

It's PR, Not ER. Lexalytics Takes Away the Pain of Text Analytics for TrendKite



Company

TrendKite

Industry

Public Relations

Products and Services

custom dashboards,
PR impact measurement,
media monitoring,
PR reports

Website

trendkite.com

Social

@TrendKite

Objective

PR professionals and organizations around the world rely on TrendKite's sophisticated platform to measure PR's brand, marketing and bottom-line impact. It is critical that they deliver a timely and accurate data picture to measure the effectiveness of their customer's media coverage in a quantifiable way. In order for TrendKite to analyze their customers' media relations programs and determine their effectiveness, they need to efficiently characterize content, including text, in a way that can be easily aggregated.

Solution

TrendKite uses the Semantria API to help create custom dashboards that provide an article-by-article understanding of who and what is being discussed (entity extraction) and the tone surrounding those conversations (sentiment analysis). Semantria's fast and powerful text analytics technologies coupled with TrendKite's technology deliver deeper insights to determine whether a customer's PR efforts are yielding desired returns. These revelations include insights into:

- Sentiment (positive, negative, or neutral)
- Readership
- Volume of coverage
- Social engagement
- Message consistency
- Perception
- Competitive intelligence
- Overall PR performance

And with Lexalytics' industry-leading language support (22 languages and counting), TrendKite's multinational clients can leverage the technology across any geographical region.

Thousands of users

Millions of documents
processed per day

"One of the things we love about Lexalytics is that we can easily use the Semantria API and make it compatible with our own machine learning technologies to gain some really amazing insights for our clients. And Lexalytics keeps moving and improving their product, dovetailing with our own volume of 10-20 launches of code every week, helping us maintain our competitive advantage."

John De Oliveira

VP of Product

