

Brandtix Scores an Analytics Goal



Company

Brandtix

Industry

Sports Technology

Products and Services

Brandtix Sports Index Platform (SIP)

Products and Features Used

Semantria API, Sentiment Analysis, Entity Extraction

Website

brandtix.com

Social

@BrandtixSports

Objective

The Brandtix platform enables players, agents, teams, fans, and other stakeholders in competitive athletics to gain the advantage based on real-time and aggregated brand data. Brandtix gathers information from leading sporting data providers and social media platforms, communicating actionable insights into brand performance of the world's athletes and teams. With global revenues for soccer alone exceeding \$22 billion annually, the stakes are huge.

But without powerful sentiment analysis and entity extraction tools to analyze this information, there can be no insights. What's more, the world of sports talk is full of colloquialisms and alternative meanings. For example, the sentences "Ronaldo is sick!" and "Messi killed that defender." obviously don't refer to Cristiano's physical health or serve as an accusation of homicide. These inconsistencies in language can confuse lesser text analytics solutions, so Brandtix turned to Lexalytics for an analytics engine that can decode the jargon-filled language of competitive sports.

Solution

Together, Lexalytics' Semantria API and Brandtix's proprietary algorithms form the Index Social Sentiment Intelligence Engine, the backbone of the Brandtix Sports Index Platform. By our powers combined, Lexalytics and Brandtix are uniquely capable of detecting fan vernacular across 19 languages and accurately translating it as positive or negative depending on the context of each mention.

Lexalytics also helps Brandtix separate brands from stadiums that share their name. Semantria's flexibility makes it easy to train the API to, for instance, tell the difference between Emirates the airline and Emirates the stadium in London. This capability is especially useful to franchise owners and player agents, who can pick out specific mentions from general chatter about their brand or team and address PR problems before they get out of hand.

1 month

Integration time

500,000+

Documents processed per day

"We chose Lexalytics over its competitors thanks to the mix of service, price, ease of use, and language packs. Further, Lexalytics counts extraction and sentiment analysis as one action. The other solutions we looked at bill extraction and sentiment separately, charging double the volume and double the price. So, choosing Lexalytics was easy."

Shahar Fogel

VP Product at Brandtix

