



Take your social media performance to the next level with powerful social data intelligence

Empowering brands and agencies to make business decisions based on social insights.

- ✓ **Powerful Social Listening**
Discover social media results with our leading global coverage in 187 languages
- ✓ **Insightful Social Media Analytics**
Get actionable insights out of masses of data from 10+ social networks and 150M websites
- ✓ **Fast & Efficient Social Media Reporting**
Save 40% of time with our automatic report creation for every department
- ✓ **Easy Data Integration**
Integrate data into the enterprise to uncover even deeper insights
- ✓ **Proprietary Image Recognition Technology**
Today, 80% of social posts contain images. Use our innovative technology to stay on top of every mention of your brand

WE SPECIALISE IN:



LISTENING



ADVANCED
ANALYTICS



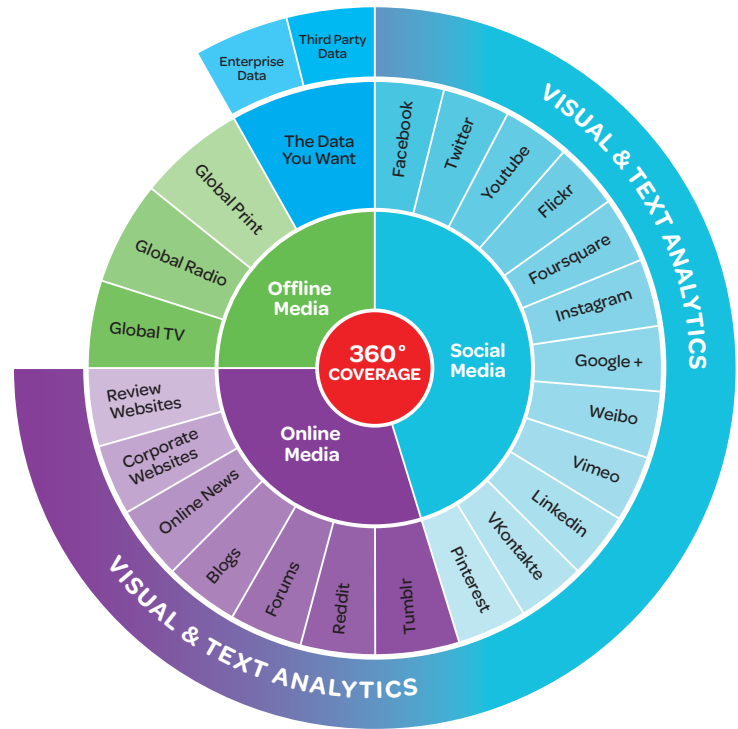
REPORTING

Global Coverage

- ✓ Image and text analytics
- ✓ Social, online, and offline media
- ✓ 150+ million websites covered
- ✓ Real-time monitoring
- ✓ Global coverage
- ✓ Alerts that matter

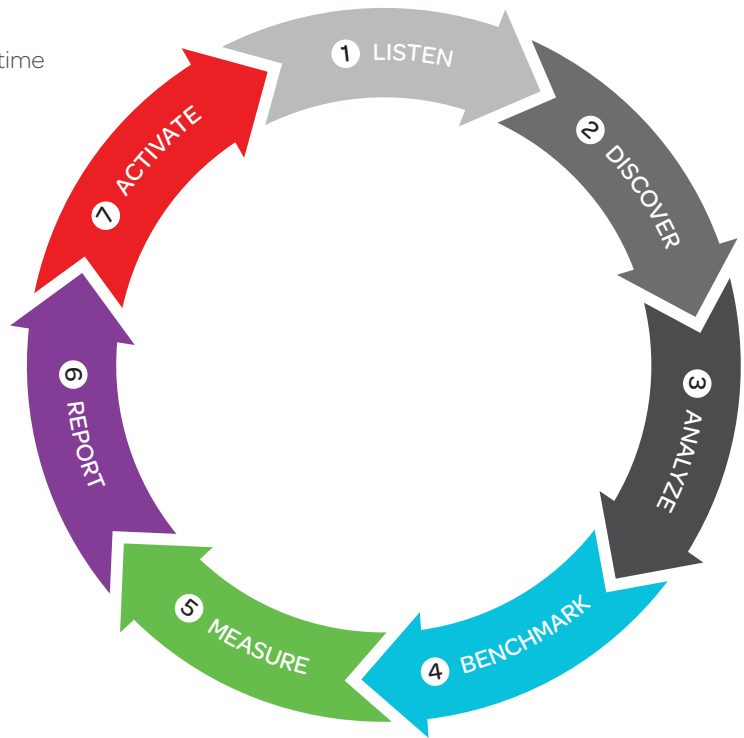


EXTENSIVE GLOBAL COVERAGE IN
187 LANGUAGES ACROSS
196 COUNTRIES



One Platform to Leverage Social Insight

- 1 LISTEN**
Listen, track and receive alerts in real-time
- 2 DISCOVER**
Discover the content, influencers and trends driving conversations
- 3 ANALYSE**
Analyse data in real-time using advanced text analytics
- 4 BENCHMARK**
Compare your brand with industry peers
- 5 MEASURE**
Measure the performance of your brand and campaigns & compare with industry peers
- 6 REPORT**
Save time using predefined and customisable reports, dashboards and newsletters
- 7 ACTIVATE**
Integrate and activate insights throughout the enterprise



Key Features:

Geolocalisation Data:

- ✓ Boost your location-based marketing and analysis
- ✓ View and filter data by country, state, region or city and drill down to street level for geo-located posts
- ✓ Track all tweets of a defined region
- ✓ Compare brands, products, or topics by location
- ✓ Advance location detection using more than 10 criteria as geo-coordinates, profile information or top-level domains

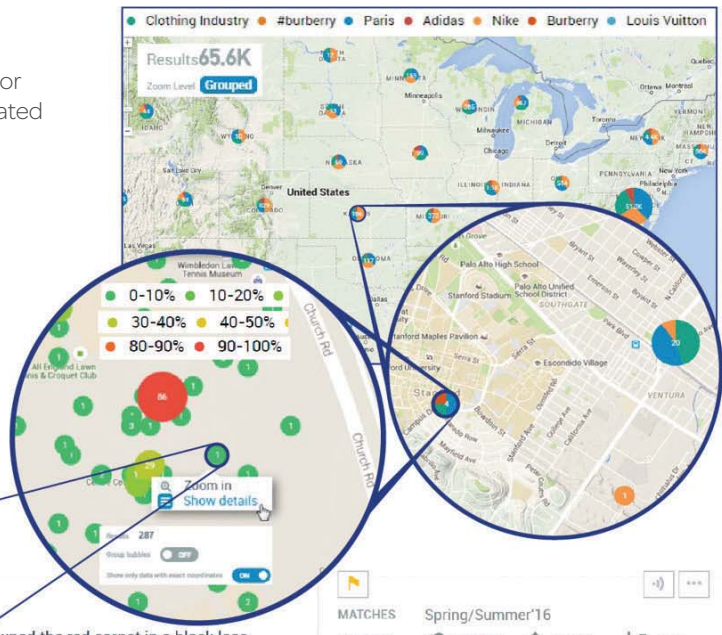
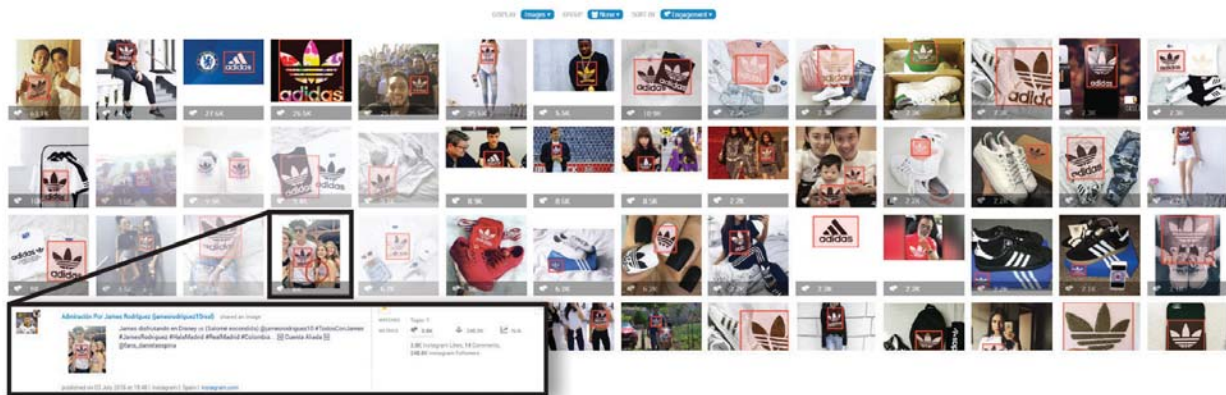


Image Recognition

Leverage user-generated content to enrich your communication efforts



**MORE THAN
1.8 BILLION
IMAGES ARE SHARED
IN SOCIAL MEDIA**



Channel Analytics

Measure and compare all KPI's in one place!

CROSS CHANNEL METRICS

13 channels & more than 30 KPIs



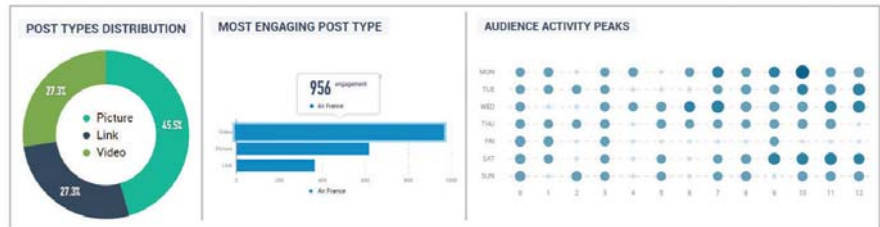
SOCIAL PERFORMANCE MEASUREMENT

Top KPIs about your owned media performance

Owner Activity	Audience Activity	Content Appreciation	Daily Engagement Rate	Daily Response Rate
172287 ↑ 57.2%	517303 ↑ 26%	8.43M ↑ 20.0%	0.242%	53.217%

AUDIENCE MEASUREMENT

Demographics, habits and preferences of your audience



SOCIAL COMPETITIVE ANALYTICS & BENCHMARKS

Evaluate your strengths and weaknesses, identify opportunities

	Audience Activity ↓	Audience Posts ↓	Audience Comments ↓	Total Likes ↓	Total Shares ↓	Avg Audience Posts/day ↓	Avg Audience Comments/day ↓	Avg Audience Likes/day ↓	Avg Audience Shares/day ↓
KLM	304707 ↑ 5.9%	71416 ↓ 54.0%	233291 ↑ 82.0%	5.74M ↑ 29.4%	425037 ↓ 26.5%	195.1 ↓ 54.0%	637.4 ↑ 82.0%	15695.1 ↑ 29.4%	1161.3 ↓ 26.5%
Lufthansa	118004 ↑ 119.9%	19801 ↑ 28.7%	98203 ↑ 158.5%	1.6M ↑ 23.8%	156757 ↑ 101.9%	54.1 ↑ 28.7%	268.3 ↑ 158.5%	4373.8 ↑ 29.8%	428.3 ↑ 111.0%
Air France	94598 ↑ 31.5%	40974 ↑ 3.6%	53624 ↑ 66.7%	444159 ↓ 26%	57102 ↑ 26.6%	112 ↑ 3.6%	146.5 ↑ 66.7%	1213.5 ↓ 26%	156 ↑ 26.6%

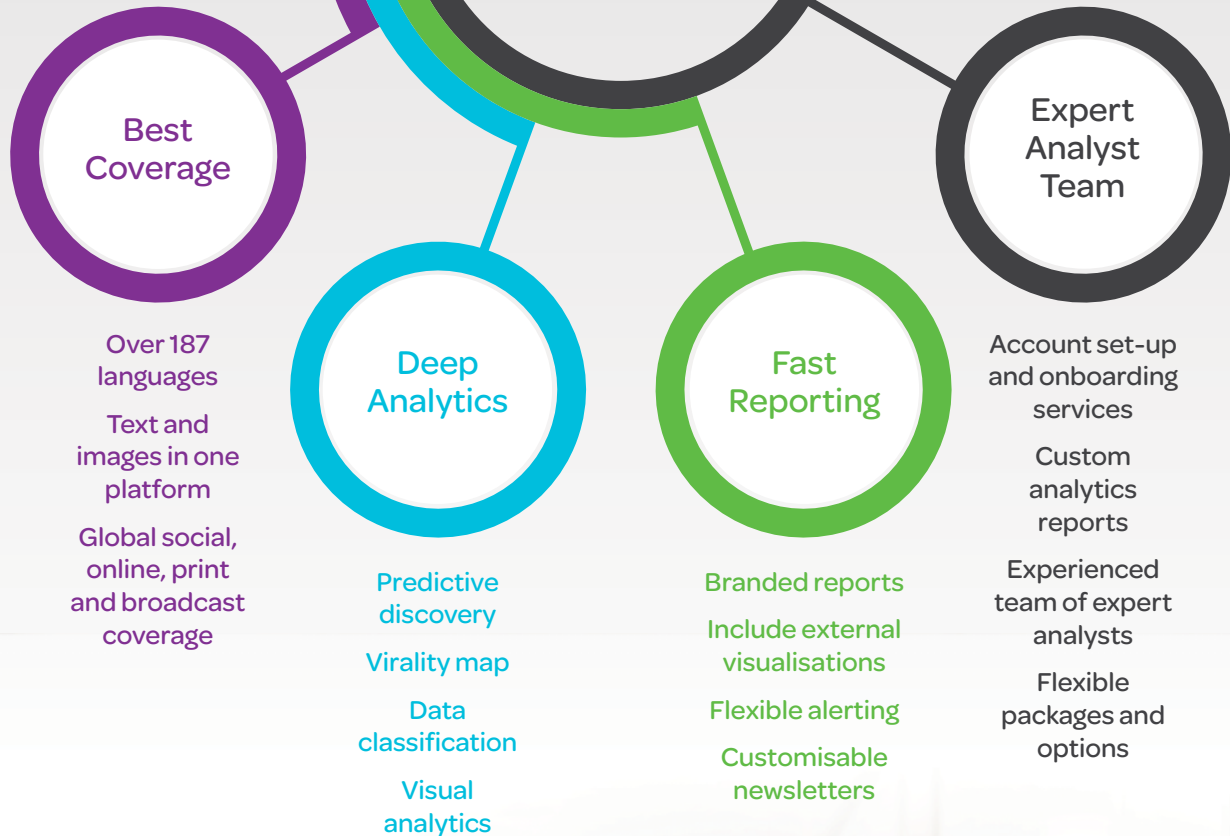
Virality Map

Understand how a tweet, Facebook post or news article spreads through different media types, countries or languages

- ✓ Understand performance drivers of your own and competitors media
- ✓ Leverage success of viral messages in campaigns
- ✓ Evaluate influencers and their postings
- ✓ Understand who helps in spreading the message and their impact



Why LexisNexis® Social Analytics is Different



Contact us for a demo or to learn more

For more information

information@lexisnexis.com

About LexisNexis

After nearly 40 years providing solutions that help organizations harness the power of information, LexisNexis remains dedicated to developing innovative tools to support data-driven decision-making. Our commitment extends beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights—and value—from LexisNexis solutions.

