BABELSTREET

CASE STUDY

Media Monitoring at Global Scale

Sensika is a "media seismometer" for its clients, aiming to detect the subtle "tremors" that most media monitoring tools might miss. Whether it's knowing a company is in trouble two weeks before it files for bankruptcy,[1] or surfacing pricing complaints two hours after a product launch,[2] clients rely on Sensika to find relevant media mentions in the markets that matter to their business.

Founded in 2012, Sensika monitors 900,000+ websites, social media, print, radio, and TV in near real-time with a small team. Harvesting data from these multiple sources daily, Sensika provides a wide range of metrics and alerts, including product intelligence, topic analysis, digital channel performance management, early crises alerting, campaign ROI, R&D intelligence, and Voice of the Customer analysis. Marketing and PR departments and agencies rely on the "360 intelligence" view that Sensika delivers to make decisions ranging from what products to offer — vis-à-vis competitors — to critical pricing adjustments just days after a product launch.

The Challenge

Sensika realized that AI capabilities would be critical for reviewing more media with higher accuracy and greater speed. However, the proposition of developing a full AI stack from scratch was too high a barrier. Sensika founder, Konstantin Christoff, knew that data and its pre-processing were key to getting the actionable signals that clients wanted.

> "Big companies navigate like submarines. Using sonar, they send out a signal and listen for the feedback. Correct data that comes late is useless for them. They need correct, useful, and timely data."

[1] https://sensika.com/use-case-6-investment-early-crisis-detection/
[2] https://sensika.com/use-case-2-product-intelligence-pricing/

"To aggregate, normalize, and unify this data, we were always late because of the pre-processing and then because people had to analyze the information," Christoff said. "We had to be picky about the volume of content we let into processing, so we missed a lot and became more and more irrelevant."

Unlike other media monitoring providers, Sensika does their own data harvesting and specialized pre-processing of the source data. Part of this critical pre-processing is metadata extraction, including:

- Location and timestamp of the news
- The social media user who posted
- Mentions of people, places, and organizations in the text
- Topics mentioned
- Key phrases
- Concepts
- 60+ more types of metadata

To automate the data collection, analysis, and reporting, Sensika sought:

1. Reliable entity extraction (i.e., finding mentions of people, products, places, and organizations)
2. Foundational text analytics (i.e., the ability to tokenize text into words and normalize characters)
3. Broad language support, particularly for processing complex Arabic script languages

The Solution

In the Sensika pipeline, the entities extracted are used to filter search results and drill down to find insights. For example, a search on a new smart phone model will be displayed with filters dynamically generated based on the brands and companies appearing in the results. Thus still-unknown competitors and comparisons against the device brand are revealed. The data is then classified and tagged with entity-level sentiment analysis. Sensika's proprietary knowledge graph uncovers relationships between entities and is constantly updated in near real-time.

In this way, Sensika is able to uncover sometimes startling revelations. Christoff commented on a period when the stock market news was relentlessly negative. But out of thousands of reports from stock market exchange news, Sensika detected one petrochemical firm that was getting positive press, but it was buried as the fourth or fifth section of a multi-topic article hidden in the

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— Konstantin Christoff, Sensika CEO & Co-Founder

back pages of search results. Sensika was able to report on this finding in 4-6 hours to the client, who then had human analysts confirm the report. "Stock exchange people want correct, precise and truthful information fast — always," Christoff said. "This [example] creates huge credibility for our technology."

When Sensika started looking for entity extraction, they considered open source NLP packages, but while they were good for English, support for other languages wasn't enough for their needs.

"Our clients are global and especially interested in news that's related to their business or activity. We have commercial and government customers in Europe and the Middle East, so data harvesting shifts our language analytics requirements," Christoff said. "The multilingual coverage that Babel Street Text Analytics provides is perfect for a company like ours who serves clients with global needs."

Text Analytics provided the accuracy and breadth of language coverage — particularly for Arabic, Urdu, Persian, and Turkish — that Sensika needed.

"We looked at the cost of developing it ourselves, and clearly we lost and bought Text Analytics," Christoff laughed. "We prefer to benefit from great algorithm providers like you guys, but stop at some point and decide what is really strategic to develop ourselves."

Text Analytics' foundational linguistic analysis allows for much more complex and precise insight extraction.

"These capabilities contribute substantially to distinguish us from the more lightweight providers who rely on feeds from the same source presented only with different 'pretty UIs,'" Christoff said. "We are a tech provider rather than a UI provider."

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