

Market Guide: Social Analytics Applications for IT Leaders

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This analysis profiles 13 vendors of tools used to analyze interactions on public-facing social media. IT leaders can use this guide to gain an understanding of the social analytics landscape and vendor-specific functionality.

Key Findings

- The primary delivery model for social analytics is SaaS; only one vendor in this report has an on-premises offering.
- Whereas in years past it had been highly differentiating to have social media information sources like Instagram or Sina Weibo as part of a social analytics application offering, in 2015 it is almost standard.
- In speaking with clients, the most significant differentiator of vendors in this space is not the functionality as outlined in this research, but the responsiveness of the vendor to their clients.

Recommendations

- Combine social media analysis with other market research techniques to avoid looking at data in a single, siloed communication channel.
- Use Gartner's "RFP Toolkit: Social Analytics Applications for CRM" to gain consensus on a prioritized list of requirements before initiating the RFI or RFP process.
- Check your selected vendor's capability to provide the integration capabilities you need.

Market Definition

Social analytics is the process of collecting, measuring, analyzing and interpreting the results of interactions and associations among people, topics and ideas. It is an umbrella term that includes a number of specialized analysis techniques, such as social filtering, social network analysis, social channel analysis, sentiment analysis and social media analytics.

This Market Guide examines social analytics solutions covering social filtering, text analytics, sentiment analysis and public-facing social media analytics. It focuses on solutions that are at least 60% software-based (including SaaS, for the purpose of this analysis) versus solutions that are mainly based on consulting services.

Market Direction

Social analytics is a valuable source of input that augments traditional approaches to market research and service feedback. Social analytics applications are used for a variety of purposes across customer support, human resources, marketing, product development, risk management, sales and supply chain (see "Technology Overview for Social Analytics Applications"). Yet social analytics has its limitations regarding the ability to identify all individuals in the audience, incomplete data on items like location, and difficulty in differentiating between strong and weak signals (see "How Crowdsourcing Can Reduce the Reliability of Social Media Analytics").

Despite these drawbacks, social media monitoring and analysis are undeniably popular. Since the beginning of 2014, Gartner has had over 1,000 conversations with clients and vendors on the topic.

Over the last two years, we have seen a general maturity in organizations' understanding of the role social analytics plays in their larger business intelligence strategies. From 2014 through 2015, Gartner has seen an 87% increase in the percentage of companies that are in the defined stage of social analytics — meaning they view it as part of a broader business strategy. But there are still laggards in the beginning stages of social media monitoring without much analysis. This leaves room for opportunity in the social analytics technology market for over 50 vendors to address organizations at these different stages using social analytics for myriad use cases, and room for over 50 vendors to pick up new clients if they leave their first social analytics vendor due to a lack of customer responsiveness.

In this research, we address 13 social analytics vendors serving organizations that are using social analytics to monitor general social media conversation, their owned content performance, and individual influencers, customers and/or prospects. We estimate that these 13 vendors are responsible for 50% of the revenue of the very fragmented social analytics market.

Where in previous years we have included several niche players in the report, this year we focus on vendors frequently discussed on inquiries with Gartner IT leader clients. The 13 featured vendors are: Brandwatch, Clarabridge, Crimson Hexagon, Geofeedia, NetBase, Oracle, Salesforce, Simply Measured, Socialbakers, Synthesio, Sysomos, Talkwalker and Tracx.

We also include an Appendix of other social analytics application providers that we get questions on in this space.

Market Analysis

Gartner's client discussions around social analytics tend to focus less on analytical techniques and more on provider differentiators, including data sources, delivery models, language support, vertical

experience and expertise, pricing models, and client support. In the following market analysis, we include details on information sources, delivery models and pricing models, along with analytical techniques, system routing and alerts. Within each of the vendor sections below, you can find information on language support and industry expertise.

Information Sources Analyzed

With some exceptions (noted below), the social analytics vendors profiled in this research can analyze the usual information sources, such as:

- Twitter @mentions, hashtags, keywords and Twitter-specific handles
- Facebook pages

Application providers that used to be able to analyze Facebook public profile data are no longer able to get this information directly from Facebook's API due to changes in the social media giant's privacy policy. Organizations still looking to analyze aggregate public profile data will now have to work with DataSift's Pylon tool or ask their application provider to work with Pylon in order to obtain it.

Outside of Twitter and Facebook pages information, vendors' information sources vary, often because of the limitations of social network APIs or concerns about violations of terms of service (see Table 1).

Table 1. Information Sources Analyzed in Addition to Facebook Pages and Twitter

Vendor	Blogs	Forums	News Sites	Pylon	Instagram	LinkedIn Groups	LinkedIn Company Pages	Pinterest	Sina Weibo	YouTube
Brandwatch	✓	✓	✓	✓	✓			✓		✓
Clarabridge	✓	✓	✓	✓	✓	✓	✓	✓		✓
Crimson Hexagon	✓	✓	✓	✓	✓				✓	✓
Geofeedia					✓				✓	✓
NetBase	✓	✓	✓	✓	✓	✓	✓		✓	✓
Oracle	✓	✓	✓				✓			✓
Salesforce	✓	✓	✓		✓	✓	✓	✓	✓	✓
Simply Measured	✓	✓			✓		✓	✓		✓
Socialbakers					✓		✓		✓	✓
Synthesio	✓	✓	✓	✓	✓			✓	✓	✓
Sysomos	✓	✓	✓	✓	✓					✓
Talkwalker	✓	✓	✓		✓	✓	✓		✓	✓
Tracx	✓	✓	✓	✓	✓	✓	✓		✓	✓

Source: Gartner (October 2015)

Analysis Techniques

The vendors in Table 2 use a variety of analysis techniques to glean insight from the information sources they examine.

Table 2. Analysis Techniques Used by Profiled Social Analytics Vendors

Vendor	NLP (Proprietary)	NLP (Via Partner)	Keyword-Based Sentiment Analysis	Pattern-Based Analysis	Location-Based Analysis	Social Network Analysis	Machine-Learning: Active Learning
Brandwatch	✓	✓	✓	✓	✓	✓	
Clarabridge	✓		✓	✓	✓	✓	✓
Crimson Hexagon	✓	✓	✓	✓	✓	✓	✓
Geofeedia	✓	✓	✓	✓	✓	✓	
NetBase	✓	✓	✓	✓	✓	✓	
Oracle	✓			✓	✓		✓
Salesforce	✓	✓	✓	✓	✓	✓	
Simply Measured		✓	✓		✓	✓	
Socialbakers		✓		✓	✓	✓	✓
Synthesio	✓		✓	✓	✓	✓	
Sysomos	✓		✓		✓		
Talkwalker	✓		✓	✓	✓	✓	✓
Tracx	✓		✓	✓	✓	✓	✓
NLP = natural-language processing							

Source: Gartner (October 2015)

Application Delivery Models

The vendors in Table 3 primarily deliver their products via a multitenant SaaS model with limited exceptions.

Table 3. Social Analytics Application Delivery Models

Vendor	Multitenant SaaS	Single-Tenant SaaS	On-Premises	Hybrid (Hosted and On-Premises)
Brandwatch	✓			
Clarabridge	✓			
Crimson Hexagon	✓			
Geofeedia	✓			
NetBase	✓			
Oracle	✓			
Salesforce	✓			
Simply Measured	✓			
Socialbakers	✓	✓		
Synthesio	✓			
Sysomos	✓			
Talkwalker	✓	✓		
Tracx	✓			
SaaS = software as a service				

Source: Gartner (October 2015)

Pricing

Aside from service expenses, vendors in the social analytics application space price their products on one to four levers (with very few exceptions). We will refer to these levers and any exceptions throughout the vendor analysis.

- Data size.** Price is based on the amount of data being analyzed, or comparatively, the number of brand or keyword mentions. This is favorable for companies with a tight scope of work, and

clear and defined terms and objectives. This is unfavorable for companies looking to scale their social analytics program based on newly discovered insight.

- **Number of social channels.** In this model, price is on the number of social channels being analyzed. Channels are either one brand's Facebook and Twitter pages, for example, or could mean each individual Facebook account and Twitter account being monitored. This is a favorable approach for a small or midsize business (SMB) or department with a centralized customer team that knows its inventory of social content. However, this is very unfavorable for large enterprises with multiple brands or multiple marketing or sales branches.
- **Number of simultaneous campaigns/topics being analyzed.** This model, often pursued by enterprises and offered by the top-tier providers, may allow for coverage of new/custom data sources and for uncapped volume (ideal when conversation spikes during a campaign or crisis), but it does so at a higher overall price point. This pricing model is out of reach for SMBs and most midsize enterprises.
- **Named user.** This is a typical way to price enterprise software and, like pricing by simultaneous campaigns or topics, it is often preferred by large enterprises due to fluctuating data needs. It is a favorable model for an organization that has a set team of market researchers or business analysts that consume the information and disperse reports throughout the enterprise. It is unfavorable for companies looking for a social analytics tool to support a large number of business users.

Representative Vendors

The vendors listed in this Market Guide do not imply an exhaustive list. This section is intended to provide more understanding of the market and its offerings.

Brandwatch

brandwatch.com

Products: Brandwatch Analytics, Brandwatch Vizia

Brandwatch has more than 300 employees dedicated to its social analytics applications. The company is headquartered in the U.K. and has additional offices in the U.S., Germany and Singapore.

Brandwatch Analytics' major point of differentiation is query flexibility. Analysts can use advanced functions (such as wildcards, proximity search and case sensitivity), nested statements and long, complex exclude lists to increase the relevancy of their results. While these features appeal to many clients, Brandwatch is unattractive to clients who don't have dedicated analytics resources to work on their own complex queries. In response, Brandwatch now offers prebuilt dashboards to help clients with popular use cases like influencer identification, PR and reputation tracking. The company has also recently released the capability to send alerts based on the acceleration of a topic's frequency in social media posts.

Brandwatch has a complementary command center application called Vizia, which offers customizable data visualizations on big screens, computers, tablets or smartphones.

Gartner clients should consider this product when: they have data analysts in-house who are looking for a flexible tool that allows them to play with the nuts and bolts of social data, and have complete control over how broad or filtered their results are.

Key facts:

- **Geographies.** Brandwatch does most of its business in North America and Western Europe, but has a presence in Central/Eastern Europe, Latin America, the Middle East and Africa, and Asia/Pacific.
- **Languages.** More than 44 languages understood, with full support (including Twitter and non-Twitter coverage and fully optimized topic extraction and sentiment analysis) for Chinese (simplified and traditional), Dutch, English, French, German, Greek, Italian, Norwegian, Polish, Portuguese (Brazilian and European), Romanian, Russian, Spanish, Swedish, and Turkish.
- **Industries represented.** Agencies, consumer goods, entertainment, financial services, media.
- **Proven integrations.** Hootsuite, Spredfast, Clarabridge, Converseon, Percolate.
- **Key partners.** Disqus, Moz, Kred, Twitter.
- **Notable customers.** British Airways, MoneyGram, PepsiCo, Walmart.
- **Pricing.** By data size.

Clarabridge

clarabridge.com

Product: CX Engagor

Clarabridge is a nine-year-old, 400-employee company specializing in the voice of the customer (VoC), which includes social media data. CX Engagor is the company's social analytics offering and comes from its 2015 acquisition of Engagor.

CX Engagor is typically used by customer care teams to identify engagement opportunities, but can also be used by marketing teams to identify market characteristics that serve as inputs to new product rollouts, product improvements, and changes to processes and approaches to service.

Unique features include the ability to filter and analyze social media data and patterns, together with traditional feedback sources such as email or surveys, the ability to carry out root cause analysis, conversation threading capabilities, theme detection, and support for distributed teams performing social care.

Gartner clients should consider this product when: they are looking at social analytics as one of several parallel data inputs needed to understand their market and their customers. Clarabridge

offers entry-level pricing, but full VoC solutions typically come at a higher cost than social analytics specialty solutions; so Clarabridge will be priced accordingly as its capabilities extend into additional marketingwide and customer servicewide use cases.

Key facts:

- **Customer geographies.** The majority of Clarabridge's customers are in North America, with a quarter of customers coming from Western Europe and some customers throughout the rest of EMEA.
- **Languages.** Clarabridge monitors 166 languages and has native natural-language processing (NLP) analysis in Arabic, Dutch, Italian, English, French, Spanish, Portuguese, German, Russian, Chinese, Turkish, Japanese, and Korean.
- **Industries represented.** Automotive, banking, consumer goods, financial services, insurance, retail and telecommunications.
- **Proven integrations.** Out-of-the-box integration with survey tools (Confermit, Maritz, Verint Systems, ForeSee and Qualtrics), social platforms (such as Lithium), many enterprise systems (Salesforce, MicroStrategy, Tableau, Oracle, Siebel and Jive) and e-commerce sites. A combination of API and custom development is available through a connector library.
- **Key partners.** Accenture, Acumen Solutions, Capgemini, Cognizant, Convergys, Intuitive Solutions, OpinionLab, PwC Australia, Reevo, Sysomos, Teradata, Verint Systems, Voci Technologies, W2O Group.
- **Notable customers.** Barclays, Mazda, McDonald's, Vodafone.
- **Pricing.** By user.

Crimson Hexagon

crimsonhexagon.com

Product: Crimson Hexagon ForSight platform.

Crimson Hexagon is one of the most asked after social analytics application providers of 2015. The company was established in 2007 and has about 100 employees, all focused on social analytics. Based in Boston, MA, in the U.S., Crimson Hexagon's ForSight platform offers three types of social media analysis in what it refer to as "monitors" in a SaaS model.

Crimson Hexagon is most differentiated by its Opinion Monitor, which is primarily used by companies that are looking at a broad base of social media posts for market research or service feedback purposes. Its BrightView opinion analysis technology is based on an approach that combines human insight with statistical pattern recognition. Unlike traditional NLP, which works within predefined outputs, analysts using Crimson Hexagon (either from the client's team or from Crimson Hexagon's services team) hand code a sample of results used to train the system on what is most relevant, generating a more custom analysis.

Other monitors include the Buzz Monitor and Social Account Monitor.

Crimson's API can also pull in owned data from other applications in the organization (like CRM) and can push social analysis to external dashboards. In addition, all of the analysis is exportable as a data-visualized image or an Excel document.

Gartner clients should consider this product when: they are looking for an application that provides custom social media analysis for market research-type purposes, and don't mind doing some extra work upfront to have tailored results.

Key facts:

- **Customer geographies.** The majority of customers are in North America and Western Europe, with a small subset of customers coming from the rest of EMEA, Latin America and APAC.
- **Languages.** Comprehends all languages, no NLP, so sentiment analysis is driven by keywords and machine learning.
- **Industries represented.** Agencies, consumer goods, media, retail, software and technology.
- **Proven integrations.** Hootsuite and Spredfast.
- **Key partners.** Hootsuite, Spredfast, Sprinklr, Tumblr, Twitter.
- **Notable customers.** Interpublic Group, Microsoft, NBC Universal, Starbucks.
- **Pricing.** By campaigns/topics.

Geofeedia

geofeedia.com

Product: Geofeedia

Geofeedia is a 50-person company out of Chicago, offering location-based social media analysis. Geofeedia is certainly not the only SaaS application in the market looking at location-based analysis, but it is one of very few placing primary emphasis on location. Geofeedia only uses machine-stamped data versus a social media user's bio, which means that the results are accurate to within 15 to 20 feet.

As such, Geofeedia is commonly used by public safety organizations and corporate security teams in identifying malicious activities, and by the media for gathering crowdsourced inputs into their stories. For example, if a media client wants to display real-time Instagram posts related to a story being covered, Geofeedia can provide a map widget display to appear embedded within the media client's Web page.

Through integration with Bing maps, users can search for a location by specific address, city or venue name and create a virtual search perimeter of rich media posts in the area. Geofeedia returns public GPS-tagged posts in the area that meet search criteria, and viewed on the map or in a

Pinterest-like collage. From there, users can filter by source, time range, keyword or username, and get a view into the top-used words in the area.

Gartner clients should consider this product when: they are looking for a location-based analysis tool to inform real-time marketing, ingest service feedback regarding physical locations, amplify social media activity relating to a news story, or alert security and public safety of risk behavior.

Key facts:

- **Customer geographies.** North America
- **Languages.** NLP for English and Spanish
- **Industries represented:** Corporate security, public safety, media and retail.
- **Proven Integrations.** IDV Solutions, Microsoft Bing Maps, Salesforce Sales Cloud and Salesforce Service Cloud.
- **Notable customers.** BBC, CNN, Mall of America, Microsoft.
- **Pricing.** By data size, named user.

NetBase Solutions

netbase.com

Product: NetBase Application, version 18.2

NetBase is a 10-year-old, U.S.-based company initially created as a scientific database and NLP company used by consumer packaged goods (CPG) firms for scientific research. In 2010, NetBase used its technology and expertise to enter the social analytics market. The company now employs about 150 people dedicated to SaaS social analytics.

NetBase offers a social analytics platform for social media listening, analysis, engagement and publishing, and for targeting social advertising. The product is primarily used by marketers for identifying market characteristics that help them to understand market categories and conduct market research. Other common use cases include audience analysis and segmentation, brand/campaign analysis, competitive analysis and category analysis.

NetBase has three primary differentiators:

- The ability to do owned/earned and paid analysis in one application
- NLP capabilities
- A visually appealing interface

The NLP engine identifies sentiment granularly, focusing on needs and wants, preferences, purchase intent, influence, net sentiment, passion intensity, opinions, emotions, life stages, life interests, psychographics, and behaviors. Visualizations include geographical heat maps, visual displays of user-generated content and bar charts. Strength in visualization and analysis led to

NetBase's launch of its LIVE Pulse Suite last year, a command center offering geared toward marketers.

NetBase comes with 27 months of history from plug-in.

Gartner clients should consider this product if: they are large B2C companies with a U.S. or global presence and seek to understand the market category in which they operate by understanding brand and product perception, and gaining competitive insight.

Key facts:

- **Geographies.** The vast majority of NetBase's customers are based in North America, with select clients in Latin America, Western Europe and APAC.
- **Languages.** Supports 42 languages including slang, has deep NLP support in eight languages including simplified and traditional Chinese.
- **Industries represented.** B2C businesses with strengths in CPG and retail.
- **Proven integrations.** Clarabridge, Domo, IBM Cognos, Leftronic, MediaFunnel, SAP Cloud for Social Engagement.
- **Key partners.** Various business partners in Brazil, Japan, Mexico and the U.K.
- **Notable customers.** The Coca-Cola Company, Disney, Target, Yum! Brands.
- **Pricing.** By user, data size, by topic/campaign.

Oracle

www.oracle.com

Product: Oracle Social Engagement & Monitoring Cloud Service

Oracle Social Engagement & Monitoring Cloud Service is the core analytics product of Oracle's Social Relationship Management (SRM) solution. The social analytics application capabilities existent within Oracle's portfolio are both a strength and weakness, as Oracle reaches into its existing client base to bring on new customers but is infrequently seen in social analytics deals among non-Oracle clients.

Oracle Social Engagement & Monitoring Cloud Service integrates with Oracle's customer experience applications, including Oracle Marketing Cloud (including Eloqua and Responsys), Service Cloud, Commerce Cloud, Sales Cloud, CRM On Demand, and Siebel CRM.

It has differentiating features, including the ability for users to train the analytics system to recognize what types of query returns they like by using a "more like this" and "less like this" component. The application also has a Custom Data Source Analyzer (CDSA) that allows customers to pull their private data sources (such as email or surveys) into the Oracle Social Engagement & Monitoring Cloud Service listening engine.

Gartner clients should consider this product when: they are looking to leverage social analytics as part of their broader Oracle customer experience investment, or if they are looking for an application primarily focused on social analytics with the ability to bring in custom data sources as needed.

Key facts:

- **Geographies.** The majority of Oracle SRM's customers are in North America, with the next largest groups coming from Western Europe and Asia. Oracle SRM has some customers in Latin America and in the rest of EMEA.
- **Languages.** Supports 26 languages with NLP for Dutch, English, French, Portuguese, Chinese (simplified and traditional) and Spanish.
- **Industries represented.** Consumer goods, financial services, hospitality, insurance, media, professional services, retail and travel.
- **Proven integrations.** Adobe Analytics, Criteo, DoubleClick, Google Analytics, Webtrends, and Oracle customer experience applications including Oracle Marketing Cloud (including Eloqua and Responsys), Service Cloud, Commerce Cloud, Sales Cloud, CRM On-Demand, and Siebel CRM.
- **Key partners.** Adobe Analytics, Brand Networks, DataSift, Ditto Labs, Google Analytics, Tickr, Unmetric, Webtrends.
- **Notable customers.** General Motors, LeapFrog, Mothercare, Sapporo Breweries.
- **Pricing.** By data size.

Salesforce

Salesforce

Products: Social Studio, Radian6 Analysis Dashboard

Salesforce Social Studio is a culmination of the acquisitions of Buddy Media and Radian6, along with internal research and development. The product has three modules: Publish, Engage and Analyze. The Analyze module was the last to be added to Social Studio in early 2015 and serves as the social media filtering and workflow automation foundation of the application. Analyze is used for social media monitoring and analysis, and leverages Radian6's technology and partnerships (formerly called Insights) to layer on data enhancements including demographics, improved sentiment analysis, intent-based analysis, emerging trend analysis and influencer analysis.

Salesforce Radian6 Analysis Dashboard can still be purchased as a stand-alone or with the Social Studio package. Salesforce encourages new customers to use Social Studio and existing customers to migrate. That said, some existing customers have opted to continue using Radian6 as they are familiar with its UI. Gartner would advise existing clients to move to Social Studio as that is where we anticipate future research and development to be focused.

Gartner clients should consider this product when: they are looking for a social analytics solution that complements their existing Salesforce investments. Many large clients also look to Salesforce for building out their social command centers, as Salesforce has years of experience, in the space dating back to early icons like Gatorade and the Red Cross.

Key facts:

- **Customer geographies.** Primarily North America, with some Western Europe and Asia/Pacific clients.
- **Languages.** Supports over 25 languages including NLP for English, French, Spanish, Portuguese, Italian, German, Mandarin (traditional and simplified), Dutch, Korean and Japanese.
- **Industries represented.** Education, financial services, government, healthcare, manufacturing, media, retail, high tech and hospitality.
- **Proven integrations.** Adobe Analytics, Bitext, Clarabridge, EpiAnalytics, Google Analytics, Hottolink, Klout, LeadSift, Lymbix, OpenCalais, Soshio, StatSocial, Towerd@ta, and Webtrends.
- **Key partners.** Datalogix, Getty Images, Shutterstock, Kontera, NextGate, Pressly, Rallyverse, Mixpo, TrendSpottr (along with integration partners mentioned above).
- **Notable customers.** Activision, Bombardier, Honeywell, KLM.
- **Pricing.** By data size, by number of social channels.

Simply Measured

simplymeasured.com

Product: Simply Measured

Simply Measured is based in the U.S., with 135 employees dedicated to social analytics. Historically, Simply Measured has been used by marketing and communications organizations to track keywords, phrases, hashtags or links across social networks. The SaaS platform is popularly used for metrics reporting across brands or business units' activity on paid, owned and earned social media.

In 2015, Simply Measured acquired Inside Social, making it one of the only social analytics providers with a solution for measuring conversion and sharing tracking. For example, let's say an individual is browsing an organization's website. As the individual browses, she is given a unique URL dedicated to her visit. When she then shares the URL on social media, the unique URL is paired to that social media user and any conversions, which are then tracked traditionally via cookies, can be attributed to individuals.

Simply Measured and Inside Social's joint offering is in beta and, as with the traditional Simply Measured offering, it targets marketing teams but requires access to data often owned by commerce or IT groups.

Gartner clients should consider this product when: they are looking to provide easy-to-understand metrics to executives. Clients should look into the new Simply Measured and Inside Social offering if they are looking to track top-line growth as a result of social sharing.

Key facts:

- **Geographies.** Most business is in North America with some customers in EMEA, LATAM, and APAC.
- **Languages.** Supports account monitoring in all languages, keyword monitoring for the English language character set, and has NLP for English, Spanish, French, Italian, German, Russian, Arabic, Chinese, with NLP beta testing in Polish and Portuguese.
- **Industries represented.** Agencies, automotive, media, sports and entertainment, finance, CPG, and retail.
- **Proven integrations.** Bitly, Percolate, Shift Open Marketing Cloud.
- **Key partners.** Repustate, Socialgist, Spredfast.
- **Notable customers.** Adidas, Kia, Microsoft, Samsung.
- **Pricing.** By data size.

Socialbakers

socialbakers.com

Product: Socialbakers Analytics

Socialbakers is a social analytics provider headquartered in Prague with 330 employees. Socialbakers is known as the social media benchmarking company, having made an early name for itself in the European market. Today's Socialbakers Analytics application is still best known for benchmarking but also has capabilities for paid post detection, fan analysis and video play analysis, which also serve as differentiators:

- Paid post detection allows users to see which percentage of posts on which other competitor and industry Facebook pages are promoted versus organic, allowing them to allocate their ad spend more effectively.
- Fan analysis helps users determine the quality of the fans on Facebook and followers on Twitter by surfacing the share of fans who only engage once versus the share who regularly engage and contribute the brand's social community.
- Video analysis tracks the consumption of videos shared on Facebook, Twitter and YouTube: Did viewers watch the whole video? Did they view at least 10 seconds' worth?

Socialbakers offers an easy-to-consume, consolidated view of social media performance across industry to gauge the most popular content, the most responsive brands and changes in audience

size. Users can set up daily or weekly reports of graphics or raw data to share internally among their teams, including their executives.

Gartner clients should consider this product when: they are looking at benchmarking their social media marketing and customer service performance against competitors and their industry overall, as well as ad spend optimization.

Key facts:

- **Customer geographies.** Customers are spread across Europe, Asia and the Americas in roughly equal amounts.
- **Languages.** English.
- **Industries represented.** B2C organizations (retail, airlines, financial services and creative services).
- **Proven integrations.** Google Analytics.
- **Notable customers.** Desigual, Lenovo, Nestle, Orange.
- **Pricing.** By data size, by number of social channels, by named user.

Synthesio

synthesio.com

Product: Synthesio

Synthesio is based in New York with offices in Austin, London, Paris and Singapore, and has more than 115 employees. Synthesio is known for its social media monitoring and analytics capabilities, and has historically been used primarily by market researchers, marketers and PR teams.

Synthesio has several capabilities that make it unique from its competitors. Social Reputation Score (SRS) enables brands to benchmark themselves against their competitors in a single, cumulative score developed by Synthesio as a social Net Promoter Score-like metric. SRS is part of Synthesio's ROI module, which also includes metrics for awareness, acquisition and activation.

Two other differentiators for Synthesio are its crawling capabilities and global focus. Synthesio's ability to custom-crawl sites beyond just the standard social networks like Facebook and Twitter forums, blogs and news sites, as well as prioritize its clients' VIP sites, is unique to the company and only one other provider mentioned in this research (Talkwalker). Synthesio's global focus sees 15% of its customers coming from Asia/Pacific, and NLP capabilities for languages like Russian, Turkish, Arabic, Malay, Indonesian, Chinese, Korean, Vietnamese, Thai, and Japanese.

It should be noted that Synthesio gets positive remarks from Gartner clients on its prospect engagement for being hands-on, eager and accommodating.

Gartner clients should consider this product when: they are looking at a social analytics tool to help with broad-based market understanding, which has capabilities to do custom crawling and address the APAC region.

Key facts:

- **Customer geographies.** Primarily in North America and Western Europe, with some customers in Central and Eastern Europe and APAC.
- **Languages.** Can aggregate over 80 languages and conducts sentiment analysis in Arabic, Chinese, Danish, Dutch, English, French, German, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Thai, Turkish and Vietnamese.
- **Industries represented.** Automotive, consumer goods, entertainment, financial services, and travel.
- **Proven integrations.** Clarabridge, CrowdRiff, Ditto Labs, Domo, Hootsuite, IBM Connections, Marketo, Salesforce, Spredfast, Tableau, talkSpirit.
- **Notable customers.** GE, MasterCard, Nissan, Virgin Atlantic.
- **Pricing.** By campaigns/topics

Sysomos

sysomos.com

Products: Sysomos Media Analysis Platform (MAP) and Heartbeat

Sysomos was founded in 2007 and after being acquired by Marketwired in 2010, it was divested in early 2015 as an independent social application provider. Sysomos is now a company of more than 250 employees. It has made aggressive movements in the last six months, including the acquisition of a social publishing application provider, Expion, which brought additional owned content performance analysis.

Its two social analytics offerings, MAP and Heartbeat, are targeted at market researchers and marketing/PR practitioners respectively. MAP is Sysomos' repository of social data with a searchable repository that goes back 18 months and identifies things like influencers and affinity groups. Heartbeat runs queries around a specific set of topics and monitors for volume alerts and sentiment of user-defined keywords and hashtags.

Clients can use only MAP or Heartbeat, but there is benefit in having licenses for both: namely the ability to find something in MAP and instantly create a query in Heartbeat, or dig into MAP when something unexpected surfaces in Heartbeat.

Gartner clients should consider this product when: they are looking for a somewhat raw tool for social media monitoring at scale without being penalized for large volumes.

Key facts:

- **Geographies.** Primarily present in North America with a presence in Western Europe and some clients in Latin America, the Middle East and APAC.
- **Languages.** English only.
- **Industries represented.** Agencies, consumer goods, education, entertainment, hospitality.
- **Proven integrations.** Google Analytics, Salesforce, Spredfast, Tickr.
- **Key partners.** Repustate, DataSift, Moreover Technologies.
- **Notable customers.** Cactus, Nestle Purina, Georgia State University, Kingsford Charcoal.
- **Pricing.** MAP: by user, Heartbeat: by data size

Talkwalker

talkwalker.com**Product:** Talkwalker

Talkwalker is a six-year-old, 70 employee social analytics company based in Luxemborg and New York City. Unlike most of the vendors we have included in this Market Guide, Talkwalker's predominant presence is in Europe.

Talkwalker is primarily used by marketers for identifying market characteristics, including use cases such as reputation monitoring, crisis monitoring and competitive intelligence. The company recently released something it calls "IQ Apps" — templated reports created to quickly show spins on data, including things like competitive intelligence, crisis monitoring and benchmarking. The application can provide up to two years of historical Twitter data, as well as real-time search capabilities.

Unique features include custom crawling capabilities for sites without APIs or RSS feeds — including media sites, the ability to write queries up to 4,096 characters, and its open platform to pull in and analyze themes in other text-based datasets. Talkwalker can also be offered as an API to pipe in to another application, such as a legacy business intelligence solution that a client has in-house.

Gartner clients should consider this product when: they are looking for a social analytics application to help them analyze general social media conversation, particularly when they have a presence in Europe or when custom crawlers are needed.

Key facts:

- **Geographies.** Primarily Western, Central and Eastern Europe, and North America with some customers in Latin America, and APAC.

- **Languages.** Aggregates 187 languages and does NLP in 25, including English, German, French, Spanish, Portuguese, Italian, Arabic, Chinese, Korean, Malay, Dutch, Danish, Swedish, Norwegian, Finish, Russian, Croatian, Czech, Hungarian, Polish, Slovak, and Turkish.
- **Industries represented.** Professional services including agencies and consultancies, entertainment.
- **Proven integrations.** Hootsuite, Klipfolio, Qlik, Tableau.
- **Key partners.** Agencies such as Burson Marsteller and Publicis, and consultancies like KPMG.
- **Notable customers.** Air Liquide, Allianz Worldwide Care, BASF, Microsoft.
- **Pricing.** By data size.

Tracx

tracx.com

Product: Tracx

Tracx was founded in 2009 and has its headquarters in New York. Tracx has more than 50 employees supporting its cloud-based social media suite application, which has capabilities for social analytics.

Tracx's social analytics are primarily used for data-driven marketing purposes and its capabilities span a broad spectrum, from benchmarking to geolocation to influencer scoring. Three illustrative examples of Tracx's capabilities include visual listening, "sentity," and social lead detection:

- Visual listening is enabled through a partnership with Ditto Labs and allows users to detect the presence of their logo in images shared on social media like Instagram or Twitter.
- "Sentity" is the term Tracx uses for its sentiment analysis capabilities, which happen at the entity level as opposed to one sentiment score for the entire post. A good example of this would be a Tweet that said, "I love talking to Gartner analysts, but research notes are too long." In this case, Gartner analyst interactions would be assigned positive sentiment and research notes would be assigned negative sentiment — versus the entire post being considered neutral for having one positive and one negative comment.
- Social lead detection continues to be an intriguing capability of Tracx. Using Tracx's Social Lead Module, users can map social media posts to a sales funnel spanning from Awareness to Research, Opinion to Purchase, and ultimately Loyalty.

Gartner clients should consider this product when: they are looking for social analytics capabilities to span marketing's needs to monitor general social media conversation, their owned content performance, and individual influencers, customers and/or prospects.

Key facts:

- **Geographies.** Presence is mostly in North America, with 40% of business coming from Europe, Latin America, the Middle East and Africa, and Asia/Pacific.
- **Languages.** The platform supports NLP sentiment analysis for Arabic, English, German, Hebrew, Italian, Russian and Spanish. Tracx also offers search capability in 40 languages including Hindi, Polish, Indonesian, Lithuanian, Albanian, Korean, Bulgarian, Turkish, Latvian, French, Dutch, Greek, Bengali, Ukrainian, Macedonian, German, Finnish, Thai, Czech, Vietnamese, Malayalam, Swedish, Georgian, Danish, Romanian, Norwegian, Chinese, Armenian, Croatian, Persian, Slovak, Portuguese, Japanese, Arabic, Hungarian, Estonian and Slovene.
- **Industries represented.** CPG, consumer electronic, pharmaceuticals, healthcare, luxury goods, retail, financial services, insurance, automotive, and fashion.
- **Proven integrations.** Ditto Labs, Facebook Insights, Google Analytics, IBM Coremetrics, Kenshoo, LivePerson, SugarCRM, YouTube Insights, Facebook Ads, Twitter Ads.
- **Key partners.** Ditto Labs, Infosys, Oracle, SAP, The Influence.
- **Notable customers.** BMW, Canon, FleishmanHillard, Mondelez International.
- **Pricing.** By data size.

Market Recommendations

- Get consensus on a prioritized list of requirements before initiating the RFI or RFP process or calling in vendors to do demos. Social analytics applications can do a lot of interesting things, but they might not be what you need for your particular use case.
- Find out if social analytics applications are already in use in your organization to learn what features users prefer. Leverage Gartner's RFP Toolkit for Social Analytics Applications (see "RFP Toolkit: Social Analytics Applications for CRM") to set social analytics application requirements with your business stakeholders.
- Set up your social queries in line with the questions you need to answer to demonstrate business value. Don't expect actionable insight to magically emerge from raw data. Even the best NLP can't return valuable output unless you know what information you need to make more informed decisions.
- Combine social media analysis with other market research techniques so you don't look at data in a single, siloed communication channel. Social analysis should not be viewed as a single source of the truth. Not all your customers are active on social media. In addition, what people are willing to discuss on social media can be different to what they discuss in other channels.
- To the same point, combine social data with other data in the enterprise to enhance existing analytics processes — and add another dimension to new ones. Social data by itself is of

limited use; its real impact will be when combined with other data to enhance mainstream analytics.

- Check your selected vendor's capability to provide the integration approach you need. Most of the vendors mentioned in this Market Guide provide RESTful APIs, but there may be other integration approaches that suit your needs better.

Appendix

As mentioned above, there's a plethora of social analytics vendors in the market that are not covered in depth in this Market Guide. Other vendors clients have mentioned include:

- Adobe (with its Social product)
- AKIO (having acquired Spotter)
- Astute Solutions
- Attensity
- Blab
- Cision (having acquired Visible Technologies)
- Converseon
- Coosto
- Dataminr
- DataRank
- Digimind
- GoodData
- IBM (with its Social Media Analytics product)
- Infegy
- Linkfluence
- Meltwater
- Microsoft (with its Social Engagement product)
- Networked Insights
- Ninja Metrics
- Onalytica
- Rage Frameworks

- SAS Institute
- Sentiment
- Simplify360
- SocialFlow
- Social Pulse
- Social Touch
- Sprinklr (having acquired NewBrand Analytics)
- Unmetric
- viavoo
- WeLink

Gartner Recommended Reading

"Choose Social Metrics That Demonstrate CRM Business Value"

"How to Anticipate Social Analytics and External Community Application Costs Based on Volume"

"Technology Overview for Social Analytics Applications"

"The Nine Types of Social Applications to Consider for Your CRM Team"

"RFP Toolkit: Social Analytics Applications for CRM"

Note 1 Natural-Language Processing

Natural-language processing (NLP) technology involves the ability to turn text or audio speech into encoded, structured information, based on an appropriate ontology. The structured data may be used simply to classify a document, as in "this report describes a laparoscopic cholecystectomy," or it may be used to identify findings, procedures, medications, allergies and participants.

(Source: Gartner)

Note 2 Sentiment Analysis

Sentiment analysis (also known as opinion mining) refers to the use of NLP, text analysis and computational linguistics to identify and extract subjective information in source materials. Generally speaking, sentiment analysis aims to determine the attitude of a speaker or a writer in relation to a topic or the overall contextual polarity of a document. The attitude may be a judgment or evaluation, effective state (specifically, the emotional state of the author when writing), or the intended emotional communication (specifically, the emotional effect the author wants to have on the reader).

(Source: Wikipedia)

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