evolve24 turned to Lexalytics to unlock growth

BEST-IN-CLASS TOOLSETS, 24 HOURS A DAY

evolve24 is a big data analytics firm that combines myriad data sources to help companies create strategic direction. Their platform helps companies predict which products customers will accept and adopt while avoiding risk. In order to process information and provide market intelligence in real-time, evolve24 can only employ best-in-class toolsets with the lowest possible latency and downtime.

2 MONTHS INTEGRATION TIME; 4.5 MILLION DOCUMENTS PROCESSED PER DAY

Lexalytics’ Salience text analytics is a key tool in the evolve24 solution suite. Salience’s low-latency, processing 5 or more tweets every second, expedites evolve24’s time-to-value for their customers. evolve24 also turned to Lexalytics for the scale and flexibility they need to deal with large, complex streaming datasets. Salience’s power and customizability gives evolve24 the ability to keep up with increasing volumes and types of data, while helping them maintain high standards of consistency and measurement comparability across a range of text data sources.

“"The Lexalytics Salience text analytics engine is a key tool for us in conjunction with our proprietary emotion metric; this next evolution of functionality promises an even more comprehensive look into the conversations our customers’ customers are having."

— Noah Krusell
VP of Product Development, evolve24

evolve24

COMPANY: evolve24
FOUNDED: 2004
EMPLOYEES: 51
INDUSTRY: Social Media Monitoring
REVENUE: $100 Million
MISSION: evolve24 combines data science and decision science to provide trend prediction services which clients can use to make better decisions
WEBSITE: www.evolve24.com