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## BUZZ MONITORING

### Delivering valuable data for higher ROI

The **buzz monitoring world is changing.** Simple tracking of mentions is becoming a commodity. Customers take even support for the newest platforms such as FriendFeed for granted. As the Web becomes more and more distributed customers become swamped in information they don't know how to act on. **What they want is business intelligence. Actionable insights.**

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**ContextVoice gets comments, reactions, mentions around a URL from all over the Web.** For example, if a blog post gets commented on, if it has trackbacks that also have comments, if it gets shared on Twitter or FriendFeed, if it gets comments on Digg or Reddit, ContextVoice sees this as a single conversation that it tracks in close to real-time.

So forget the simple keyword mention. **If a customer's brand is mentioned in a blog post, there's a wealth of data in the comments on the blog, on Twitter and on FriendFeed.** Most of those comments will not contain the specific brand keyword. Although the comments express very valuable opinions, that information is lost. The only solution is tracking the whole conversation, wherever it goes around the Web.

**But why should you care?** It's simple. **The more data, the better your analytics and insights get.**

**Better sentiment analysis.** By getting more information around a specific story, you can more accurately decide what people think about it. If the author's sentiment is positive, but the comments on Twitter or FriendFeed are negative, your customers could appreciate knowing that.

**Better influencer lists.** If an article isn't written by someone influential but one of the commenters shares it on Twitter where the conversation takes off, that can help you get a better image of who is driving the conversation, how and why.

**Better engagement metrics.** Customers need to save time and participate in the conversations that give them the most ROI. Knowing whether the story is hot and whether people are engaging in it is valuable information that can lead to timely decisions and responses.

Why not **focus your efforts on what your customers really want**, which is actionable metrics and insights? ContextVoice can bring your solution valuable data that you can use to give yourself and your customers a better ROI.

**ContextVoice provides the data, you help the customer make sense of it.** It's the perfect win-win.