Lexalytics
For Social Media

Data Sheet

LEXALYTICS
Read ● Between The Lines

The Opportunity
Social media is ubiquitous and huge. On average, users send 350,000 tweets[1] and post 293,000 Facebook updates[2] every minute; TripAdvisor hosts over 350 million reviews[3]; China-based Weibo hosts more than 120 million daily active users[4]. All of this content constitutes a rich seam of consumer insight just waiting to be mined.

The Problem
This huge volume of content is worthless if you can't analyze it. But when was the last time you read a grammatically correct tweet? Social media posts are usually riddled with spelling errors and laden with abbreviations, acronyms, and emoticons. This "natural language" rarely follows the conventional rules of grammar, and computers struggle to interpret social content.

Why Lexalytics
In a word, experience. Lexalytics was first-to-market with a sentiment analysis solution back in 2004. We've spent more than a decade refining and innovating our core solutions, and have been working on the "social content problem" for over six years. Our solutions are the best you can get for deriving actionable insights from mountains of social data.

Our Solutions
Lexalytics offers state-of-the-art cloud and on premise text and sentiment analysis technologies that transform customers' thoughts and conversations into actionable insights. We engage a number of sophisticated text analytics systems that aim to answer three broad questions:

- Who is talking?
- Who and what are they discussing?
- What are they saying and how do they feel?

Those first two questions are all about named entity extraction, pulling proper nouns from text and determining their role in the social media content you provide. The third question involves sentiment analysis, to determine whether those named entities are being referred to positively, negatively, or neutrally.

But we don't stop there: we'll also tell you the context of each entity mention, and even figure out the intention expressed by customers and reviewers. Lexalytics provides all the information you need to fish actionable business insights from the social media ocean.

Still not convinced? Here's four more reasons why we're the best at analyzing social media content:
- **Emoticons** – Lexalytics was first to understand emoticons and their associated sentiment. We can tell the difference between :(and :P, and that will make you :D.
- **Acronyms** – WTF does LOL mean to a computer? Lexalytics has the largest collection of acronyms. We know and analyze them all.
- **Emoji** – Emoji are tiny graphics (smiley faces, food, and so on). We're the only company that can analyze sentiment of emoji and categorize them based on type (pizza = food, soccer ball = sports, etc.)
- **Hashtags (#)** – It's important to understand the role of the hashtag, especially when analyzing Twitter content. Lexalytics is the only company that can expand hashtags into separate words to extract entities and understand sentiment (#ilovelexalytics = "I love Lexalytics").

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320 Congress St
Boston, MA 02210

General Inquiries
1-800-377-8036

Sales
sales @lexalytics.com
1-800-377-8036 x1

International
1-617-249-1049