

# Falcon.io uses Semantria to power their social media monitoring platform



## Company

Falcon.io

## Industry

Social Media Monitoring

## Products and Services

Social Media Listening, Content Creation and Distribution, Workflow Management, Social Analytics, and more

## Website

[www.falcon.io](http://www.falcon.io)

## Social

@falconIO

## Objective

Falcon.io is a SaaS platform for social media marketing in medium to enterprise level companies. The platform combines social media listening and engaging on a single dashboard, which allows their clients to draw insights and proactively engage customers.

## Solution

'Listen' and 'Engage' are key sections of the Falcon platform. With Listen, they integrated Semantria to enable clients to draw genuine insights from millions of potential sources and proactively engage customers. While in Engage, Semantria lets platform users prioritize incoming comments by sentiment, and address them in an optimal order and manner. Lexalytics was chosen for its reliability, accuracy, customizability, scalability (volume), and ease-of-use.

The Falcon.io team also needed technologies for NLP and sentiment analysis, as sentiment was the key thing missing to provide their clients with insights. It's a major KPI for Falcon.io to maintain and gain clients, and Lexalytics had it right out of the box, which enabled them to go quick to market and innovate faster.

## Products Used

- Semantria API
- Languages: English, French, German, Spanish, Portuguese, Italian, Mandarin.
- Sentiment analysis

## 1 month

Integration time

## 2 million

Documents processed per day

**"Lexalytics onboards people really well, so it was like gaining a partner rather than becoming a client."**

**Dennis Green-Leiber**

Head of Innovation & Partnerships.

