



# Social Listening with Infegy Atlas

Billions of voices across the web, one tool to analyze them all. Learn why social listening with **Infegy Atlas** is the industry-leading platform for consumer insights, brand analysis, competitive intelligence, campaign tracking and more.

Atlas provides more insight than any other platform on the market in seconds with the most advanced natural language understanding and a truly unlimited search system. Here's what sets Atlas apart:

## Robust Data Set

Don't settle for just data from typical channels like Twitter. Infegy Atlas sources insights from 400M+ sources of online conversations to provide a sample built for more accurate analysis.

## Optimal Performance

Get accurate and reliable social insights. Infegy's intuitive social listening dashboard has a 93% sentiment accuracy and 97% recall — backed by the largest validation test ever published in the industry.

## Audience Segmentation

Analyze specific audiences with default and customizable audience segments that enable users to create social media focus groups to perform more targeted research and deeper discovery.

## Ready-to-Go Out of the Box

From the getgo, Atlas is tailor-made for a seamless user experience, with quick on-boarding and no lag-time to start your research and find results, you'll be getting insights in a jif!

## Better Metrics

Deeply understand complex nuances, including emotions like trust and themes like purchase intent, automatically. Compare and contrast data for topics, audiences, brands and products all in one view.

## Deep Historical Analysis

See and compare data over time like no other platform. Unlimited search queries and data access going back all the way through 2007, allowing you to perform more research and pivot more quickly.

## Lightning Speed

With Atlas, you get instant analysis. Through the fastest API on the market, you'll have results within seconds of hitting go.

“No other social intelligence tool can touch Infegy Atlas when it comes to market research.”

- CEB Iconoculture



# Get results. Choose the best technology.

With Infegy Atlas, you can go beyond the typical metrics of other platforms. Researchers can find insight that gets to the heart of their business bottom line-- what consumers think and feel-- through instant conversational analysis:

## Volume of conversation

Analyze key share of voice metrics from over 400 million sources across the social web.

## Topic clouds

Visualize topics most important to consumers and gauge how topics are growing or shrinking over time.

## Brands, products and entities

Our automation & AI will let you instantly identify and search for brands, celebrities, or products.

## Advanced sentiment analysis

Cutting edge, subject-specific sentiment analysis that understands context of human conversation.

## Themes

Save time by using automatically classified themes such as purchase intent, trust, and acquisition.

## Interests

Explore audiences based on hundreds of lifestyle categories consumers discuss.

## Audience segmentation

Pinpoint audience demographics, psychographics, emotions, affinities and market-level geography.

## Post-level filters

Filter posts by thousands of options including sentiment, gender, age, taxonomy and more.

## Smart queries

Develop data-driven profiles of your audiences, competitor audiences, and specific audience segments.

With Infegy, you get more than just software - you get a Success Team.

Another feature that sets us from the rest of the pack of generic social listening tools out there? Our relationship with you isn't purely transactional. You get more than just the software as a service. You get us.

We're here to support you and your team to ensure success. From pre-packaged implementation services to custom global implementation programs, we've got the right solution to help you ramp up quickly and achieve your desired business outcomes. Then we're here for you anytime you need us. Our clients benefit from strategic guidance, unparalleled research, and exceptional industry knowledge.



Infegy is the leading SaaS data analytics company that helps global agencies and enterprise partners turn text into insights/understanding for better business decisions. Our cloud-based social media intelligence platform, Infegy Atlas, is powered by Infegy's best-in-class Natural Language Understanding and machine learning technology to provide real-time insights leveraging social media data from the more than 400+ million sources.

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