

## Watson Analytics for Social Media

IBM brings the power of cognitive analytics to the stream of the consciousness of the world through a new offering called Watson Analytics for Social Media.

In today's competitive environment, the success of your business relies on your ability to develop deep relationships with consumers, to keep them loyal and willing to pay a premium to engage with your brand. To do this, you need to understand your customers' needs, beliefs, and attitudes. Consumers share this information on the social web, but without advanced tools, organizations and individuals struggle to:

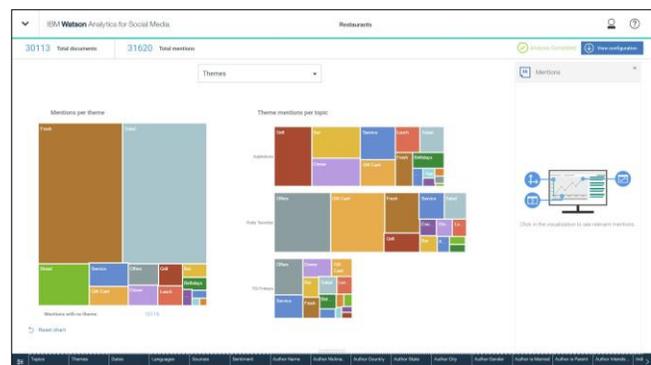
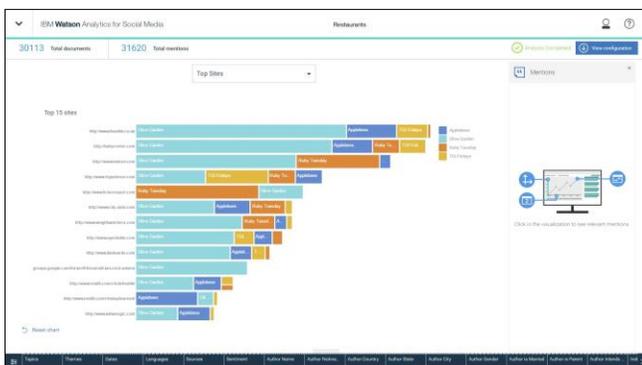
- Read thousands of tweets per minute
- Determine sentiment in languages you don't comprehend
- Find all of the relevant content about your brand, product, or service
- Imagine and exclude all of the irrelevant chatter that happens to include the name of your brand

Watson Analytics for Social Media identifies the pulse of an audience by revealing insights in every relevant conversation across social channels and guides analysis of social media data to drive better business outcomes by:

- Separating social content into concepts for better overview and analysis
- Guiding you to relevant social topics by recognizing relationships in your query
- Detecting patterns and trends that bring deeper insights to social conversation
- Understanding the influence of social media by enriching analysis with structured data sources

Watson Analytics for Social Media extends the cognitive business platform of Watson Analytics on the cloud, with the ability to access and understand highly valuable, unstructured data streaming across social channels.

By spotting trends and identifying the relationships that illustrate the beliefs and attitudes of an entire social sphere, this service within Watson Analytics enriches the smart data discovery process with guided self-service analysis made easy for you.



**Watson Analytics for Social Media** is a self-service, cloud-based offering, available by monthly subscription. To use the free trial, register for Watson Analytics, log into the service, select the Social Media button and enter a topic to begin your analysis. Nothing to install or configure. It's that easy. Visit [watsonanalytics.com](http://watsonanalytics.com) to register.