Lexalytics for Social Media Listening

Understand social data like never before.

Social media is a goldmine of consumer stories and opinion data. But social posts are usually riddled with spelling errors and laden with abbreviations, acronyms, and emoticons. The sheer volume poses a problem, too. Many social media monitoring companies struggle to scale to meet their customers’ demands, while data analysts waste valuable hours parsing mountains of social data by hand.

Lexalytics uses natural language processing (NLP) and machine learning to help data analysts and technology companies around the world get more value from social data. Technology companies integrate our NLP APIs into their social listening products, while data analyst teams use our analytics platform to tell stories of consumer conversations and sentiment surrounding products, brands, people and services.

Figure 1 | Sentiment-colored word cloud data visualization of hotel customer reviews from social media

Lexalytics Social Content Analytics

FOR SOCIAL MEDIA MONITORING COMPANIES

Add our text analytics and NLP into your platform or application. Deliver better insights to your own customers, including multi-layered sentiment analysis and customizable named entity recognition. Deploy in stable, scalable infrastructure: public, private or hybrid cloud. Utilize our pre-built industry configurations, 24 supported languages and full-service support.

FOR DATA ANALYSTS

Upload, process and analyze mountains of social data in one platform. Tune and configure to track specific products, brands, and people, no coding or engineering experience required. See what people are talking about, how they feel and why they feel that way. Tell stories of social sentiment and conversations, in the moment and trending over time.
**Why Lexalytics for Social Listening?**

**POWER**
Lexalytics extracts more data from each document than any other provider: topics, categories, themes, entities, intentions and summaries, all with multi-layered sentiment scores.

**COST**
Compared with open source and traditional social analytics, our solutions require less technical expertise, have more and stronger NLP features, scale more efficiently and come with full support and services.

**CONFIGURABILITY**
Use our graphical configuration tools to define custom entities, create query topics, build category taxonomies and more. Or use our pre-built Industry Packs for instant improvements.

**SECURITY**
More data is falling under regulatory review and privacy requirements. You can deploy your Lexalytics solution within any combination of private, public and hybrid cloud infrastructure. We'll help you meet your legal obligations to keep your data safe and secure.

**INDUSTRY PACKS: SOCIAL MEDIA MONITORING**
Pre-built configuration sets for Lexalytics NLP solutions. 10% or greater increase in accuracy and precision for sentiment, topics and entities, with minimal labor. Available for the hospitality, food service, airline, retail and healthcare industries.

[lexalytics.com/technology/industry-packs]

_Figure 2_ | Sentiment graph visualization of airline customer social media comments