



25trends SMART V4

# How much do you know about your customers on Social Media ?

## What is 25trends SMART

**SMART** is the first fully-automated Arabic Social Media Analytics service for companies and entities in the region, SMART analyzes your data on social media channels ( Facebook, Twitter, Instagram & Google+ ) as well as your competitors and provides lots of statistics, charts and insights

## How it works

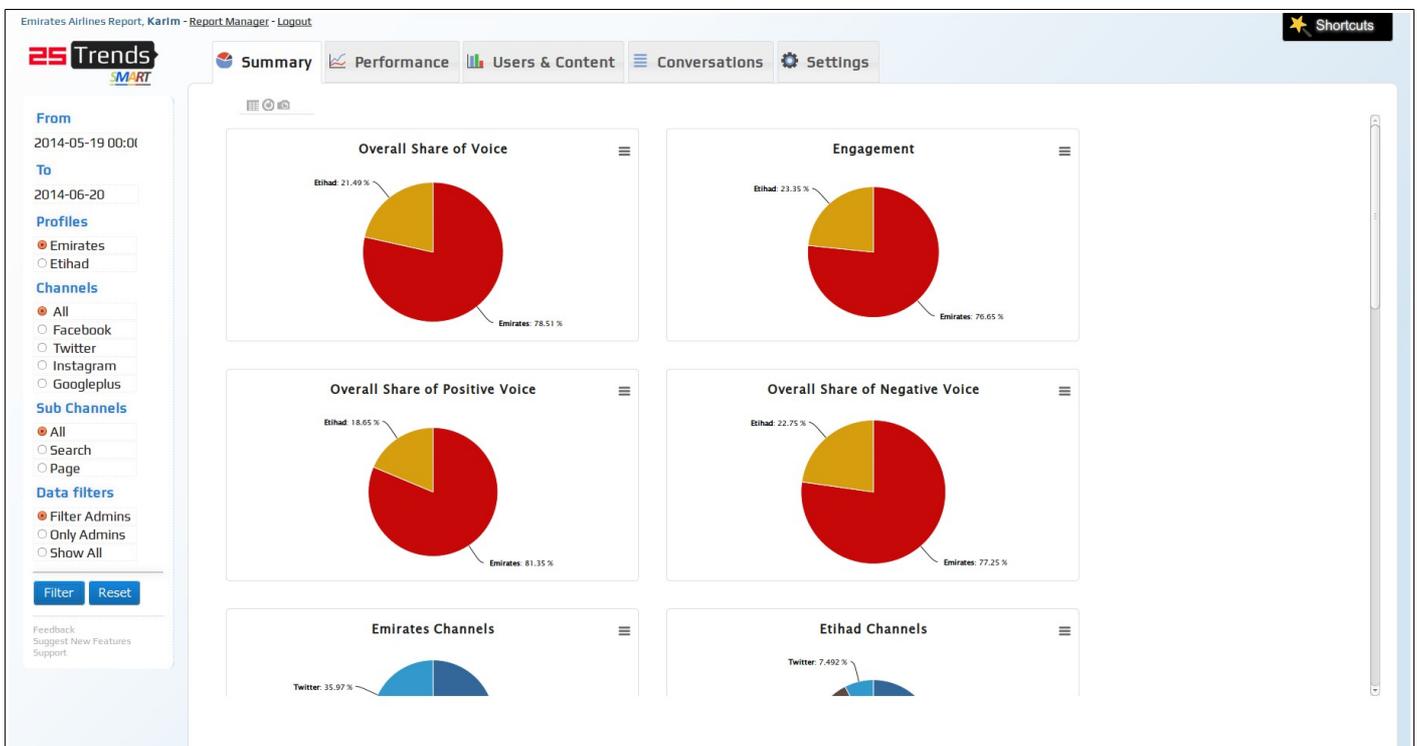
SMART automatically gathers all conversations relevant to your company from Social Media sources, analyze and aggregates data, and provides you with lots of charts and insights about your business performance on Social Media

Data is updated every 15,30,60 or 120 minutes, and the report is accessible online 24x7



# How is it beneficial to your company

- ✓ You will get instant feedback on your brand/services by analyzing user conversations happening on your Social Media channels
- ✓ Competitive analysis, full comparison between your company and other chosen companies
- ✓ Track & Measure your marketing campaigns
- ✓ Know more about your clients interests & feedback
- ✓ Know the percentage of positivity/negativity in user conversations
- ✓ Know your top fans, in terms of Engagement & Influence
- ✓ Know users demographics
- ✓ Know which of your Facebook Page posts has more Reach and got better Feedback from users
- ✓ Get alerts when an important user (influencer) mentions your brand
- ✓ Do Market Research and take decisions based on real data in a timely manner
- ✓ Your team will be able to do More in less time



# Features

- 24x7 Data Collection & Monitoring
- Share of Voice
- Engagement Analysis
- Competition Analysis
- Automated Sentiment Analysis
- Influencers & Top Users
- Klout Integration
- Trending Topics & Tags
- Top Languages, Links & Sources
- Brand Products Analysis
- User Profiling, Classification and Demographics
- Language detection
- Channels breakdown
- Context Extraction
- History of user conversations
- Search capability
- Facebook Post Analysis and Classification
- Facebook Page performance tracking (Likes, Talking about, Daily likes)
- Twitter performance tracking (Followers, New followers)
- Instagram performance tracking (Followers, New followers)
- Google+ performance tracking (Followers, New followers, Plusones, New Plusones)
- Retweets Analysis
- Keyword Profiling
- Drill-down, Filtering & Sorting
- Email alerts
- Users & Words Excludes
- CSV, HTML & PDF Export
- Screenshots & Tabular views
- Archiving capability

For more information, please visit  
<http://25trends.me/business/smart/>



<http://25trends.me>

Business Service

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Public services

<http://facebook.25trends.me>

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Reports

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