Nexis® *Social Analytics*

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.

POWERED BY
Talkwalker

☑ **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 SPECIALIZE IN:

Listening

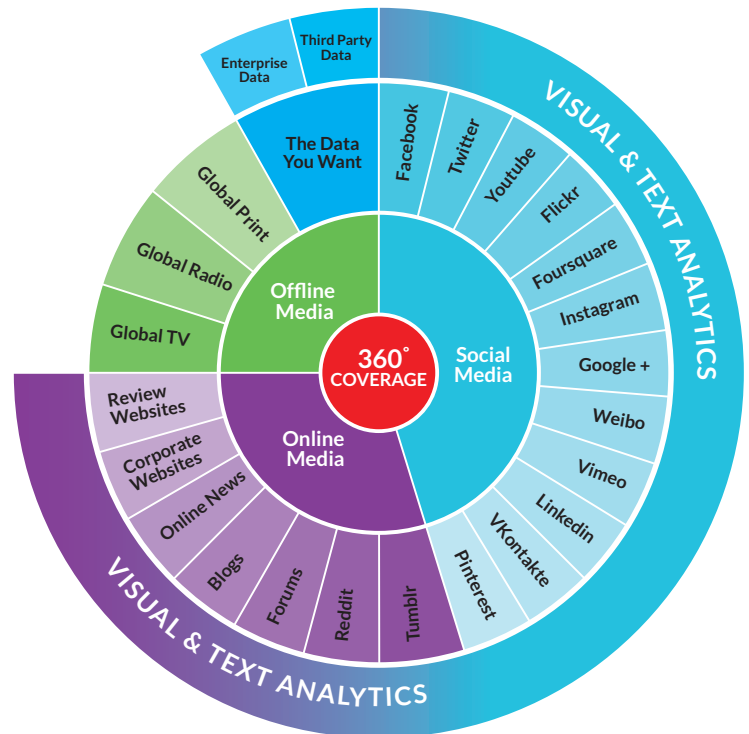*Advanced Analyics*

Reporting

LexisNexis®

Nexis® Solutions

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

360° COVERAGE

VISUAL & TEXT ANALYTICS

Social Media: Facebook, Twitter, Youtube, Flickr, Foursquare, Instagram, Google +, Weibo, Vimeo, Linkedin, VKontakte, Pinterest

Online Media: Review Websites, Corporate Websites, Online News, Blogs, Forums, Reddit, Tumblr

Offline Media: Global Print, Global Radio, Global TV

The Data You Want: Enterprise Data, Third Party Data

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 **ANALYZE**
Analyze 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 customizable reports, dashboards and newsletters

7 **ACTIVATE**
Integrate and activate insights throughout the enterprise

1 LISTEN · 2 DISCOVER · 3 ANALYZE · 4 BENCHMARK · 5 MEASURE · 6 REPORT · 7 ACTIVATE
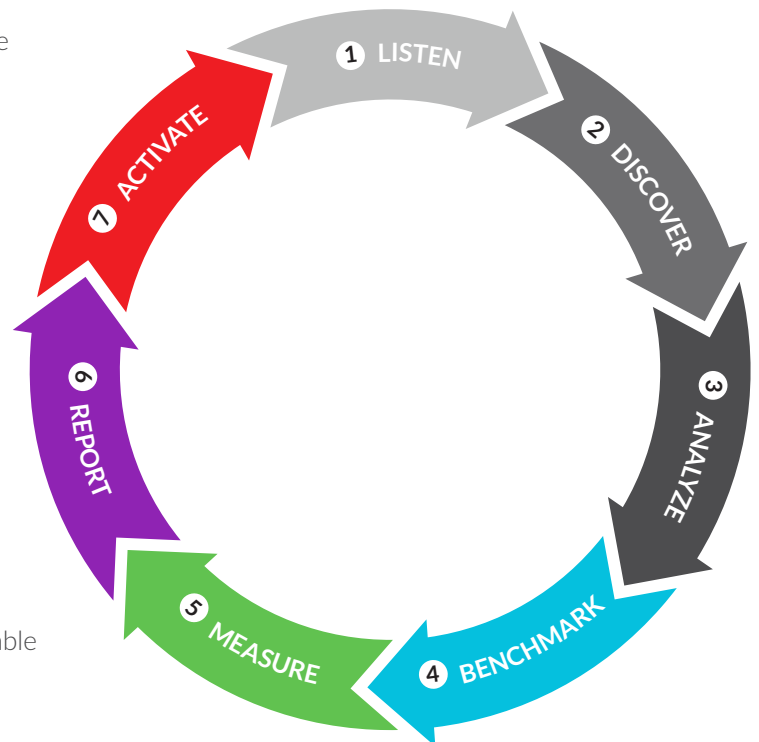
Key Features

GEOLOCALIZATION 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
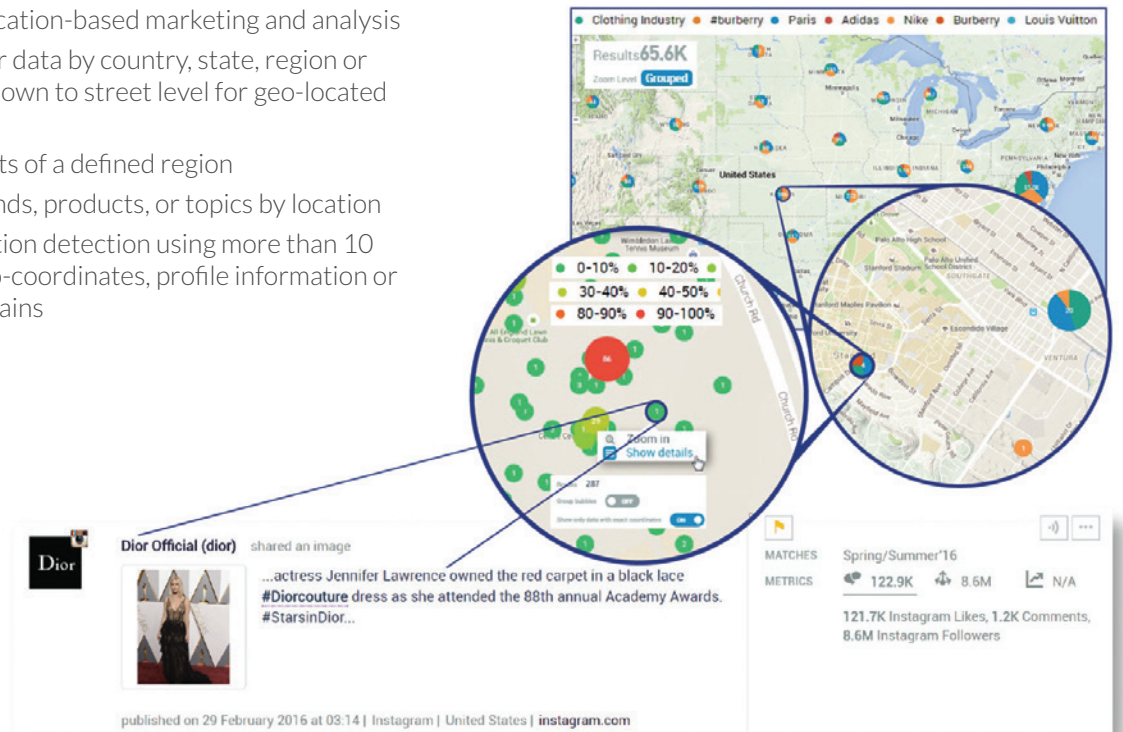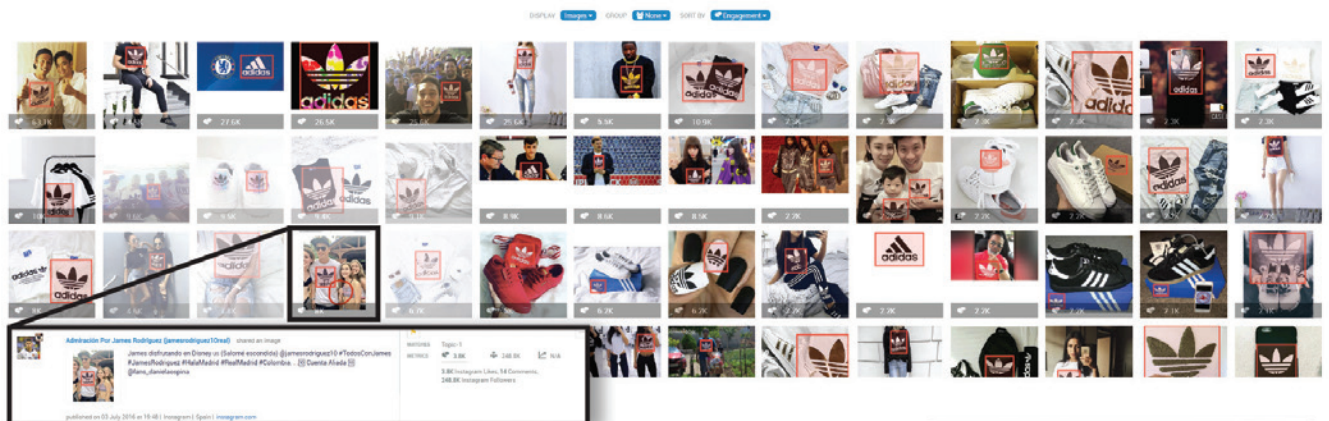
IMAGE RECOGNITION

Leverage user-generated content to enrich your communication efforts

MORE THAN
1.8 BILLION
IMAGES ARE SHARED
IN SOCIAL MEDIA DAILY

30,000
Brand Logos
Detected

CHANNEL ANALYTICS

Measure and compare all KPI's in one place!

CROSS CHANNEL METRICS
13 channels & more than 30 KPIs

Facebook Twitter Google+ Youtube Flickr Foursquare Instagram Mixcloud SoundCloud Vimeo Dailymotion Weibo Amazon
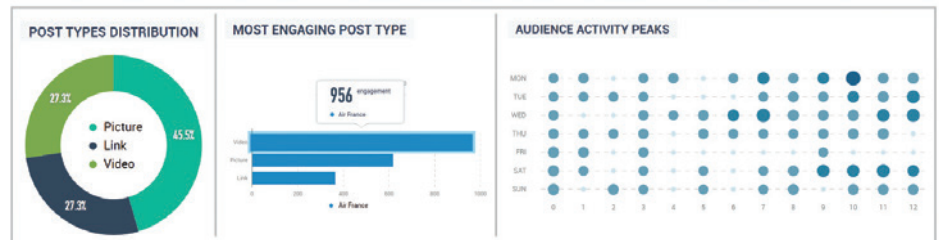
SOCIAL PERFORMANCE MEASUREMENT
Top KPIs about your owned media performance

Owner Activity	Audience Activity	Content Appreciation	Daily Engagement Rate	Daily Response Rate
172287 ↗ 37.2%	517303 ↗ 26%	8.43M ↗ 20.9%	0.242%	53.217%

AUDIENCE MEASUREMENT
Demographics, habits and preferences of your audience

POST TYPES DISTRIBUTION

27.3% 45.5% 27.3%
- Picture
- Link
- Video

MOST ENGAGING POST TYPE

956 engagement
Air France

AUDIENCE ACTIVITY PEAKS

MON TUE WED THU FRI SAT SUN
0 1 2 3 4 5 6 7 8 9 10 11 12

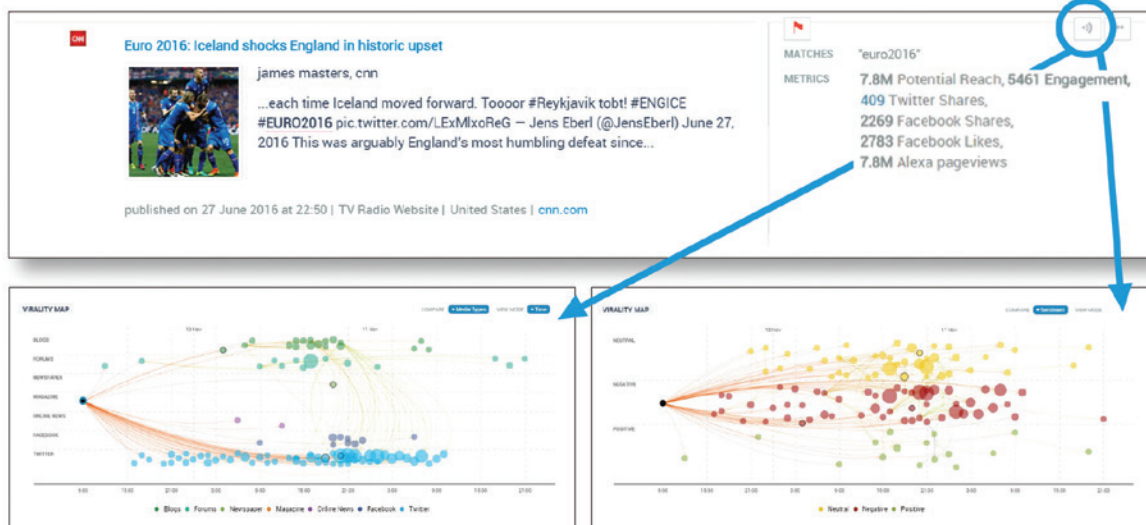### SOCIAL COMPETITIVE ANALYTICS & BENCHMARKS
Evaluate your strengths and weaknesses, identify opportunities

	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 ↗ 6.9%	71416 ↘ 54.6%	233291 ↗ 82.6%	5.74M ↗ 29.4%	425037 ↘ 26.5%	195.1 ↘ 54.6%	637.4 ↗ 82.6%	15695.1 ↗ 29.4%	1161.3 ↘ 26.5%
Lufthansa	118004 ↗ 119.9%	19801 ↗ 28.7%	98203 ↗ 156.6%	1.6M ↗ 29.6%	156757 ↗ 101.9%	54.1 ↗ 28.7%	268.3 ↗ 156.6%	4373.8 ↗ 29.6%	428.3 ↗ 101.9%
Air France	94598 ↗ 31.9%	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

Euro 2016: Iceland shocks England in historic upset

james masters, cnn

...each time Iceland moved forward. Tooooor #Reykjavik tobt! #ENGICE #EURO2016 pic.twitter.com/LExMIxoReG — Jens Eberl (@JensEberl) June 27, 2016 This was arguably England's most humbling defeat since...

published on 27 June 2016 at 22:50 | TV Radio Website | United States | cnn.com

MATCHES "euro2016"

METRICS 7.8M Potential Reach, 5461 Engagement, 409 Twitter Shares, 2269 Facebook Shares, 2783 Facebook Likes, 7.8M Alexa pageviews

VIRALITY MAP

VIRALITY MAP

Why Nexis® *Social Analytics* is Different

Best Coverage

- Over 187 languages
- Text and images in one platform
- Global social, online, print and broadcast coverage

Deep Analytics

- Predictive discovery
- Virality map
- Data classification
- Visual analytics

Fast Reporting

- Branded reports
- Include external visualizations
- Flexible alerting
- Customizable newsletters

Expert Analyst Team

- Account set-up and onboarding services
- Custom analytics reports
- Experienced team of expert analysts
- Flexible packages and options

Contact us for a demo or to learn more

Contact LexisNexis for a needs assessment or to learn more about our Media Intelligence solutions.

Visit internationalsales.lexisnexis.com/products/nexis-social-analytics

Email 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.