# Audiense Uses Semantic Analysis of Social Content to Help Clients Analyze, Engage and Monetize their Twitter Audience

MeaningCloud APIs Improve Sentiment Analysis and Social User Profiling Whilst Enabling Flexible Product Innovation

What does a typical profile of my brand's Twitter audience look like? What occupies their mind and what is their affinity for our products? These are some of the questions that a brand must answer in order to understand the impact that its social community has on the business. Audiense (previously SocialBro) provides a Twitter marketing platform that helps businesses answer these questions. It turns Twitter data and analytics into actionable business insight.

To help its customers extract more insight and value from Twitter conversations, Audiense is applying MeaningCloud's Multilingual Sentiment Analysis APIs.

Audiense is a SaaS marketing platform for Twitter. Used by leading brands and agencies, such as Universal Music, Telefonica, Experian, SAP, DigitasLBi and thousands more, Audiense makes it easy for marketers to understand, attract, and engage target audiences on Twitter.

The Audiense Platform enables advanced segmentation and delivers insight into Twitter users – not just based on what they say or who they are, but how they think – to generate campaign-specific tailored audiences and serve relevant content to relevant people at the right moment.

## The Challenge: Understanding Vast Quantities of Twitter Comments

In order to understand and segment a Twitter audience it is necessary to profile users and conversations according to their demographic aspects (i.e. age, gender, location, etc.), and psychographic aspects (i.e. opinions, affinities, etc.) Audiense analyzes over 15 million tweets per month to extract insights that are essential for its clients' marketing activities and campaigns. The power and immediacy of those insights, coupled with the intuitive and user-friendly interface have made Audiense a go-to platform for marketers, social media managers and agencies.

To ensure customers are able to gain a more in-depth understanding of their audience, Audiense has identified a requirement for a more advanced high-precision user profiling and sentiment analysis. Importantly, any technology solution has to be easy to integrate with the Audiense platform.



## The Solution: Multilingual Sentiment Analysis APIs Enables Accurate, Adaptable Opinion Mining

Audiense has selected MeningCloud for its specialist sentiment analysis needs. The company has integrated MeaningCloud's Sentiment Analysis APIs into its core Twitter marketing product. The robust APIs ensures optimum accuracy in the characterization of opinions in Tweets, enabling users to extract the wide range of different attitudes a Twitter comment may refer to. In addition, by combining natural language processing and machine learning technologies, users will be able to understand both different languages and language registers (e.g. formal language, abbreviated, with errors). With the ability to incorporate custom sentiment dictionaries Audiense can tailor its semantic analysis to specific industries, making the sentiment analysis more accurate.

## The Value: Scalable Semantic Services APIs Enable Product Differentiation and Flexible Innovation

MeaningCloud's semantic APIs offer Audiense the ability to provide the best possible content sentiment analysis, as well as several other advantages:

• The most advanced linguistic resources. As a provider, MeaningCloud is committed to the development of new APIs that meet the needs of its market.

• Customization. The possibility for Audiense to incorporate its own semantic resources and classification schemes to adapt the APIs' functionality to the domain of its customers.

• Aspect-based sentiment analysis. MeaningCloud API identifies opinions on a specific aspect, which can be a particular entity, concept, topic label, or, in general, any dimension of interest, providing an unparalleled level of detail in the analysis.

• Agility without risk. MeaningCloud's technology is used by hundreds of clients, and its cloud infrastructure provides maximum scalability and availability.
Its interface and plug-ins enable easy integration, flexibility and pay-per use.

With MeaningCloud's semantic APIs Audiense will also be able to incorporate sentiment content analysis functionality that will complement and differentiate its services. The flexibility of the API based model enables Audiense to focus on product innovation in a more agile and risk-free way.

## Conclusion

Analyzing and developing audiences on social networks is not easy. It requires a shift simply from analyzing data and links to understanding users and their conversations, and converting all of that into intelligence and actionable information. Audiense and MeaningCloud offer complimentary products and have identified several opportunities of long-term collaboration within areas such as demographic profiling, and personalization of classification schemes for the analysis of social conversations.

## About MeaningCloud

MeaningCloud is the easiest and most powerful and affordable way to extract the meaning of any kind of unstructured content, from social conversations to internal files. Use its plug-ins to easily perform text analytics in your spreadsheet, graphically customize its text classification and sentiment analysis functions to your specific domain to obtain unparalleled accuracy, and embed semantic analysis into your applications without risk through its pay-per-use web-based APIs and on-premises deployment options.

> "MeaningCloud's sentiment analysis is fantastic, for both English and Spanish languages.
> The APIs are incredibly flexible and will allow our customers to extract sentiment insights for specific topics within Tweets, rather than complete Tweets. This will ensure our sentiment data is second to none."
>
> Alfredo Artiles, CTO, Audiense

## MeaningCloud customer case: Audiense

**Company Profile:**

• Social intelligence software and services provider

**Semantic Analysis Problems:**

• Actionable social data extraction
• Rapid, cost-effective technology development

**MeaningCloud APIs Used:**

• Sentiment Analysis

**Volume of Content Analyzed:**

• 15 millions of Tweets per month
• Peaks of up to 600 Tweets/sec

**Type of Data Analyzed:**

• Unstructured social conversations in Twitter

**Results:**

• Automatic and more precise analysis of social conversations
• Rapid innovation and agile development of new products
• Flexible payment depending on consumption and without permanence commitment

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