

MARKETING ANALYTICS



A platform that analyzes social media posts to give clients actionable insights about their brand, their competitors, target customers, and relevant trends.



WHAT WE CAN DO FOR YOU

- **TREND IDENTIFICATION**
Find out what's triggering loud chatter about you, your competitors, or things that affect your industry
- **DEMOGRAPHIC PROFILING**
Understand the profile of the people sharing about your areas of interest
- **SENTIMENT ANALYSIS**
Learn about the context and sentiment of the conversations surrounding your brand

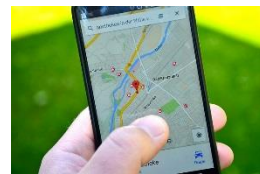
The people that matter in your business are expanding their communication channels, more so in social media.

Through Ubicom's Marketing Analytics, we help you capture what they are sharing.

Learn about your brand, your competitors, your target customers, and trends that may impact your business.

Harness the value of these insights in your business decisions.

WE CAN ANALYZE THE FOLLOWING FOR YOU



TEXT DATA

Through machine learning and natural language processing, we extract meaningful data related to your area of interest.

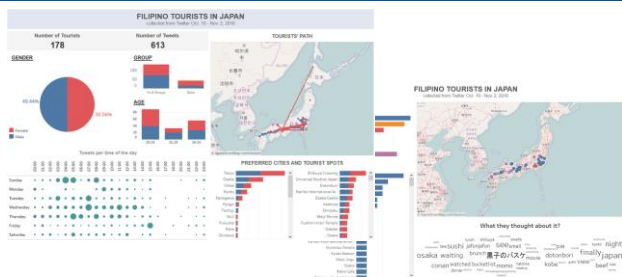
IMAGE POSTS

Using image recognition technologies, particularly convolutional neural networks, we find images of interest, such as images with your logo, in public image postings.

LOCATION DATA

Mapping the shared location check-in data of users, we convert these into potential location-related insight that may be useful for your business.

CASE STUDIES



TRAVEL AGENCY

To be able to offer more personalized travel packages to its customers, the company needed to understand a particular nationalities travel behaviour on a certain destination country.

Through marketing analytics, social media feeds were analyzed to understand the frequented destinations, path, and topics during the travel. These were mapped into demographics and travel dates and time to get more insights.

These were used as input to their planning for new travel package offerings.

CONVENIENCE STORE

A convenience store brand recently established its presence in a country. To grow, they need close to real time access to insights about customer's product interests, location, sentiments about their brand and competitors.

With marketing analytics, product interests, such as food postings, craving shares, were extracted and analysed from millions of streaming daily posts, as well as mentions of their brand or competitors, image postings that contain their logo.

These were used as input to their promo planning, store display design, and product planning as well.

TALK TO US NOW:

Ubicom Holdings, Inc.
sales-contact@aws-i.com
+81 3 5803 7339
www.ubicom-hd.com

Advanced World Solutions, Inc.
business@awsys-i.com
+63 2 816 7741
www.awsys-i.com