of year-over-year comparisons of sentiment against specific business objectives.
- Drills into daily data to understand if a significant event is having an inordinate impact.
- Shows verbatim comments to get context behind positive or negative sentiment.
- Shows media sources to understand where advocates and critics tend to congregate.
- Shows the influence of specific sources of commentary in the blog and microblog space.
- Provides an ad hoc social Web search module.
- Exports to Excel, CSV and GIF.
- Enhances user and password account management.
- Delivers new keyword reporting (migrating some workbench functions to the media portal).
- Offers social scorecards.
- Embeds time-series forecasting in social trends.

*continued on next page*

## Key Features (continued)

- Provides competitive intelligence comparison reporting.
- Includes an author hub.
- Permits custom hierarchies.

### Conversation center

- Leverages SAS Analytics so you can interact and engage with consumers in social media conversations.
- Integrates with Twitter, and includes a comprehensive tweet timeline.
- Scores initial messages for sentiment and influence.
- Provides case management.
- Offers a complete consumer profile.
- Has views for filter and search, summary and detail.
- Lets you view cases using rapid search/filtering and graphical methods.
- Prioritizes messages according to sentiment and influence (not just keywords).
- Includes author channel information.
- Ties customer data to your CRM system.
- Stores the entire case history in a common data model.

### Social media analytics mobile interfaces

- Includes an iPad briefing book application with:
  - Sentiment reports.
  - Top five sites by volume.
  - Top five influencers.
  - Topic pairs.
  - Social trends.
- Has a real-time Twitter application.

### Multilingual support

- Supports Arabic, Chinese (both Simplified and Traditional), Czech, Danish, Dutch, English (US/UK), Farsi, Finnish, French (French/Canadian), German (New/Old), Greek, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese (Portugal/Brazil), Romanian, Russian, Slovak, Spanish, Swedish, Thai, Turkish and Vietnamese.

## Technical Requirements

### Supported Web Browsers

- Internet Explorer 8 on Windows XP Pro and Windows Vista, Windows 7
- Firefox 3.0 on Windows XP Pro, Windows Vista, Windows 7 and Linux for x86 (SuSE and RHEL)

### SAS® Solutions OnDemand

- SAS Solutions OnDemand offers various options in software-as-a-service (SaaS) and enterprise hosting solutions. Whatever your deployment timelines, staff involvement and business requirements, these managed service solutions will help you stay invested and competitive.