

Babel Street Scours Social Media to Chart Brand Sentiment

Not too long ago, retailers and manufacturers — along with restaurants, car rental companies, and a host of other consumer services providers — could only judge brand sentiment via surveys, focus groups, sales trend analyses, and related analog processes. No more. Today, Internet denizens express opinions in their own posts, in comments and chats, and in the review sections of retail and services sites.

Find the opinions that matter

Retailers, service providers, and others know that brand sentiment drives major decisions on product development, marketing strategies, and more. Applying AI-powered open-source intelligence (OSINT) technologies to social media platforms and reviews can provide companies with the insight needed to better chart brand sentiment.

The Babel Street Insights OSINT platform provides AI-powered, cross-lingual, persistent search of thousands of global and regional sources of publicly available information (PAI). These sources, published in more than 200 languages translated by Insights, include social media platforms, message boards, review sites, and media sites. For organizations that want to understand how far the reach of a particular influencer goes, Babel Street Insights Synthesis rapidly maps key relationships within social networks, precisely identifying those who wield the most influence, and uncovering previously unknown or hidden relationships.

Finally, curated datasets from Babel Street Data can help businesses better understand the popularity of products and services. Retail datasets, for example, help organizations chart sales volumes, velocity, and other information indicative of popularity. In the consumer services arena, datasets provide insight into consumer demand, historical trends, market expansion, and additional topics.

Using Babel Street to chart brand sentiment

Here's how retailers, manufacturers, service providers, and others can use Babel Street technology to better understand brand sentiment.

Structure a brand-related search

To gauge sentiment around specific brands, investigators can search for brands of interest with parent company name, ticker symbol, and other abbreviations or name variations. Users can select the different sentiment scores that are relevant to the analysis (very negative, negative, positive, very positive, etc.,) along with the social media data sources for exploration.

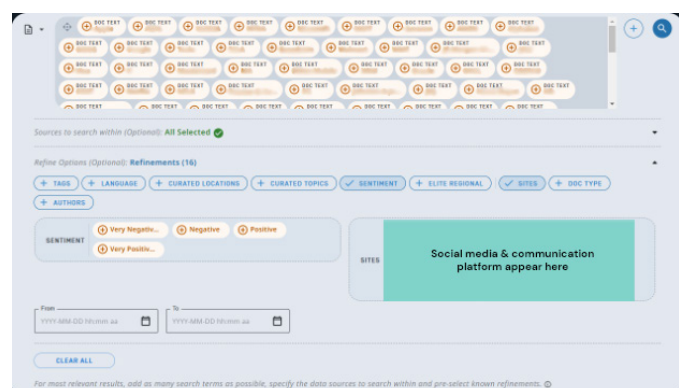


Figure 1: An Insights search listing (redacted) brand names and ticker symbols

Discover trends

Once results are discovered, analysts can use the timeline in the Overview tab to view activity towards the brands over time and by language, illuminating trends or patterns in reporting. The Overview tab also illuminates sentiment.



Figure 2: The Overview tab with document results over time, sentiment, and language

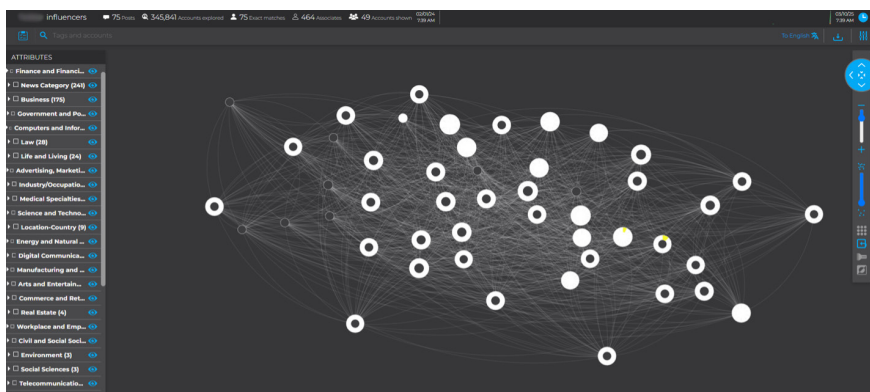


Figure 3: Anonymized output from Babel Street Synthesis showing connections within a social network

most influential accounts based on a variety of factors. Synthesis automates this process and can quickly map hundreds of thousands of accounts.

Analyze specialized data sets

Babel Street Data provides access to an expansive array of raw and curated data from around the world. Retail data sets come from thousands of public websites and span various topics and industries to provide organizations with high-quality data to derive critical insights.

Babel Street is the trusted technology partner for the world's most advanced identity intelligence and risk operations. The Babel Street Insights platform delivers advanced AI and data analytics solutions to close the Risk-Confidence Gap.

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.

Learn more at babelstreet.com.