



Visual Intelligence, LLC (VI) is a progressive, next generation Business Intelligence and Advanced Analytics Solution provider driving innovative internet-based solutions across all industry segments. The company's vision is to fundamentally change the way companies manage, view, and interact with the critical information necessary to effectively operate their businesses. VI is a preferred TIBCO Spotfire® solution delivery partner with offices in Newtown Square, PA, Rockville, MD, and Bucharest, Romania.

#### DEPLOYMENT SUMMARY

VI developed SocialView™ on the TIBCO Spotfire® platform to measure the performance of social media conversations. Leveraging OpenAmplify's advanced natural language processing (NLP) engine, SocialView provides VI clients with immediate insight into the online reputation of products and services, identifying strengths and weaknesses through highly accurate social ROI metrics.



“Providing users with the capability to perform these types of analysis themselves is unprecedented and a key differentiator. Other analysis tools generate PowerPoint presentations or Excel reports, but they lack the ability for self-exploration.”

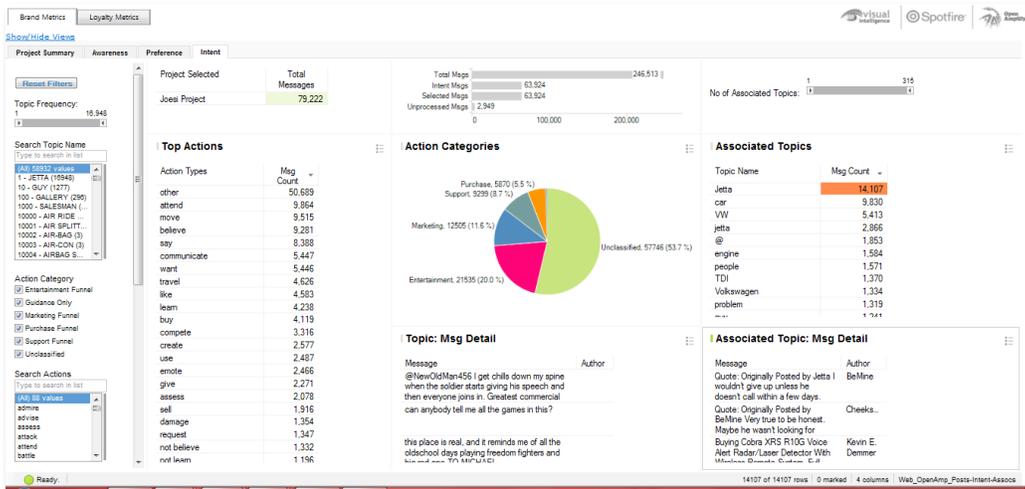
**Cristian Ilie, Founder and Chief Innovation Officer, Visual Intelligence**

## TIBCO Spotfire-based SocialView from Visual Intelligence Provides a Powerful Visual Analytics Solution for Social Media ROI Metrics

Visual Intelligence (VI) is a data science company committed to using the latest technology to get insight into big data for its customer base that spans industries including Pharmaceutical/Life Sciences, Healthcare, Insurance, Consumer Products, Travel & Gaming, and Government sectors. With social media becoming a leading influencer on product sales – both positively and negatively – VI took on the challenge of drawing insight from the huge volumes of unstructured data generated by social media sites like Facebook and Twitter. But when the company looked at the existing text analytics options, all fell short in being able to analyze, let alone enable clients to consume, the data in any meaningful, verifiable way.

Developing such a tool would take months to spec, design, build, test, and deploy. True to the VI tendency to step outside the traditional box to find innovative solutions for unique business processes, Cristian Ilie, VI's Founder and Chief Innovation Officer, conceived of SocialView, a web service for dynamic analysis of social media conversations. SocialView is a mash-up of OpenAmplify's natural language processing and text analysis and TIBCO Spotfire's visual analytics platform.

Built on the Spotfire platform, SocialView uses an open API to send client data files containing comments and URLs to OpenAmplify's advanced natural language processing (NLP) engine where the data is given meaning and then brought back into SocialView. Spotfire's technology enables the user to categorize the data for viewing and analysis in the SocialView dashboard. The categorization is essential because users need to be able to filter the results in a number of ways to drill down and draw insight into their campaigns.



This SocialView Brand Metrics visualization identifies social media messages that demonstrate intent toward a relevant topic, brand or product. All on one screen the user can see the top action types and categories and message detail; as well as associated topic message detail.

“The collaboration between Spotfire and OpenAmplify is a perfect match,” says Ilie. “Both companies have very deep analytic experience – OpenAmplify with its ability to make sense of social media conversations and Spotfire, with its very innovative ways to consume and analyze unstructured data.”

**EMPOWERING THE USER WITH SELF-EXPLORATION OF THE SOCIAL MEDIA DATA**

SocialView’s dynamic filtering and reporting is entirely in the hands of the user, speeding time to insight and providing maximum control to ensure accuracy. According to Ilie, providing users with the capability to perform these types of analysis themselves is unprecedented. Other tools on the market generate PowerPoint presentations or Excel reports, but they lack the ability for self-exploration. “Enabling users to do their own analyses is a big differentiator,” notes Ilie.

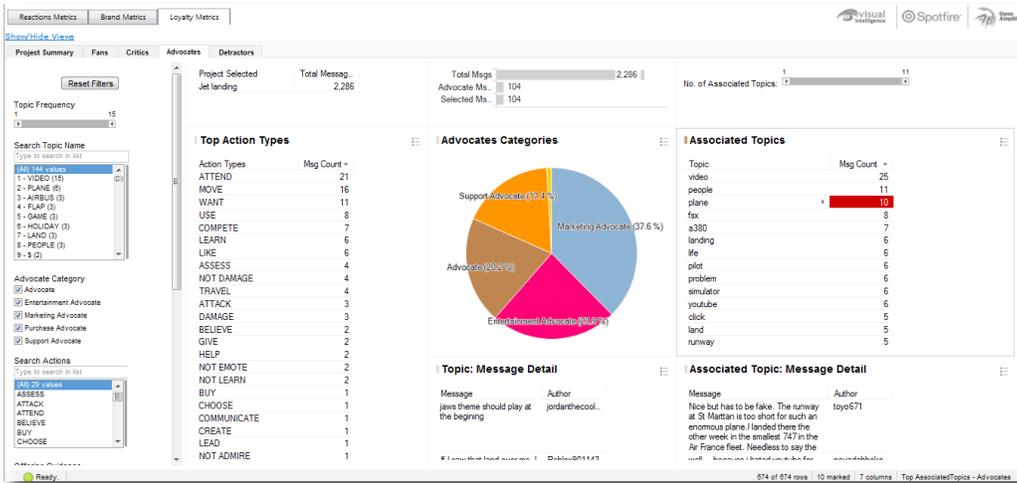
The SocialView dashboard is organized by campaign. Users can upload Facebook, Twitter and blog URLs, RSS feeds or comments from themselves or a listening company. The data is sent to OpenAmplify, which structures it into XML strings and quantifies the sentiment, categorizing it by topic, before going into Spotfire for analysis.

A key feature of the SocialView dashboard is Spotfire’s filtering functionality, which has opened the black box of social analytics according to Ilie. Using filtering, users can derive insights a normal analytical database tool would have missed. Using the example of Delta’s SkyMiles® program – there are hundreds of variations on how customers refer to the program. Most analytical tools would not be able to associate spelling variations on the same topic, which leads to inaccurate results. Spotfire intelligently groups many variations of the same category, improving the accuracy of results.

**MODULES FOR EVALUATING BRAND, LOYALTY AND INFLUENCER METRICS**

SocialView is used by a wide variety of end user companies, advertising agencies and marketing consulting firms to gauge three types of social media metrics:

- **Brand Metrics:** Identifies what the conversation around a brand is about, and to what degree comments generate awareness, preference and intent. SocialView’s dashboard tabs and filters make it easy to move around the data to see how well a campaign did over time. The interface shows the top associated topics ranked by message count. With a mouse click, the user instantly see the comments associated with the topic,



This SocialView Loyalty Metrics visualization identifies users who express positive sentiment, and offer recommendation or endorse a brand / product. The results are instantly filterable and can be drilled into at a granular level.

**OPTIMIZING PRODUCT MARKETING AND CAMPAIGN STRATEGIES**

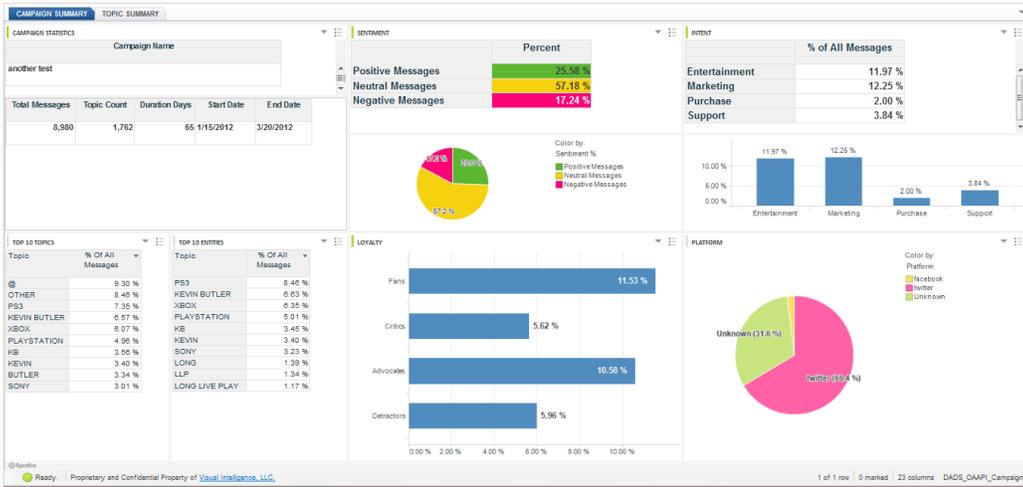
the source of the comments, as well as a visual depiction of sentiment – positive, negative or neutral. SocialView also analyzes the intent of commenters – e.g., are they going to purchase the product after viewing the commercial.

- **Loyalty Metrics:** Identifies a company’s fans, critics, advocates and detractors. SocialView makes it easy to instantly identify who is expressing support for or being critical of a product. The data can be filtered by topic, URL, or comment author. Authors are classified as advocates if they offer a recommendation or endorsement of the product, such as “worked as expected,” “tasted great,” “sounded wonderful,” etc. Conversely, critics as classified as detractors if they discourage others from considering a product (“didn’t work for me,” “costs too much”). This enables companies to home in on exactly what customers don’t like about a product.
- **Influencer Metrics:** identifies who is driving a conversation by platform, site and author. This helps companies determine who is making the biggest impact with viral sharing – who was the influencer and what was the URL that created the most conversation. SocialView enables users to drill down to see who started the conversation, what the sentiment was around the conversation, and how deep it went.

Following the Super Bowl, VI’s clients used SocialView to evaluate how their television commercials were perceived on social media sites. Rather than wait for numbers to be crunched and reports to be generated, they were able to interact with their project data immediately. Here are some examples of how SocialView is leveraged to optimize product marketing and campaign strategies.

**Collaboration tool** – SocialView enables users to save filters so that they don’t have to reinvent the wheel with every analysis. This makes it easy for findings to be shared throughout an organization. It also satisfies the requirement of agencies who want to send analyses to their customers with specific filters enabled to give them direct and easy access to the results of their campaigns.

**Insight into the unknown** – VI Product Manager Marie Gedeon cites an example of a campaign that was a collaboration between a gaming company and a sportswear manufacturer. The goal of the ad was to sell a specific jacket. The advertisers were surprised to see that while people loved the jacket, it was very overpriced; and that the intent to purchase was low even though preference for the jacket was very high. “This information would not have been easily discernible with other analytical tools,” says Gedeon. “With SocialView it jumped right out to our client.”



SocialView provides a Summary Report designed to give a user's management team a quick overview of the performance of its campaign.

Another example of unexpected insight came from a gaming company that wanted to see how well it was doing against the competition. The sentiment toward the company was very positive – 83%. Yet when asked if they would purchase a game from that company over the other, only 50% said they would. It depended entirely on what games were offered. "SocialView made it very easy to slice and search on particular topics to see that positive sentiment didn't translate into brand loyalty in this case," says Gedeon.

**Predictive analysis** – SocialView enables companies to identify the root cause of a problem by looking at observational data to shape future campaigns. SocialView provides marketers with concrete evidence they can provide to their research and development counterparts for corrective action. They can

also see which market segments will be good leads in the future by analyzing intent to buy. "SocialView empowers analysts with information to make sound judgments about future product development and marketing spends," says Ilie.

By using Spotfire-based SocialView, in minutes rather than weeks advertisers have at their fingertips charts and graphs of their customers' awareness, preference and intent around their brands. They can finally get at the heart of the social conversations to understand why their campaigns were or were not successful. With accurate social ROI metrics they can measure the performance of campaigns for immediate insight into the online reputation of products and services, identifying strengths and weaknesses they could only guess at previously.



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

<http://spotfire.tibco.com>

TIBCO Spotfire  
TIBCO Software Inc.  
212 Elm Street  
Somerville, MA 02144

**Tel:** +1 617 702 1600  
+1 800 245 4211  
**Fax:** +1 617 702 1700