一分鐘了解 Ipsos 輿情分析工具 Synthesio

文 | Ipsos

輿情成為消費者採購的重要決策依據：

在社群網路發達的時代，口碑行銷的效力不減反增，大部分的使用者，會先在網路上，查詢其他消費者的評價與推薦，再進行重大採購。不管是產品規格、技術原理、KOL 推薦、價格比較等資訊，都對消費者採購決策產生重大影響。因此，對企業來說，觀測網路輿情發展、掌握消費者的評價，成為企業在進行產品研發、通路行銷的重要課題。

企業自主建立輿情系統需耗費大量成本：

企業已經意識到輿情的重要性，然而，對多數企業來說，掌握輿情卻需要耗費大量的資源。企業自主建立輿情系統，當網頁改版，或網站隱私政策改變，爬蟲也需要進行調整，才能順利將資料下載，因此，維持爬蟲長期的可用性，將耗費企業不少軟體人力資源。

而資料下載回來後，由於輿情資料乃非結構化資料，可能包含不同長度的文字、圖片、影音等內容，且網路輿情是隨時在發生，資料累積的速度非常快，當累積海量資料後，企業也相對需要花費大量預算在運算資源與儲存資源的採購。對企業來說支出與收益是否能平衡，將會是是否能夠自主投入輿情系統的一大考量題。

Social Listening as a Service 大幅降低輿情蒐集的困難度：

因此，當企業面臨蒐集輿情的需求，與輿情系統成本過高的兩難時，便可考量專業 Social Listening as a Service 服務。IPSOS 因此併購全球知名的輿情分析公司 Synthesio。

Synthesio 具有高度的資料覆蓋性，資料蒐集涵蓋 195 個國家，80 多種語言，6 億多個網站。且提供利用人工智慧(AI)技術，進行快速儀表板設置、追蹤影響品牌的媒體及 KOL、進行市場趨勢分析。因此，Synthesio 也被知名研究機構 Forrester 評選位居輿情系統的領先族群。

採用 Synthesio 這種輿情分析平台，可以幫助企業快速取得全球性的輿情資源，以進行品牌健康度分析、行銷活動成效分析、市場趨勢分析等，改善產品開發以符合使用者需求，並進行行銷資源配置達到廣告效益最大化的成果。

Ipsos 益普索市場研究

Ipsos是全球頂尖的專業市場調查研究機構，在全球九十個國家及地區設有分公司，在挖掘顧客經驗，執行品牌行銷調查，我們具有創新的思維與先進的科技。我們是世界頂尖企業執行長最信賴的企業顧問，我們也有熟悉各產業的專家協助測量、模擬和管理顧客與員工關係。

更多的資訊，請參考 https://www.ipsos.com/en-tw/solution/overview#category3

或洽詢我們的研究團隊

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Understand Ipsos' social listening plaform- Synthesio in one minute

Ipsos

Social media content will influence consumer decision making:

During social media is getting more and more important, effect of word of mouth is increasing. Most user will search other consumers' rating and recommend mention on the websites before making important purchasing. Not only product spec, but also technology, KOL's recommend, and price comparison, will have big impact to consumer decision making. Therefore, observing social media and understanding consumer comment become important issue when company do product design and channel marketing.
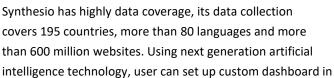
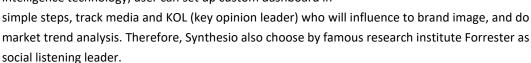## Building own social listening system take lots of cost:

Many companies have already known the importance of social listening. But to many companies, building a social listening system will consume lots of resource. To build a social listening system, when website page change, or the private policy change, web crawler needs to be modified to recap the data. Maintaining web crawler alive will cause a company lots of software engineer resource.

When data crawled back, data need to store into the system. Social media data is unstructured data and covering different type of text, picture and video. And same as big data, social media data get volume, variety and velocity characteristics, a company need spend lots budget on computing power and storage space. Therefore, company will care about ROI to see if social listening system can balance revenue and spending

Using Social Listening as a Service will decrease difficulty of collecting social media:

When companies face the evaluation of needs of collecting data and cost of building system, they can also consider about professional Social Listening as a Service. IPSOS acquires world famous social listening company, Synthesio.

Synthesio has highly data coverage, its data collection covers 195 countries, more than 80 languages and more than 600 million websites. Using next generation artificial intelligence technology, user can set up custom dashboard in simple steps, track media and KOL (key opinion leader) who will influence to brand image, and do market trend analysis. Therefore, Synthesio also choose by famous research institute Forrester as social listening leader.

Adapting social listening service like Synthesio, companies could speed up global social media data collection time, and do brand health analysis, campaign effect analysis and market trend analysis. And it will help companies to improve product design to fit potential users' expectation and to reallocate marketing resource for better advertisement effect.

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Ipsos is the global leader in branding and marketing research and has locations in over 90 countries and regions across the world. Our creative solutions help us build strong relationships which lead to better results for our clients. This has made us the trusted advisor and with all matters lead by our industry expert from measuring, modeling to managing customer and employee relationships.

For more information, visit us online at:

https://www.ipsos.com/en-tw/solution/overview#category3

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