

Product review of Manzama Insights

We last looked at Manzama Insights, a specialised market intelligence tool that uses artificial intelligence and big data analytics to collect and analyse company and industry insights, in our mini review back in July 2018. Initially aimed at lawyers, the product is now of value to any profession and its international client base is growing steadily. In our latest full product review, we take a comprehensive look at the product and see how it's evolved.

In this report:

- [Key advantages; introduction; contact details](#)
- [Sources - content & coverage](#)
- [Technology - search & user interface; outputs & alerts; administration](#)
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“Manzama Insights is focused on quantifying the news in a way that makes a proactive discovery, pattern matching, trend spotting, and risk spotting possible. The time-saving aspect of the product alone will be obvious quite quickly. That, coupled with the analysis and insight that it presents, creates a product that users in many roles and industries could incorporate into their regular responsibilities.”



[Jan Knight](#)

Key advantages; introduction; contact details

Quick take on key advantages

[Manzama Insights](#) was described to me by the vendor as a “listening platform” that helps uncover and deliver content in a format that is easily digestible and pertinent to the needs of the user whilst delivering it in a manner that provides insight into that content.

Current awareness products often provide the news and trends on a company or industry, but this product allows a more in-depth view of the factors that contribute to a company’s or industry’s health.

Company information

[Manzama](#), headquartered in Oregon, US, was started in 2010. The company states on its website that it “started its trek to create insights that matter” and it’s this mission that has allowed it to expand its product suite and customer base. In addition to Manzama Insights, the company also offers:

- **Manzama Base:** home to the core dataset of structured and curated business news
- **Manzama Intelligence Services:** offers additional human-driven intelligence from which companies can create custom reports and analysis
- **CGLytics:** a product that helps track and monitor connections between board members and organisations.

The company describes its value proposition as being “to increase capabilities for business development and revenue generation for the firm” and my review supports that proposition. Although the company has its origins in the legal sector, its product line is very well suited to any profession.

It serves clients from around the world with its international base expanding quickly. So many companies are global in nature these days so it’s difficult to identify breakouts but currently, just under two-thirds of its clients are in the US and the rest are international.

Jinfo’s most recent [mini review of Manzama Insights](#) was back in July 2018.

Product information

Everyone is familiar with the concept of information overload, particularly when attempting to keep abreast of industry or company news. You sign up for newsletters and alerts, follow a competitor on social media and the information you receive probably sits in its own silos and doesn’t do a good job of helping to inform you of the news or trends in any sort of context. The news in a current awareness context is fed to you but doesn’t always come with insight.

Also, you sometimes find yourself receiving news that is only tangentially pertinent to your actual need, often leading you to wonder “just what does this information mean to me?”

Manzama Insights is a specialised market intelligence tool that uses artificial intelligence (AI) and big data analytics to collect and analyse company and industry insights.

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Key advantages

This award-winning tool “sits on top of the dataset” collected by the Manzama Base product. Although that more traditional current awareness tool is not part of this review, it’s necessary to show how the two products are inextricably linked. For example, when a user adds the name of a company or industry they wish to follow to the Manzama Insights product, the Base product is automatically updated with that same information.

Manzama Base is a more traditional current awareness tool along the lines of [Vable](#) or [LexisNexis Newsdesk](#), where information, predominantly articles or social media information, is pushed out to users. The product focuses primarily on the legal and business news that companies need to follow and focuses on providing insights into the content. Details on those insights, such as the metric-driven “health score” and “valence”, are covered in the technology section.

Manzama Insights provides the context, analysis and insights into what might otherwise be a disparate collection of alerts, feeds and notifications. Two phrases I came across that describe its goals are “read less and know more” and “cutting out the noise of the open web.”

The product saves the user time in that it offers actionable insight in easy, visual presentations via an easy-to-navigate interface and dashboard. This efficiency also translates into reduced risk.

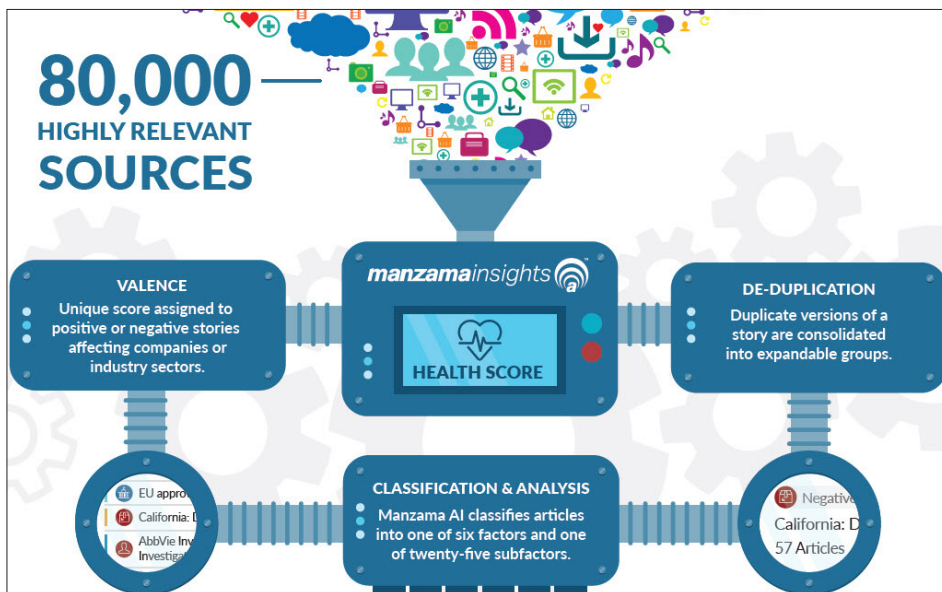


Figure 1: Overview of the funnel of information

Changes since last reviewed

Since the launch of Manzama Insights in 2018 and our last review, the product has evolved in many ways with ongoing input from 15 of its largest clients:

- There are now daily or weekly email options that provide analytics on a regular basis
- Insights have been enhanced to show industry-level health scores and metrics in addition to the traditional company information

Key advantages

- Additional content for the UK, Canada and Australia has been added
- The AI models have continued to be improved and have brought the accuracy rate within 10% of that of human evaluators
- They have introduced natural language summaries to company analytics to provide a larger context to the health scores and analysis
- The data display has been enhanced with easy-to-grasp interactive data visualisation tools and it has made improvements in how to add or remove a company from the sources being monitored.

Manzama Insights is also an award-winning company, having been voted “best new competitive intelligence product in 2018” by Dewey B Strategic in its 2018-2019 “Hits and Misses” survey.

Development, product roadmap

The company continues to take pride in incorporating client feedback into its ongoing product development, and many of the changes in the last year have been made as a result of this.

Looking forward, it’s safe to assume that more technological advances in data visualisation will be at the forefront of development, to continue to streamline the user experience and add value to the product. There are also content sources being added continually based on customer input.

Value

Users might typically obtain value from the product when they need to:

- Stay abreast of their competition’s health overall, but more importantly gain a better understanding of different parts of the business, whether it be financial or operations
- Stay informed about a rapidly changing industry and potentially whether or not it’s an optimal time for financial investment
- Understand the regulatory environment surrounding a specific industry that they might want to sell to.

Manzama Insights allows current awareness monitoring to take place in almost real-time, but also provides analysis and insight on specific issues within a company or industry.

Contact details

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Sources - content and coverage

Jinfo's view: sources

<ul style="list-style-type: none"> ✓ <i>Global coverage and sources are good</i> ✓ <i>Impressive number and diversity of industries</i> ✓ <i>Newer and niche industries are well represented</i> 	<ul style="list-style-type: none"> ✓ <i>Number of companies covered continually growing</i> ✗ <i>Would like content types and numbers to be more easily available.</i>
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Manzama Insights not only tracks the more traditional news publications and social media but also incorporates court and regulatory filings, events and content created by law firms themselves. Although the emphasis on law firms initially made me wonder if the product might not be as useful for those companies outside of the law, I was incorrect. This product can add value to a user in any industry wanting to monitor business or legal information.

Manzama's content includes about 80,000 sources that it describes as being "highly relevant" because they are selected based upon what users have indicated is important. Figure 2 identifies the percentage of content for the seven categories. Although the majority of content is still traditional news, additional social media and other resources are also scraped from the web and incorporated.

The product offers timely insight as soon as it becomes available online. For instance, each time I would check the dashboard for a company I was monitoring, the items being shown were reflecting the most up-to-date information.

Content type	Percentage of content collection
Traditional news	65%
Blogs	15%
Twitter feeds	11%
Law firm-produced content	5%
Court & regulatory filings	2%
Events	2%

Figure 2: Content types and percentages of collection

The number of companies and industries being tracked continues to grow and currently, there are approximately 17,000 companies.

Industries covered

Currently, Manzama Insights tracks sources in about 140 industries. One of the things that I think might set Manzama apart from other products is its selection and diversity of industries. In addition to those that users might expect to be covered, such as finance, energy, e-commerce, banking, law, and transportation, Manzama often goes more deeply into many of them. For instance, in addition to finance, there is also FinTech and in addition to agriculture and farming, there is now cannabis.

Sources

There are also some industries covered that are newer or might be considered more niche sectors such as fashion, blockchain, brewing, gaming, film, home, healthcare and a multitude of others. A full list of industries covered is available via the industries tab on the main screen.

Although users have control over what companies or industries they wish to follow, they do not have the ability to remove specific sources from the analysis that the insights product might incorporate. This is because limiting or choosing the sources covered would negate the ability of the product to analyse and find fairly. This way, insights can be presented in a more holistic manner and it is more likely to provide a reliable health score for a company or industry.

Geographic coverage

The geographic coverage of Manzama Insights is diverse, with Figure 3 showing the approximate number of sources from each of the countries listed. Outside of English, French sources are the second biggest collection. These numbers are currently being updated to reflect a likely 10% growth for each country in the past year. You can expect to see a Manzama blog post in the coming months with new numbers.

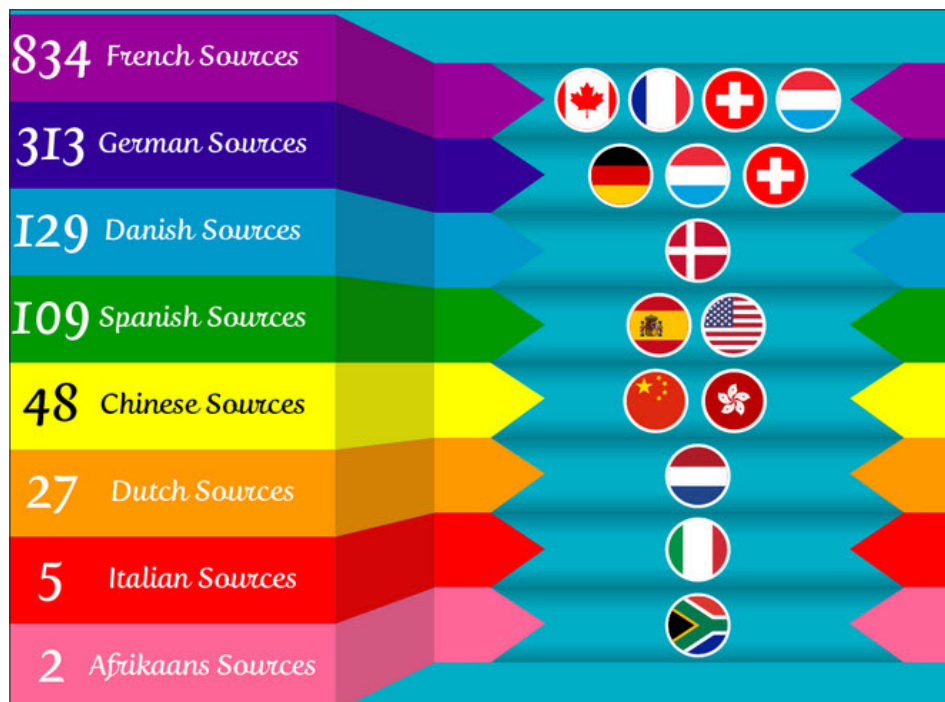


Figure 3: Global sources by language

When a user signs up for Manzama Insights, they can select geographic regions from which to receive news and analysis. The choices currently are for the UK, US, Canada and Australia, so even if you're located in the UK but are really trying to monitor companies and industries in the US, you can do so.

Overall, the scope of the content available through the product is impressive and ranges from mid-sized newspapers to the larger city publications. Additional social media and legal documents add value to the product, especially given the diversity and amount of industries that are covered.

Sources

It's obviously not possible for the company to identify a list of the approximately 80,000 sources. However, I would, as a new user or purchaser, want to gain a better grasp of those sources to find out, for example, how many big-city newspapers were included, how many small-town publications were included, and how many social media accounts from authoritative sources there were.

 **Continue to Technology** 

Technology - search & user interface; outputs & alerts; administration

Jinfo's view: technology

Built on AI technology that sits upon a base of content collected in the Manzama Base product, [Manzama Insights](#) provides the user with an easy-to-use interface built around a dashboard model. The dashboard becomes an at-a-glance view of the companies and industries users have chosen to monitor. With no more training than a demo, a user can start monitoring immediately after they have entered the companies and industries they wish to follow.

<ul style="list-style-type: none"> ✓ <i>Easy-to-use interface with a dashboard at the heart of the model</i> ✓ <i>Multiple filtering options when viewing data</i> ✓ <i>Use of consistent colour and iconography in data visualisations</i> 	<ul style="list-style-type: none"> ✓ <i>Easy sharing opportunities via email or social media</i> ✓ <i>Strong interactive dashboard provides the ability to move around seamlessly</i> ✗ <i>Being able to limit findings by source would be helpful (such as social media).</i>
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At the heart of the Manzama Insights product is the “health score”. When the company added Insights to its suite of products in 2018, it was built around the idea that users needed to monitor much more than just news searches in order to obtain a more holistic view or identify a story about the companies or industries they were following.

It was determined that to accomplish this, additional sources should be added, including content from individuals such as bloggers and thought leaders. And more importantly, they would need that information delivered to them with analysis and insights.

With law firms as its initial customer base, it found that the tools did not exist for lawyers to actually obtain any insight into the news they might be monitoring and they might be left to sift through content themselves; a time-consuming and expensive proposition.

Manzama Insights allows users to become more efficient with their time as the monitoring helps to “cut out the noise of the open web” and provides insights in the form of easy-to-grasp visuals and content chunks. Users do not need to try and determine whether a news article bodes well or not for a company they are following. The analysis that Manzama offers helps to inform them on that.

Before describing the product’s technology and how a user interacts with the platform, it’s necessary to highlight two key concepts, the “health score” and “valence”, as both are integral to understanding how the product works and the value it provides.

Health score

The health score ranges from -10 to +10. A score of 0 means the news on a company is balanced, while a score of -10 indicates that a company might be having problems or be high risk. A score of +10 indicates that a company is low risk or prospering.

Technology

The health score of a company is calculated from six health factors:

- Management
- Operations
- Financials
- Products & services
- Partners & competitors
- Government.

Figure 4 shows the details of each factor. Throughout the interface, these icons are used to help identify which factor, or category, the story or source is pertinent to.

Sometimes, as seen in Figure 11, there are companies mentioned where each would get an independent analysis and it may result in a different factor or valence for each. A company's health score is calculated after all of these factors and subfactors are analysed. That health score can then be analysed over time and also compared against individual health factors within a category.

It's also important to note how a health score changes. A "recent health score change" is triggered when a subfactor's health score for the last 24 hours versus its score for the 24 hours prior to that, changes.

Valence

This is a unique score that is assigned to a story denoting how positive or negative the story is when it comes to "affecting" the company or industry sector it's in. This differs from what some products call "sentiment analysis", which just provides a clue as to whether the story in question has a negative or positive bent to it.

From monitoring and analysing these factors and subfactors with the AI tool, a health score and valence is assigned to each company and industry.



Figure 4: Health factors & subfactors that contribute to health scores

Search and user interactions

User interface: dashboard

Manzama Insights does not really incorporate a traditional search function like many other online sources. Upon creating a profile, users are invited to enter the names of companies and industries they wish to monitor. Items

Technology

from this initial list can be easily removed or added to as the user's needs change.

After the initial set-up of a profile, a user can continue to add companies and industries easily from the dashboard page. The dashboard in Figure 5 provides an overview of any recent health score changes for those companies being monitored, as well as the day's top negative stories (on the left) and the day's top positive stories (on the right). A user can scroll down to see additional stories. Note the negative stories have their factor icon (to be discussed later) in red, and the positive stories have factor icons in blue, a quick and easy way to gain an overview of what's happening.

Monitoring a company

This is easily done by clicking on the "add company" button in the top right area of the dashboard as seen in Figure 5. If you start typing the name of a company, any names that start to match will appear. For example, to set up Virgin Atlantic, you start typing in Virgin and about seven related companies appear. Clicking on the Virgin Atlantic name and pressing "monitor results" in a pop-up box confirms the addition of the company.

At this time, a user can also choose to have that new company appear in the daily or weekly insights email alert. This can also be set up later. If you want to monitor a company that is not currently in the database of Manzama Base, you can send an email to Manzama support requesting that it be added.

Monitoring an industry

This was done just as easily from the dashboard using the same process and by clicking on "add industry". I decided to monitor multiple, diverse industries from the 100 that are currently covered.

Figure 5 shows the dashboard with these two buttons in the top right corner and the page layout.

The screenshot shows the Manzama Insights dashboard. At the top right, there are two buttons: "Add Company" and "Add Industry". Below the navigation bar, there's a section for "My Companies - Recent Health Score Changes" which displays a table of monitored companies. The table has columns for Company Name, Health Score, Industries, Article Volume, Management, Financials, Operations, Products & Services, Partners & Competitors, and Government. Three companies are listed: Uber Technologies, Walmart, and Tesla Motors. Below this table are two sections: "Today's Top Negative Stories" and "Today's Top Positive Stories". Red arrows in the image point to the "Add Company" and "Add Industry" buttons, and to the story cards in both sections.

Company Name	Health Score	Industries	Article Volume	Management	Financials	Operations	Products & Services	Partners & Competitors	Government
Uber Technologies	★ -4	Transportation Personal Transportation	1317	-4	-7	0	-6	+1	0
Walmart	★ -2	Retail Consumer Goods Food and Beverage Grocery	1808	-2	+4	-6	-3	-6	-5
Tesla Motors	★ -2	Transportation Automotive	1126	0	+2	+5	-2	-7	-3

Figure 5: Manzama insights dashboard

Technology

From the dashboard, it can be seen that three of my monitored companies include Uber, Walmart and Tesla Motors. There is also an option to view all companies being monitored, shown just below the list on the left. From this list of companies, it's easy to move to other sections of content. A user can click on:

- The company name which will take them to the company overview (see Figure 6 overleaf) for Uber
- The name of the industries in question
- Besides each company, there are columns highlighting the volume of articles as well as the number of positive (in blue) or negative (in red) scores. These are not the number of articles that are negative or positive in fashion, these are the health score as described above.

From this page, a user can also quickly remove a monitored company by clicking on the star next to its name. This is a recent enhancement to add to the efficiency of the dashboard and its ease of use.

Company and industry monitoring screens

The company overview page for Uber Technologies in this example provides an easy-to-grasp view at the following:

- The overall health score: which in this case is -4. A user can move their mouse around the interactive score to see more details on the sub-factors. The use of the same factor icons makes it easy to see that the largest negative section in red relates to financials, shown by a \$ sign. Conversely, the largest blue positive section pertains to operations.
- Recent storylines by factor: a storyline groups similar articles together. In this example, the story valence boxes for positive, neutral and negative are checked at the top of that section and so can all be seen. They are interactive and can be easily deselected. The column of news stories can also be sorted by volume or currency.
- Health factors: a current 30-day health score. In this example, the negative health factors are present in management (-6), financials (-7) and product & services (-6) while partners & competitors show (+1) and operations and government are both at zero (0). Below is a trend chart that provides another quick view of the last 30 days.
- Story timeline: the story timeline involves an analysis of article volume by valence and incorporates all the seven factors previously discussed.

Technology

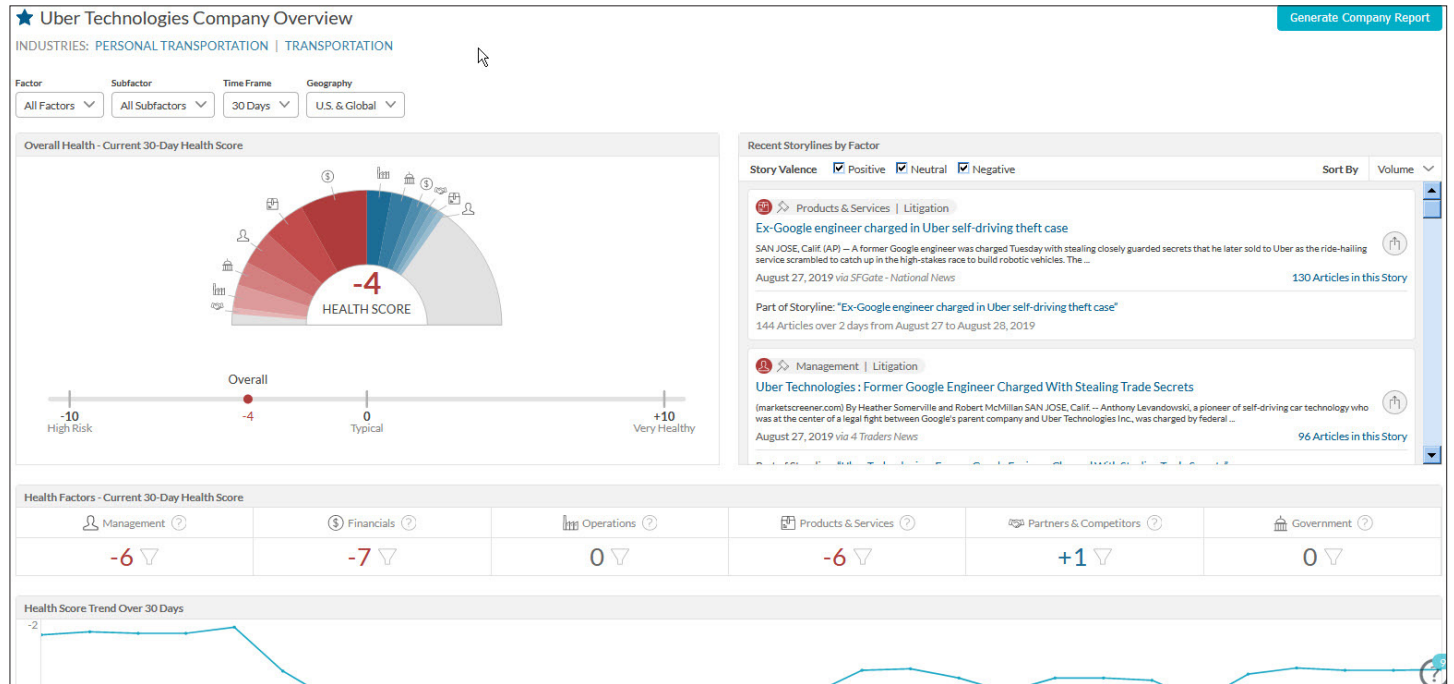


Figure 6: Company overview page for Uber Technologies

Figure 7 shows a story timeline for another company in the aerospace industry and Figure 8 shows the details of one of those dates having been selected. This last screenshot provides a good example of how detailed the information is as it provides the number of articles on that day, the titles of them, and the indication as to whether they have a positive or negative health score. There's also the option of viewing more options and more stories.

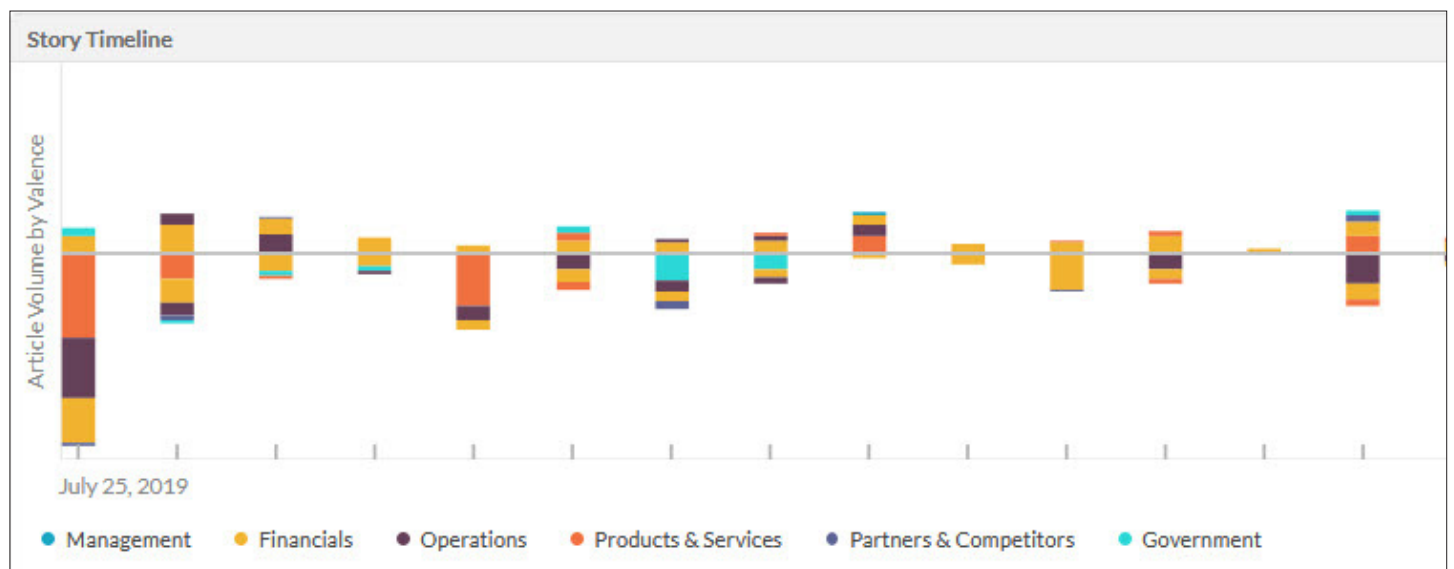


Figure 7: Story timeline example

Technology

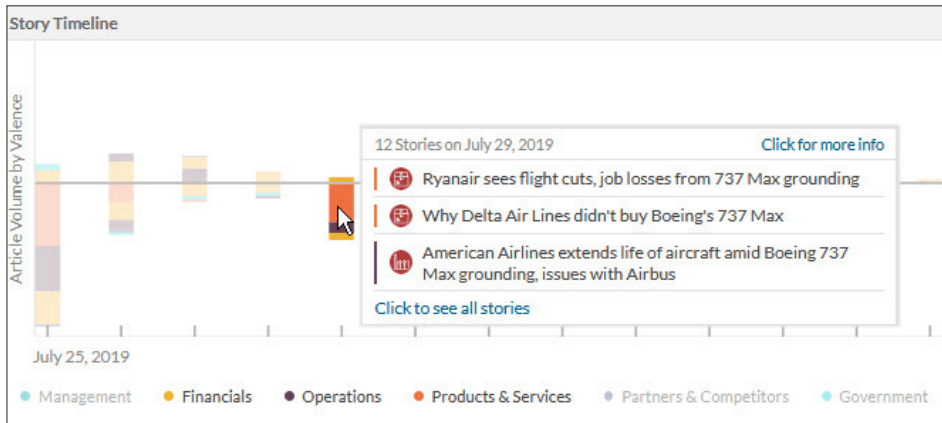


Figure 8: Selected date on story timeline; showing negative products & services news

The industry overview page, in addition to showing a similar overview layout as the company page, has an extra tab at the top that allows the user to see the volume of articles about that industry and whether they are more positive or negative.

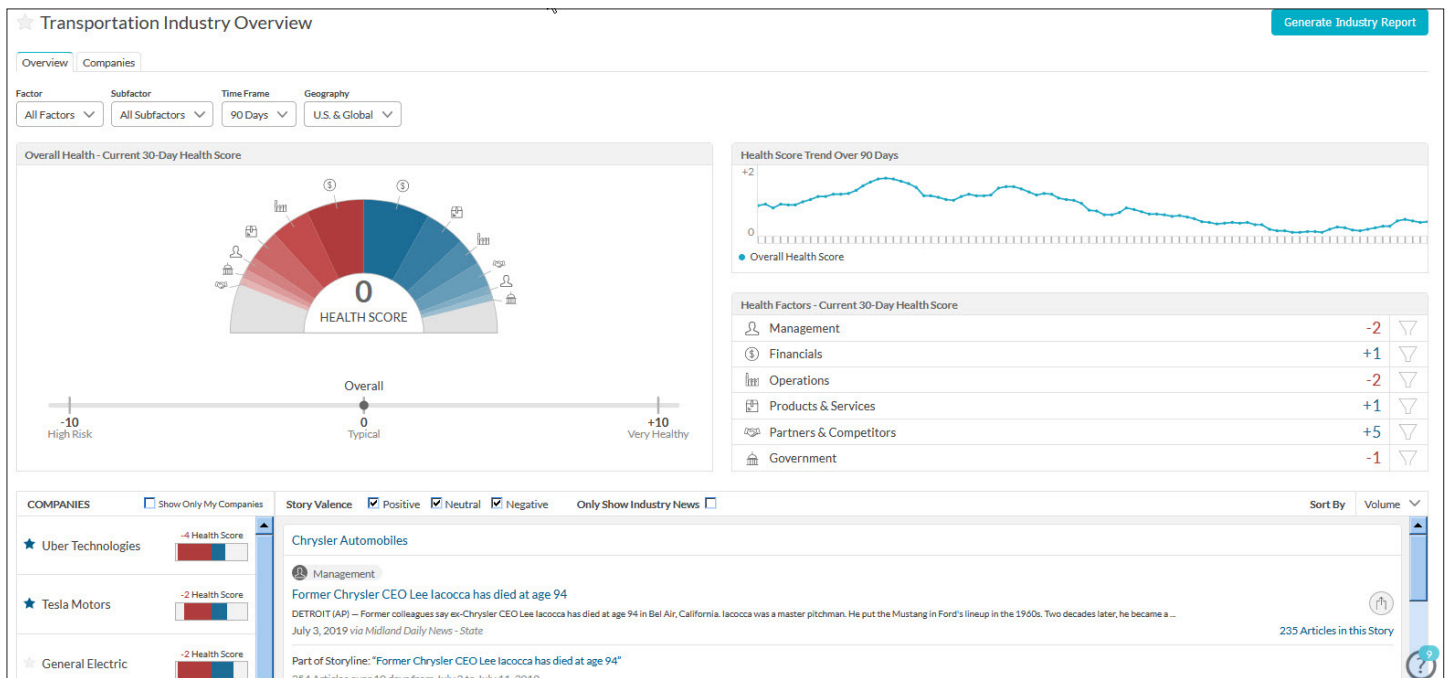


Figure 9: Industry overview page for transportation

This sample industry overview page offers an easy-to-grasp view of the overall health score of the industry, just like it did for a company. A similar interactive data visualisation tool is incorporated and it's easy to see in this example that the negative financial news balances out the positive financial news in the industry, as is the case with many other factors. The end result is that the health score of the transportation industry is zero (0).

Technology

To the right is the health score trend over 90 days and below that is the summary of health factors for 30 days. In this section, it's easier to see that while the overall health score of the industry was zero, there were definite positive factors shown in blue and others that were negative shown in red.

Further down the screen, each company being monitored is shown with its own overall health score and the articles pertaining to this industry are included. Again, a user can select to view the articles by positive, neutral or negative valence and can also sort by volume or relevance.

Overall health score

Drilling down into an industry overview and the overall health score, you can see that a user can filter this finding even more. Figure 10 on the aerospace industry, provides more detail on one part of the screen with filtering options available:

- **Factor:** choose ALL or one of those listed previously
- **Subfactor:** choose ALL or one of those listed previously
- **Time frame:** choose from 30-90 days
- **Geography:** choose from US & global or UK, Canada or Australia.

These filters allow the user to really personalise what they're seeing. Maybe they are primarily monitoring the aerospace sector in the US and global arena and see a 30-day zero (0) health score, but they are curious about what's happening in Australia. Changing the displays to reflect only Australia actually changes the health score to -2 from zero (0) and it's then easy to review the articles that support that score.

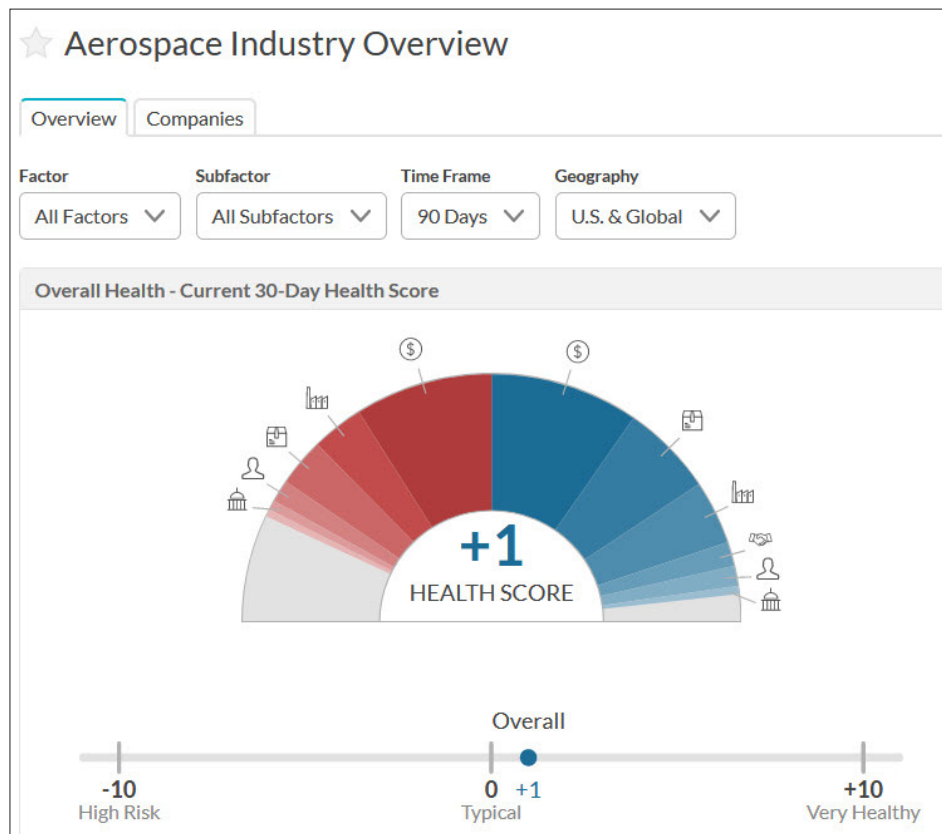


Figure 10: Overall health and current 30-day health score for aerospace

Technology

Individual storyline display

The presentation of an article manages to display a multitude of information in a very tidy, easy-to-read box.

Figure 11 shows an example of a story that was presented while monitoring Uber. In this one display, we can see that it's a story with a negative perspective based upon the factor icon showing in red. It also identifies a factor (management) and an aspect (litigation) that are being addressed. It provides the source and date of the article with a brief two or three-line summary and alerts you that there are 96 articles in this storyline.

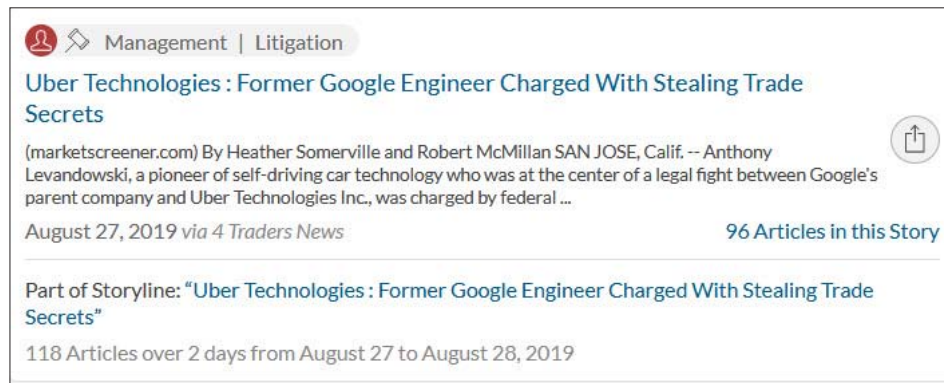


Figure 11: Individual storyline display

Outputs and alerts

From the product and industry overview screens shown earlier, there are also options to generate and print a company or industry report. These logically displayed reports reflect the same information seen on the dashboard but summarise that content a little differently. An example of the 90-day insights volume summary shown in Figure 12 gives an amazingly easy glance at both positive and negative volumes for each factor.

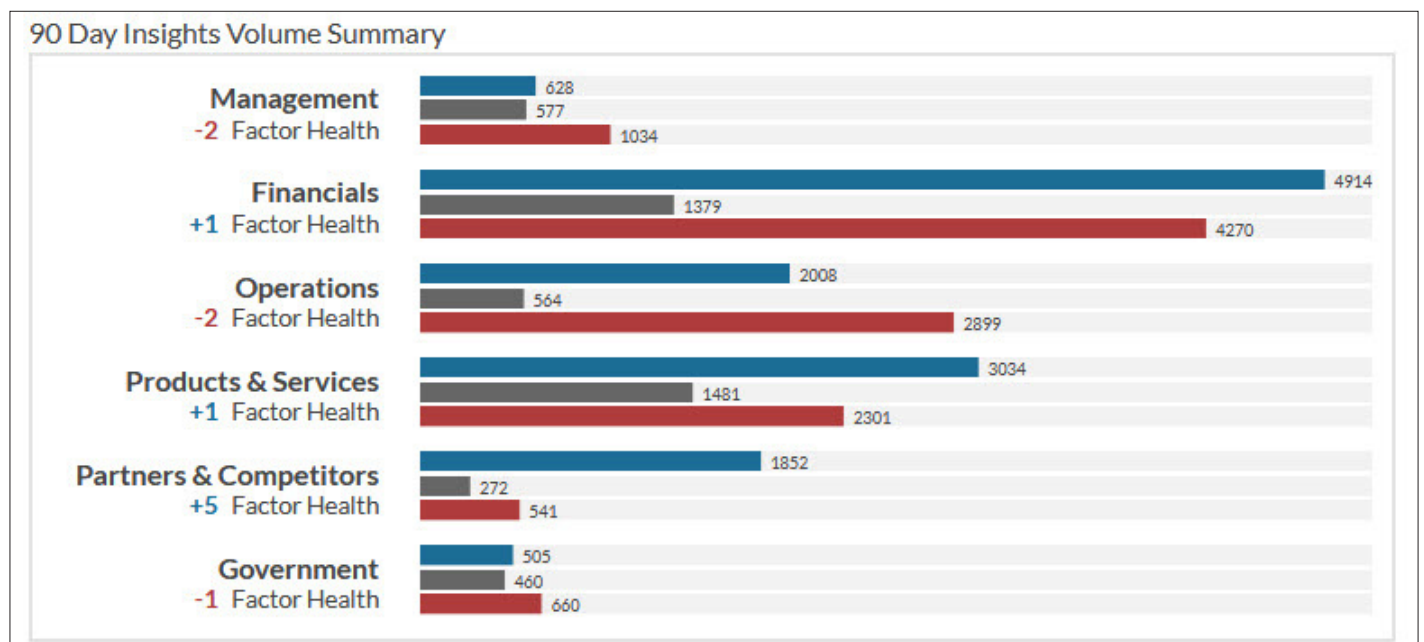


Figure 12: 90-day volume insights

Technology

From the storyline display, it allows sharing via Facebook, LinkedIn, Twitter or email.

Users can also sign up for daily or weekly Manzama Insight emails that will include information on the companies and industries they are tracking. These can be set up in the initial profile builder stage or added at any later point.

AI analysis and tools

As the value of Manzama Insights lies in its AI tool, it's important to discuss how a tool like this compares to human analysis.

For each article reviewed and presented, the AI tool conducts six separate kinds of analysis. Two help determine similarities and relationships between articles and the other four focus on the subject, topic, and valence.

Based on the company's own analysis, the AI models are within 10% of the maximum level of agreement of human beings. Although this cannot be delved into in-depth here, users of any AI tool should be aware that AI systems are initially "trained by humans". Over time, the training continues, and the systems will continue to be honed and there will be constant improvements over time.

 [Continue to Value](#) 

Value - help & training; competitors; development; pricing

Jinfo's view: value

<ul style="list-style-type: none"> ✓ <i>Currency of information is crucial to this type of product</i> ✓ <i>Interactivity of the interface is superb and easy to grasp</i> ✓ <i>Useful training tools and sets of helpful tips in emails and the blog</i> 	<ul style="list-style-type: none"> ✓ <i>Ongoing technological enhancements are customer-driven</i> ✗ <i>Manzama's origins in the legal sector could hinder growth if not explained well.</i>
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[Manzama Insights](#) is a product that appears to deliver on its mission; it delivers insights that matter. They are delivered in a manner that is visually pleasing and quick to grasp even if you don't have time to delve into each article or source. Executives and marketing intelligence professionals will find the interface easy to navigate and the content easy to grasp.

From an account set-up or a technical perspective, there is really no administration involved. For those administrators attempting to determine if the ROI on the product is enough to purchase, I'd strongly suggest a demo or trial. The time-saving aspect of the product alone will be obvious quite quickly. That, coupled with the analysis and insight that it presents, creates a product that users in many roles and industries could incorporate into their regular responsibilities.

Manzama is still relatively young compared to some other current awareness tools that are part of established brands. The Manzama Insight tool is relatively new and offers new findings. It is obvious that the company is devoting time and energy to innovation and to growing the scope, content and AI technological enhancements of the product to add to its value.

Help & training

Wherever you are on the Manzama dashboard there is always a help menu available via a "question mark" in the bottom right corner of the screen. Clicking on this provides easy access to two areas:

- Helpful guides
- What's new.

To initiate the guides, a user starts to type in the help search box and suggested topics will pop up. For instance, by typing the word "dashboard" into the search box, an earlier "what's new" item on the introduction of the dashboard appears, as does an overview. The overview takes the user through a series of pop-up help windows which can be delved into even more or closed at any time.

New users also receive a series of "insights tips" that talk them through a sample use-case or provide additional ways to view the data being presented. For example, one insights tip focused on the ability to gain a better understanding of an entire industry just by reviewing a 90-day period of articles. It goes into detail on how to think about the data being presented and what conclusions are being drawn.

Value

The Manzama blog offers additional help and suggestions on how to best use the product but also focuses on the issues related to data, current awareness and business development in general.

Although there is no 24/7 customer service phone support, the fact that customer service personnel are available in both the US and the UK means that emails will likely be responded to very quickly.

Competitor landscape

In order to understand the competitive landscape for Manzama Insights, it's necessary to understand a little about the context within which the product sits. The original Manzama Base product, not included in this review, is what the company describes as the "more traditional current awareness tool."

The Manzama Base product includes the search, filtering, delivery and management of more traditional current awareness tools. Manzama Insights, on the other hand, is a newer tool that sits on top of Base and provides insights into that data. The product doesn't just provide the user with articles to review but offers additional analysis on the health of the company or industry to help provide insight into what that might mean for the future.

When thinking about competition, companies with products that have a current awareness or monitoring mission, such as [Vable](#) or [LexisNexis Newsdesk](#), could be considered. However, because they are focused more on providing the individual article and source, and less with the analysis and insight, they cannot be thought of as direct competition. This product has a focus that is more forward-looking and takes current awareness tools to the next level.

A quote from the vendor on the value of valence versus sentiment analysis is worth citing verbatim. It says, "Although Manzama Insights looks at sentiment, it's merely one of Insights' 25 corporate health factors. Sentiment analysis has limited business development value since it's generally a lagging indicator of what has already happened. Insights, on the other hand, is focused on quantifying the news in a way that makes a proactive discovery, pattern matching, trend spotting, and risk spotting possible."

Pricing

Manzama offers Manzama Insights via tiered pricing on an enterprise licence. Some customers might also subscribe to other products, most likely Manzama Base, so it's suggested that anyone interested in more details on pricing should contact Manzama directly.

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