Use Case: Market Sentiment

Analyze perceptions and context

The situation

Digital transformation has exponentially increased the volume and velocity of brand sentiment. News stories, social media comments, blog posts, forums, and reviews often define how brands and their ecosystems are perceived and trusted. The dynamics of information sharing today do not distinguish between brand truths, misinformation, or disinformation – which can spread around the world within minutes.

The implications of negative brand sentiment can be consequential in this ever-connected digital era – from the inability to meet customer needs, to a public relations crisis, to a decline in customer loyalty or diminished market value.

Our PAI solution

A proactive approach to understanding customer perceptions and key influencers allows companies to identify relevant conversations, determine if sentiment is positive or negative, and manage accordingly.

Babel Street's analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of global and regional publicly available

What is being said about our brand online?

Babel Street empowers teams with actionable insights to analyze perceptions and context about your brand, key influencers, and/or competitors.

information (PAI) sources in over 200 languages to rapidly discover and decipher insights on brand conversations and spheres of influence. Diverse data sources include social media, the deep and dark web, local and breaking news, and message boards. These insights on conversations are translated into your native language in seconds and organized in a single dashboard for sentiment analysis.

Business impact

Ongoing analysis and monitoring of brand sentiment over time is essential to understand customers' perceptions and protect a company's reputation and profitability.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
• 50,000+ hyper local news sites • Billions of blogs & message boards • 50+ social media/ consumer review sites • Dark web	• Entity and brand name variants • VIPs, executives • Performers/talent • Domains • Geolocation • Relevant user handles • Phones • Addresses • Emails	• Temporal • Keywords • Exclusions • Intent • Geo vernacular • Language • Regular expressions	• Breaking news • Consumer sentiment • Volume trends • Consumer/product trends • Key influencers • Relationship analysis • Visualization of networks