

HOTEL SOCIAL MEDIA



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

# Lexalytics for Social Media Monitoring

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.

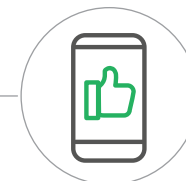
Lexalytics uses **natural language processing (NLP) and machine learning** to help data analysts and technology companies around the world get more value from social data. Technology companies integrate our NLP APIs into their social listening products, while data analyst teams use our analytics platform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

Microsoft

« Lexalytics is the only vendor that offers the flexibility required to support our complex product line. We're working closely with them to push the bounds of what can be accomplished with social data. »

— Csaba Dancshazy,  
Senior Market Research  
Manager, Microsoft

## Social Media Monitoring Analytics

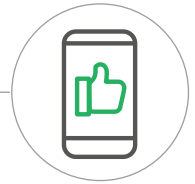


### FOR SOCIAL MEDIA MONITORING COMPANIES

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 assigns sentiment scores to every topic, theme, entity and category we extract. And you can easily tune every feature to your industry's language.

### COST

Manual social data analysis wastes valuable hours for limited insights. Our platform lets you handle more data, with up to 90% less manual labor, while getting far more value out of your data.

### SUPPORT

We custom-fit our solutions to meet your analysis, scalability and privacy needs. We can help you build topic taxonomies, configure our sentiment models, train custom machine learning models for ambiguous words, and more.

### SECURITY

More data is falling under regulatory review and privacy requirements. You can deploy your Lexalytics solution within public cloud, on-premise private cloud or hybrid infrastructure. We'll help you meet your legal obligation 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](http://lexalytics.com/technology/industry-packs)

#### AIRLINE SOCIAL MEDIA

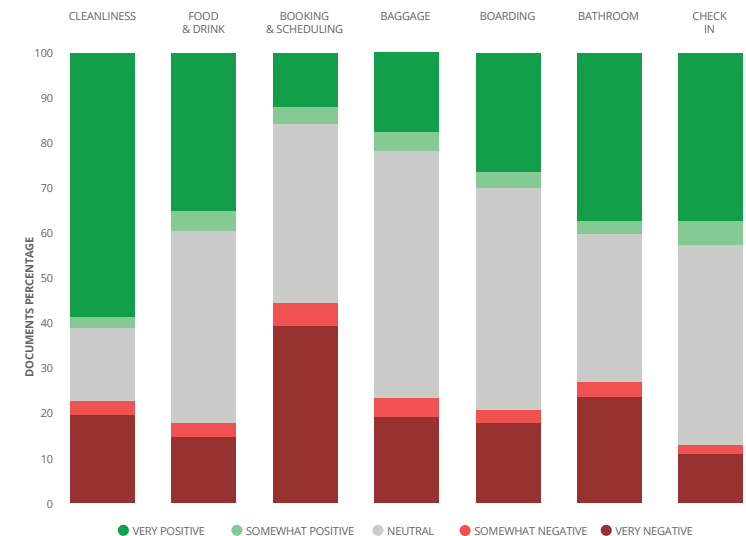


Figure 2 | Sentiment graph visualization of airline customer social media comments

**FALCON.IO**  
CASE STUDY  
FALCON.IO uses Semantria to power their social media monitoring platform

**Microsoft**  
CASE STUDY  
MICROSOFT tracks 1,000+ products and brands in mountains of social data