**BABEL**STREET

# Sentiment Analysis Takes the Pulse of Marketing Campaigns

When the finance and marketing departments are at loggerheads it's usually because of a single question: What is the ROI for all that campaign spending?

A game-changing marketing technology (martech) company serving Fortune 500 companies and high growth startups answers that precise question. Their data-driven platform enables clients to track marketing campaign content from the day it's released, through its pick up by media outlets and back to business impact.

## The Challenge

When brands launch high-cost marketing campaigns, the sentiment expressed in articles and social media about the brand is a vital metric for measuring the effect of the campaign. As sentiment analysis technology has improved, users of martech platforms now expect robust sentiment analysis as a feature.

The martech company was looking for sentiment analysis around a combination of their client's brand and general tone. As many articles tracked are about the client, the general tone of an article often matches the sentiment toward the client; however, sentiment around mentioned entities (person, organization, place, or product) inside a document is becoming more and more important.

## The Solution

The martech company chose Babel Street Text Analytics because its entity extraction capabilities are more accurate than other options and it provides both document-level and entity-level sentiment analysis. Also, by accessing Text Analytics through a cloud API, the company could scale their usage as needed.

Although they only used English sentiment analysis at the outset, as they developed more global clients the martech company received requests for sentiment analysis in Asian and European languages. The fact that Text Analytics delivered sentiment analysis in multiple languages, and continually adds new languages, means the martech company was able to grow globally more quickly.

"We use Text Analytics because we believe the quality is better overall; it has multilingual capability; and the algorithm is being continually improved," the martech company's VP of Product Strategy said. "We really appreciate the very good customer service, too. Whenever we have feedback on a customer issue or use case, we get a frank response from the team as to whether it can be supported or if it'll be addressed in an upcoming model upgrade. We see Babel Street as a good partner."

**SENTIMENT**
- 19%
- 57%
- 24%

**LANGUAGES**
- FRE 12%
- DUT 17%
- ENG 43%
- SPA 28%

**17** ENTITIES

**2.4K** REACH
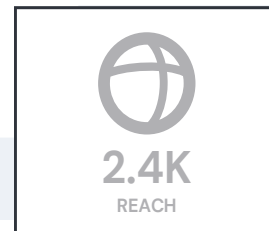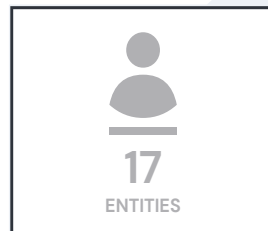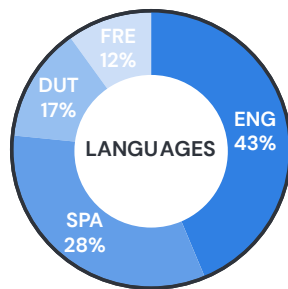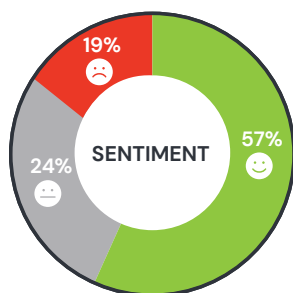
**CONCEPTS**
Creative works
Film
Entertainment

**KEYPHRASES**
Distrusts
Rival
Lead

**CATEGORIES**
Arts & Entertainment

**SENTIMENTS**

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Babel Street provides unmatched, analysis–ready data regardless of language, proactive risk identification, 360–degree insights, high–speed automation, and seamless integration into existing systems. We empower government and commercial organizations to transform high–stakes identity and risk operations into a strategic advantage.

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