

IN-REAL TIME MONITORING FOR FAST DECISIONS

THE CHALLENGE

Fast decisions needed

In the turbulent Coronavirus times, business needs to take critical decisions very fast. Right now it is essential for brands to stay close to their audience. But how to analyse the millions of conversations surrounding your brands?

OUR SOLUTION

Tracking Program

Powered by leading social listening platform Synthesio and Ipsos data Science, our tracking solutions offer to rapidly understand what is happening, to decide what to do for your brands NOW – enabling you to move forward with speed, agility, and confidence.

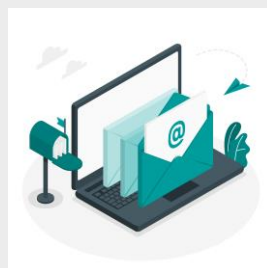
24/7 Platform Access

- World's largest data coverage
- 80 languages covered, 190+ countries
- Almost 1bn mentions on Coronavirus in 30 days
- Always-on monitoring of your brand's/categories global and local reach
- Interactive customized interface
- Unique advanced Signals automatically highlights the key social trends and insights



Weekly Briefing

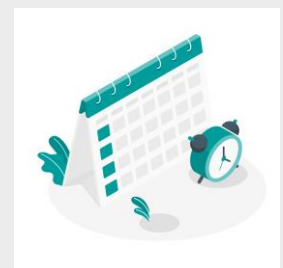
- Reader-friendly 5 pages
- briefing on the week conversations
- Bottom-up Topic Modelling on conversations related to Coronavirus to identify emerging topics & related emotions (syndicated)
- Focus on tracked (s), topic(s) in your category and reading on brands if available
- Recommendations on Reputation/Customer experience management/Brand content triggers



Daily snapshot&alerts

FREE PLUG-IN

- Automated daily report including volume of conversations, engagement
- Automated alerts: email alerts triggered once defined established thresholds are surpassed on key relevant indicators like volume, sentiment, emojis, key themes, media.





INDICATIVE PRICING TO BE ADAPTED BY MARKETS

Full Program: 22,500 Euro



24/7

Platform Access
4,500 € for 3 months
including set-up and
alerts.

*Access only. Editable
dashboards pricing
available on-demand.
Up to 5 countries*



Weekly

Briefing
14,500 €
per country

*Includes 4-weeks/
waves analysis for
one country/one
brand/one topic*



Daily

**Alerts + weekly
briefing**
18,000 €
per country

*Includes 4-weeks/
waves analysis for
one country/one
brand/one topic*

CONTACT US



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