

evolve24 solves its human coder bias problem with Lexalytics



Company

Evolve24

Industry

Social Media Monitoring

Products and Services

Reputation management, network influence, predictive analytics, big data analysis, and more

Website

www.evolve24.com

Social

@evolve24

Objective

evolve24 is a big data analytics firm that combines myriad data to create strategic direction for Fortune companies. In order to process information and provide intelligence to market in real-time, evolve24 needs to employ best-in-class toolsets with zero downtime.

Solution

Lexalytics is one of the tools in a combination of solutions that helps evolve24 expedite time-to-value for its customers. evolve24 uses Lexalytics because the solution offers the scale and flexibility they need to deal with large, complex, streaming datasets.

Lexalytics solves the universal problem of human coder bias and inconsistency. It also gives them the ability to keep up with the increasing amounts, and kinds, of data, and enables them to maintain consistent and comparable measurement across data types.

Products and Features Used

- Salience On Premise, Semantria API, Semantria Excel Add•In.
- Sentiment at the document and entity level.
- Entity extraction of people, organizations, places, events, quotes, employment and relationships
- Intentions
- Profile Customization per client.

2 months

Integration time

4.5 million

Documents processed per day

