

Alterian SM2 is a business intelligence solution that provides insight into social media and lets you tap into a new kind of data resource; your customers' direct thoughts and opinions. It allows you to easily capture and analyze data from social media channels to monitor your brands, identify key communities/ influencers, address customer service issues, conduct unbiased research and generate new sales leads.

SM2 has an extensive Social Media Warehouse with historical data containing over 11+ billion social media mentions, blogs, tweets, posts, images and conversations. This data incorporates in-depth information for each search result, including 36 types of data ranging from the date of its publication to the physical location of its content creator. We continuously scan and index online conversations to add to this growing data warehouse. We collect over 45+ million new results daily from virtually every available online source. Our clients have full access to our database via the SM2 User Interface and its powerful tools for analysis, sentiment assessment, reporting and real-time alerts.

Source Content

SM2 content is sourced from a variety of data aggregators as well as our own proprietary collectors. We partner with industry leaders around different media types to achieve the best coverage



SM2 coverage includes:

- Blogs (Livejournal, Typepad, etc)
- Message Board/Forum
- Microblogs (Twitter, Plurk, Identi.ca, etc)
- Wiki (sites that allow the public to make changes & updates - wikipedia.org)
- Video/Photo Sharing (YouTube, Flickr, etc)
- Social Network (Ning, Facebook, LinkedIn)
- Mainstream Media (WSJ.com, NYT.com, etc...)
- Classified sites (Craigslist, etc...)
- Review sites (ePinions, etc...)

User Benefits

SM2 delivers insights that can help you make faster and better decisions to improve your business in a variety of ways:

- Monitor what consumers are saying about your brand
- Identify the social influencers for marketing outreach
- Analyze conversations around competitive brands
- Leverage insights for strategic planning and market research
- Identify emerging issues that require immediate response
- Gauge effectiveness of marketing campaigns

If you have any questions, want to request more information or to schedule a demo, visit us at <http://socialmedia.alterian.com/>

