Brandtix and Lexalytics deliver the first real-time sports index

INCONSISTENT SOCIAL DATA PLAYS FOUL WITH BRANDTIX

Brandtix delivers actionable insights into the brand performance of the world’s top athletes and teams. To do this, they gather information from leading sporting data providers and social media platforms. Brandtix needed a powerful NLP platform to analyze this data. But sports talk is full of colloquialisms and double meanings. The sentences “Ronaldo is sick!” and “Messi killed that defender,” for example, clearly don’t refer to Cristiano’s physical health or accuse Lionel of homicide. Brandtix turned to Lexalytics for an analytics engine that could decode the jargon-filled language of competitive sports.

1-MONTH INTEGRATION TIME; 500,000 DOCUMENTS PROCESSED A DAY

Together, Lexalytics’ Semantria API and Brandtix’s proprietary algorithms form the backbone of the Brandtix Sports Index Platform. The Index Social Sentiment Intelligence Engine understands fan vernacular across 19 languages and accurately translates it as positive or negative based on context. 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.

Figure 1 | Brandtix Comprehensive Player Stats draw on Lexalytics Semantria API