



Corporate presentation



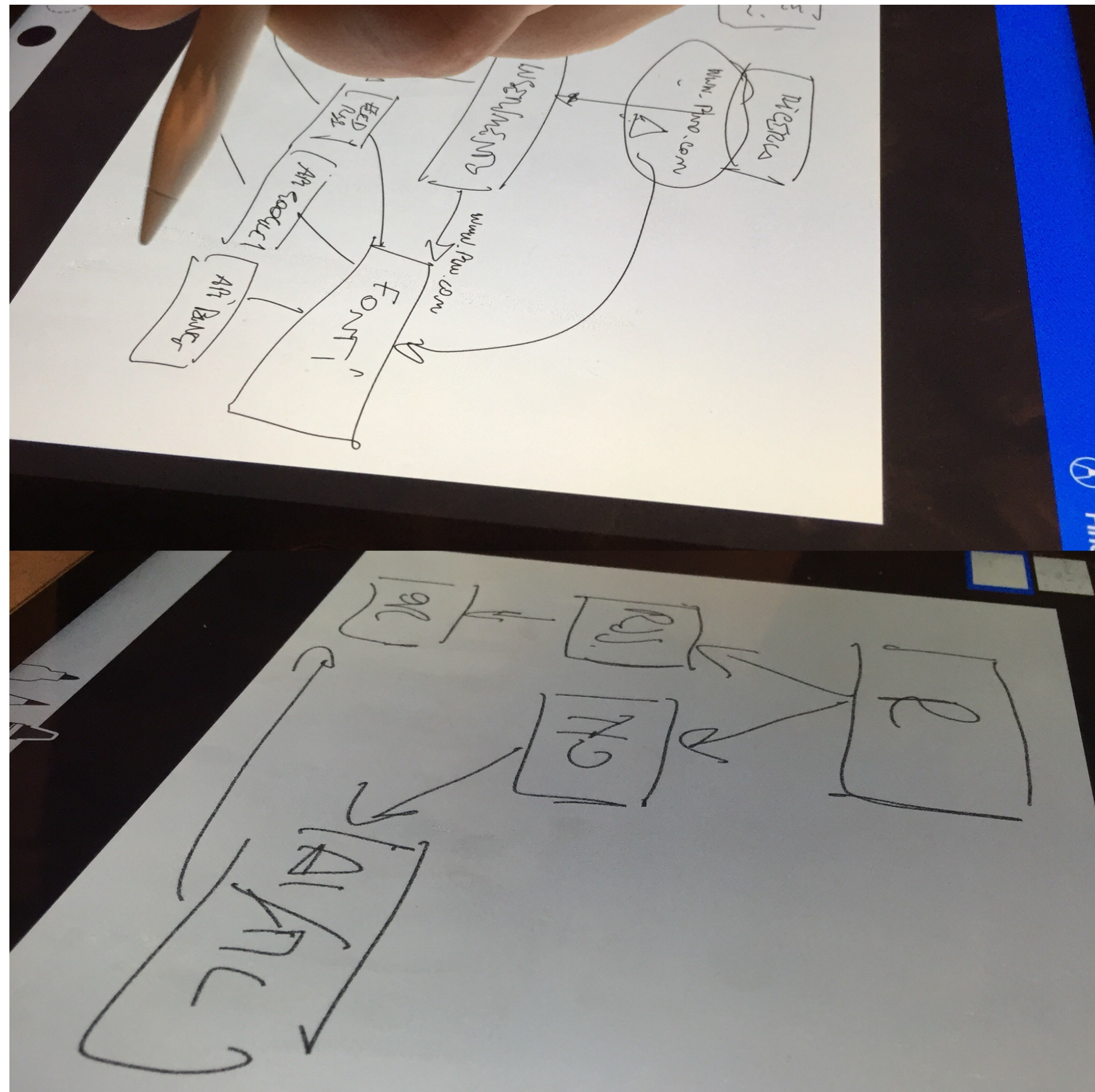
We Work With Words

We add the fourth W to the Web as a metaphor of an increased knowledge

We do not rent software

We provide our clients with reports,
insights, data analysis, alerting





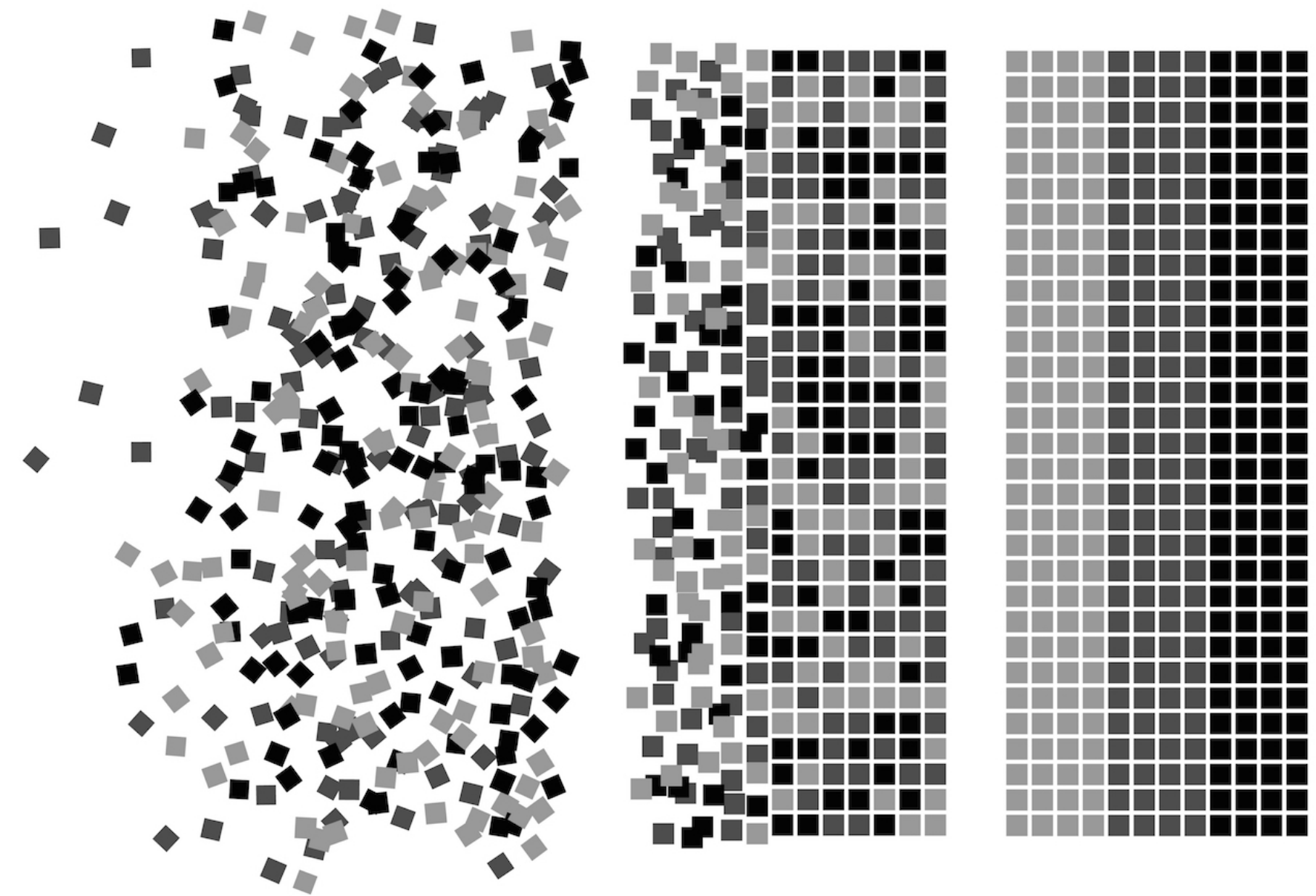
We do the time consuming work
usually charged on your staff

5.000+ reports
600+ situations, crisis
10+ key events live
in 10 years

BIG DATA

When facing a crisis your time is limited, your goal is to come up with the smartest and fastest response

Our proprietary alerting system
delivers only relevant contents.
Bringing clarity when tackling the
complexity of data.



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learning in progress
|ooooooooooooooooooooooooooooooooooooooooooooooooooooo|
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Imagine

If you could just look at the insights without going through
the entire process to get them

You can, with Buzzdetector!

What are you looking for?

Looking for a cutting edge
web and social media
listening tool?

the signal
data driven knowledge

Wanting all the relevant
info at your fingertips in
one single screen?

web voices

Wondering to know the
impact on conversation
about your brand?

ph tool

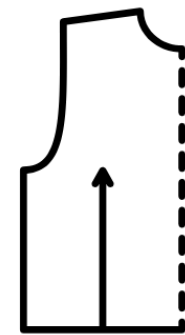
Introducing **the signal**

data driven knowledge

UX



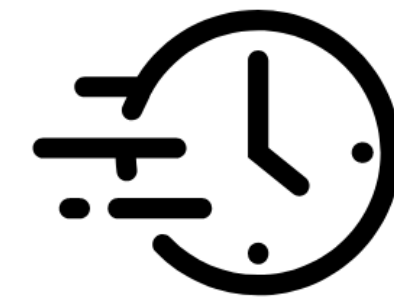
Tailored



Interaction



On time



the signal is the platform to support our consultancy work

A mix of cutting edge technology, the best data providers along with our
skilled staff of analysts

Introducing **the signal**

data driven knowledge

Tired to click on endless list of links to read and see what's inside?
This is what we wanted to avoid with the development of the active widget.

Editing tools

The account name
brings to the active profile

The date brings to original post



The picture is visible

Each single hashtag is
active and clickable

Engagement and source indicator

Introducing **the signal**

data driven knowledge

Timing is everything when there is a situation to manage. You need to receive only relevant and useful contents and be ready to answer in the most appropriate way.



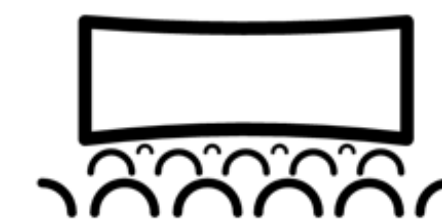
Productivity



Polarisation



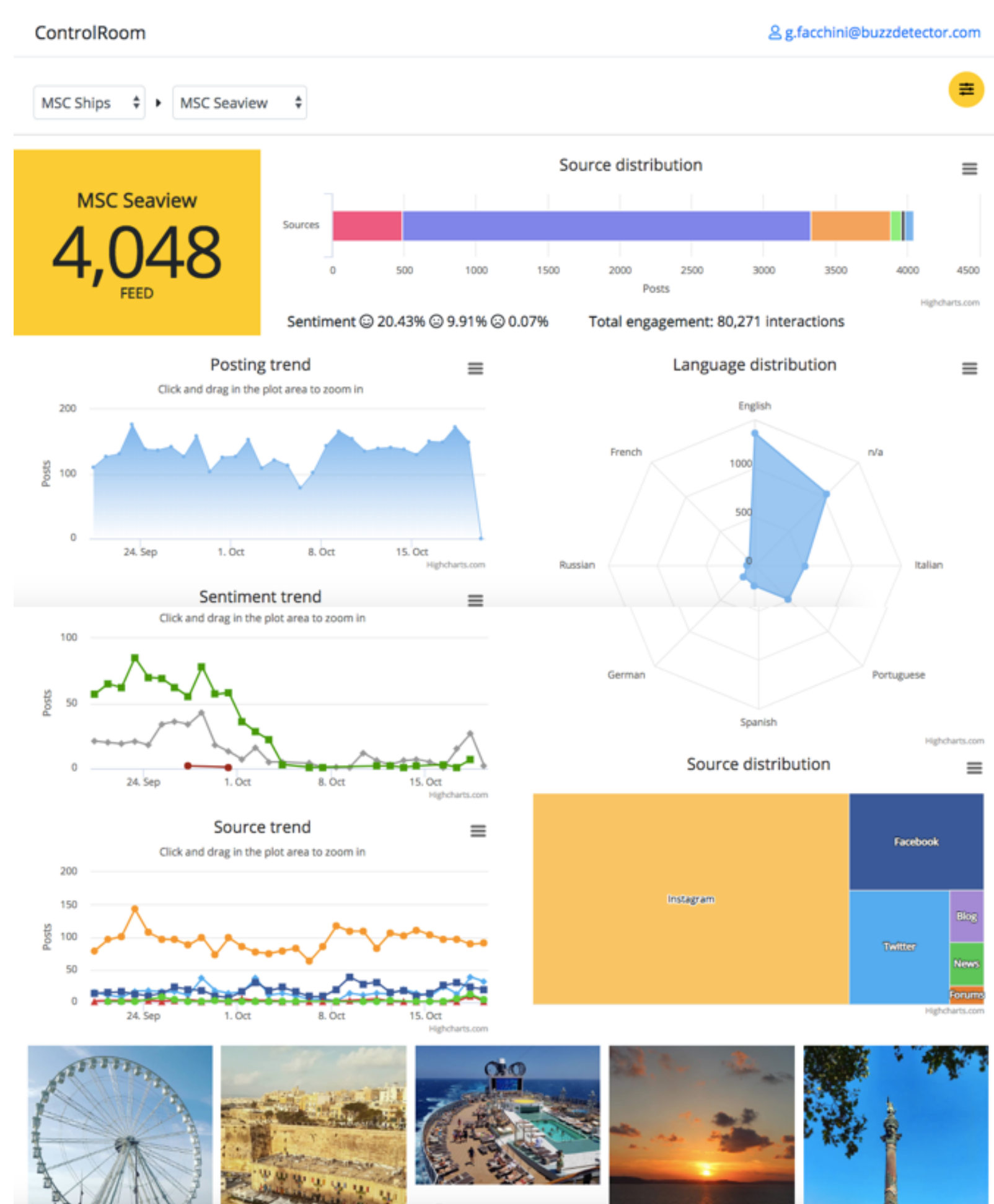
Virality



Audience

Four indexes, updated quarterly, to determine if a content matches with your needs and deliver it to your inbox.

Introducing **web** voices



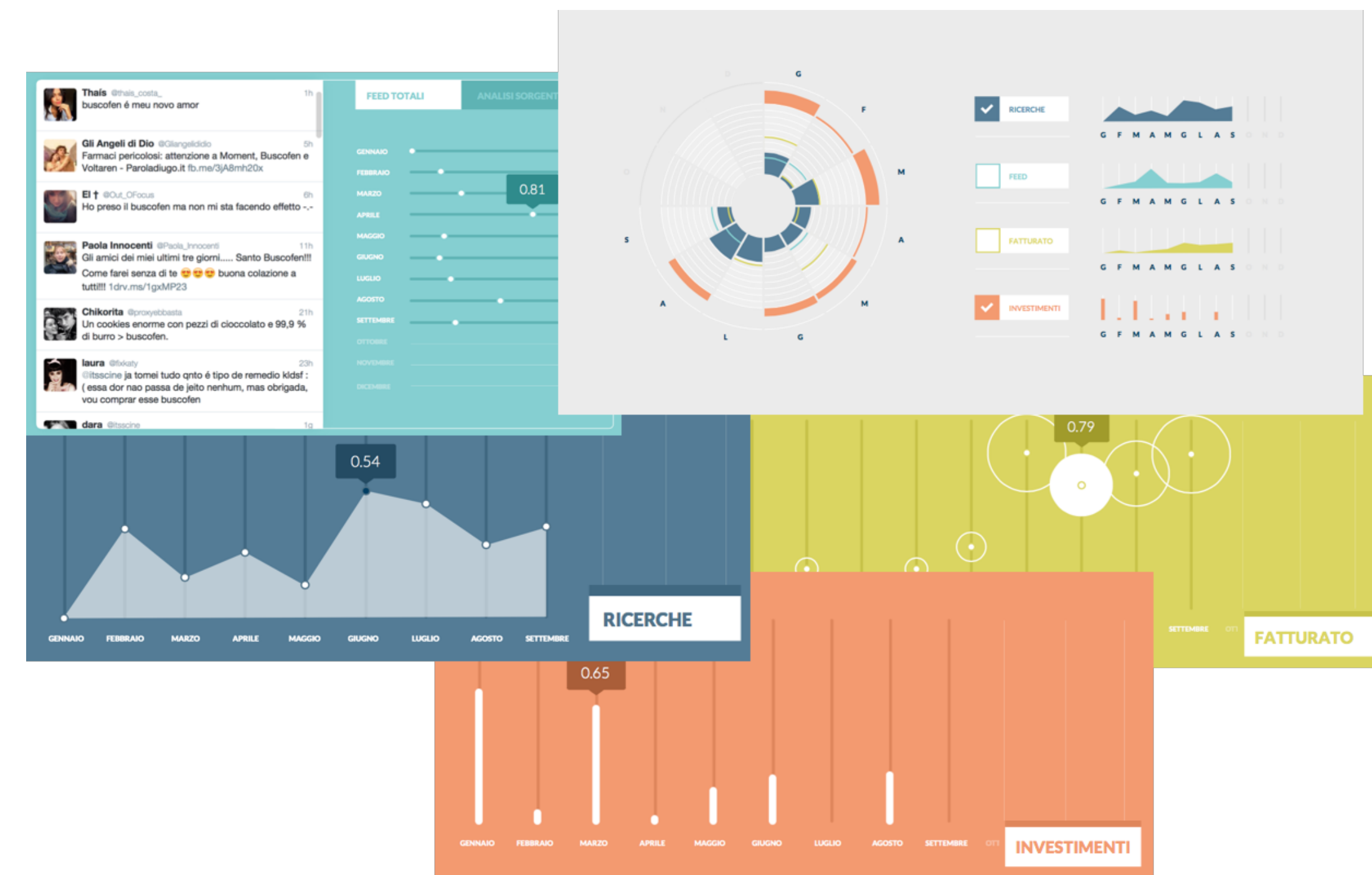
A 100% responsive dashboard to support decision makers and problem owners in their daily duties, during meetings, events, crisis

Navigating data effortlessly, being able to access to relevant information quickly, mastering data from the bigger picture to the tiny detail

Introducing **ph** tool

A most asked question is which impact a conversation may have on the brand, the industry

phtool measure this impact showing correlations, if any, between the trend of conversations, Google search, other communication index (to be chosen by client) and sales or SOM.



Introducing actual projects

In these 10 years of activity, we have had the chance to promote, to create and to participate to several projects and researches.

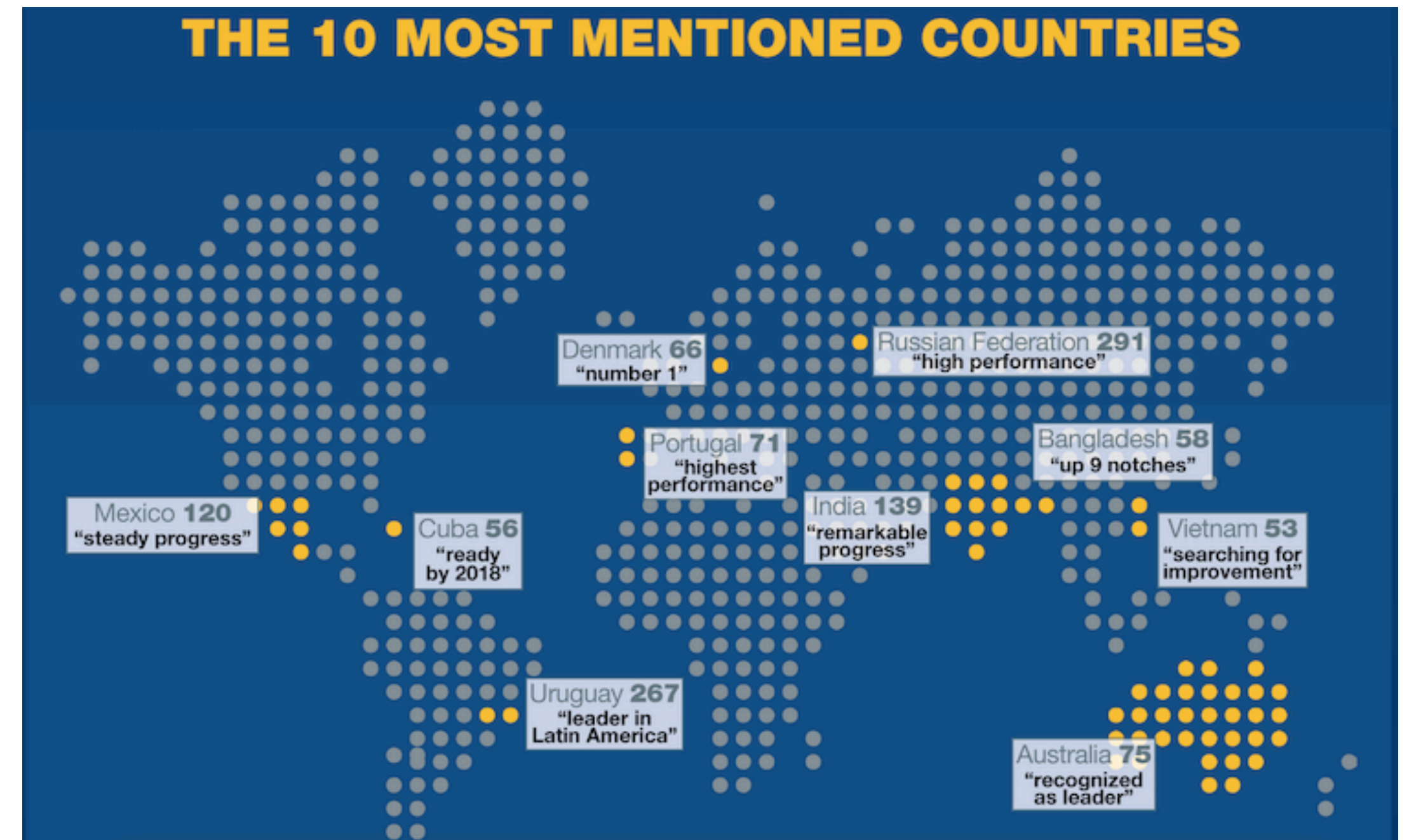
From the truly innovative contribution to the successful advertising campaign for Buscofen, born from one of our insight (curious about it? we will be pleased to tell you more) to the live data collection for projects with months of life cycle (as the International Journalism Festival Crowdfunding campaign).

We even went further with special projects like the one presented in the following pages.

UN E-Government Survey 2018 Edition

The UN department of Digital Government does publish every two year a comprehensive report on the adoption of digital practice by more than 200 nations. This year the department wanted to understand better the return on digital news and social media in the 9 most relevant languages

We tracked the posts, the comments, the shares for 10 weeks in the main news outlets and social media channels delivering weekly reports with quantitative and qualitative insights



Nestlé and the fake news chain of distribution

Organizations live a time when they can be targeted by fake news of any type.

Worst, they can be target for topics not even related to their business and linked to the political life of a nation or other unexpected mysterious reasons.

We investigated on behalf of Nestlé the chain of distribution of a fake news about one of their brand, detecting the point of origin of the news, who was behind the story and several other information like the stream between blogs and Facebook pages.

Information flow

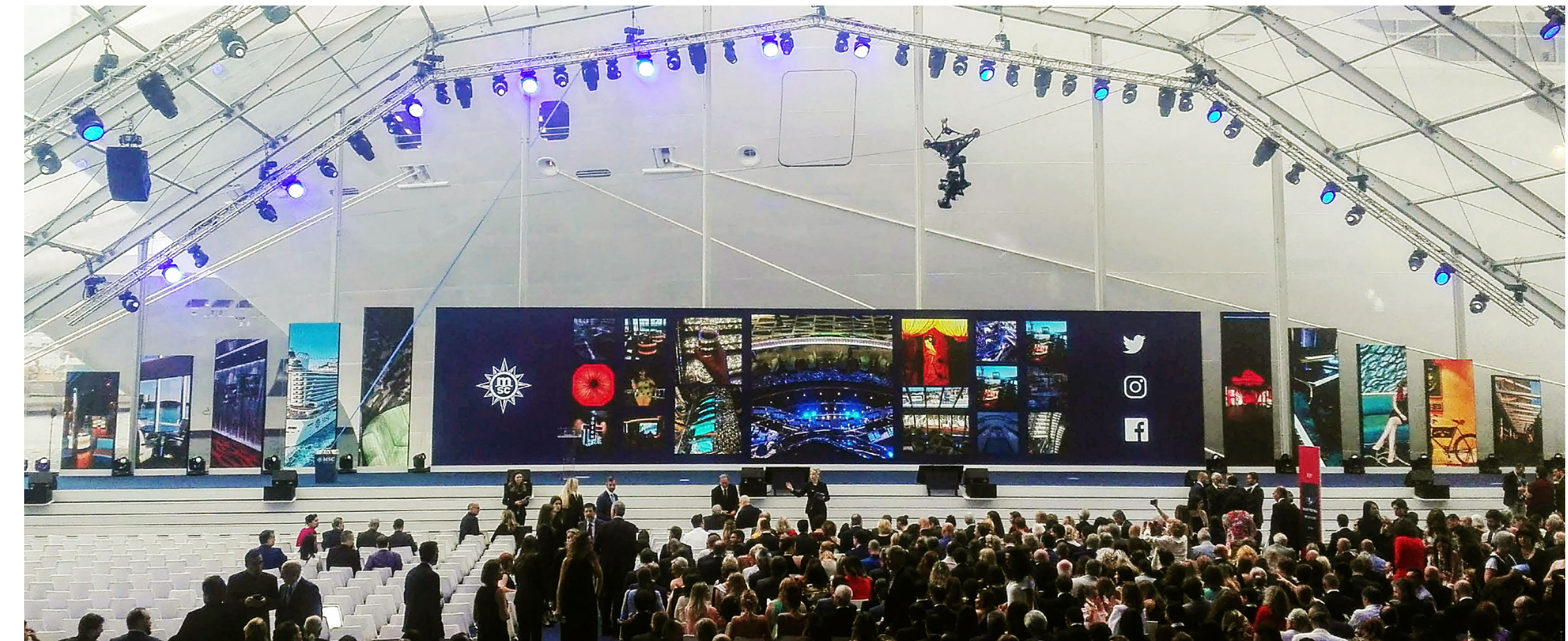


MSC Seaview christening social wall

From social media listening to live sharing during big events.

The content and layout of the awesome social wall for the launch of the new MSC Cruises flagship, MSC Seaview, curated by Buzzdetector.

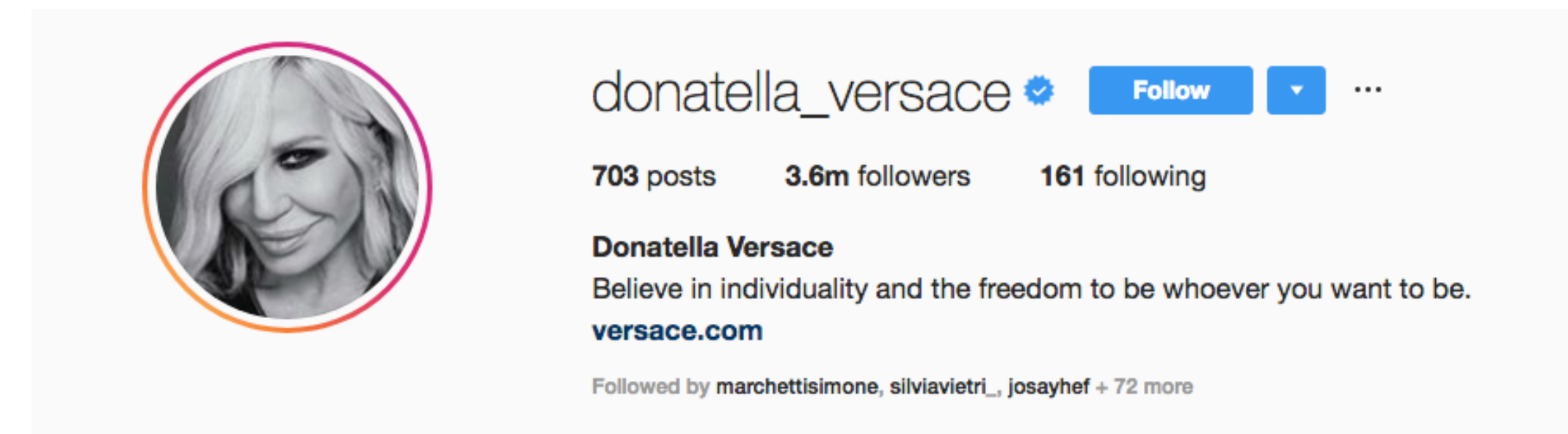
During the launch ceremony in Genoa, thousands of user-generated contributions from Instagram and Twitter were collected on our proprietary platform and managed with a tailored interface to allow one-touch selection and moderation on any device.



Donatella Versace Instagram account

Donatella Versace is one of the most prominent individual of the fashion business. She is at the creative helm of the Versace Maison since years now and one of the driver of its rebirth. She then decided to open her own Instagram account to contribute to the creative image of the brand.

Our job was to follow the stream of conversation and comments, to handle a first level of moderation, to report relevant interaction for a quick reaction, to create reporting with wording, hashtag, emoticons. Listening was almost 24/7 for the first six months of the account life.

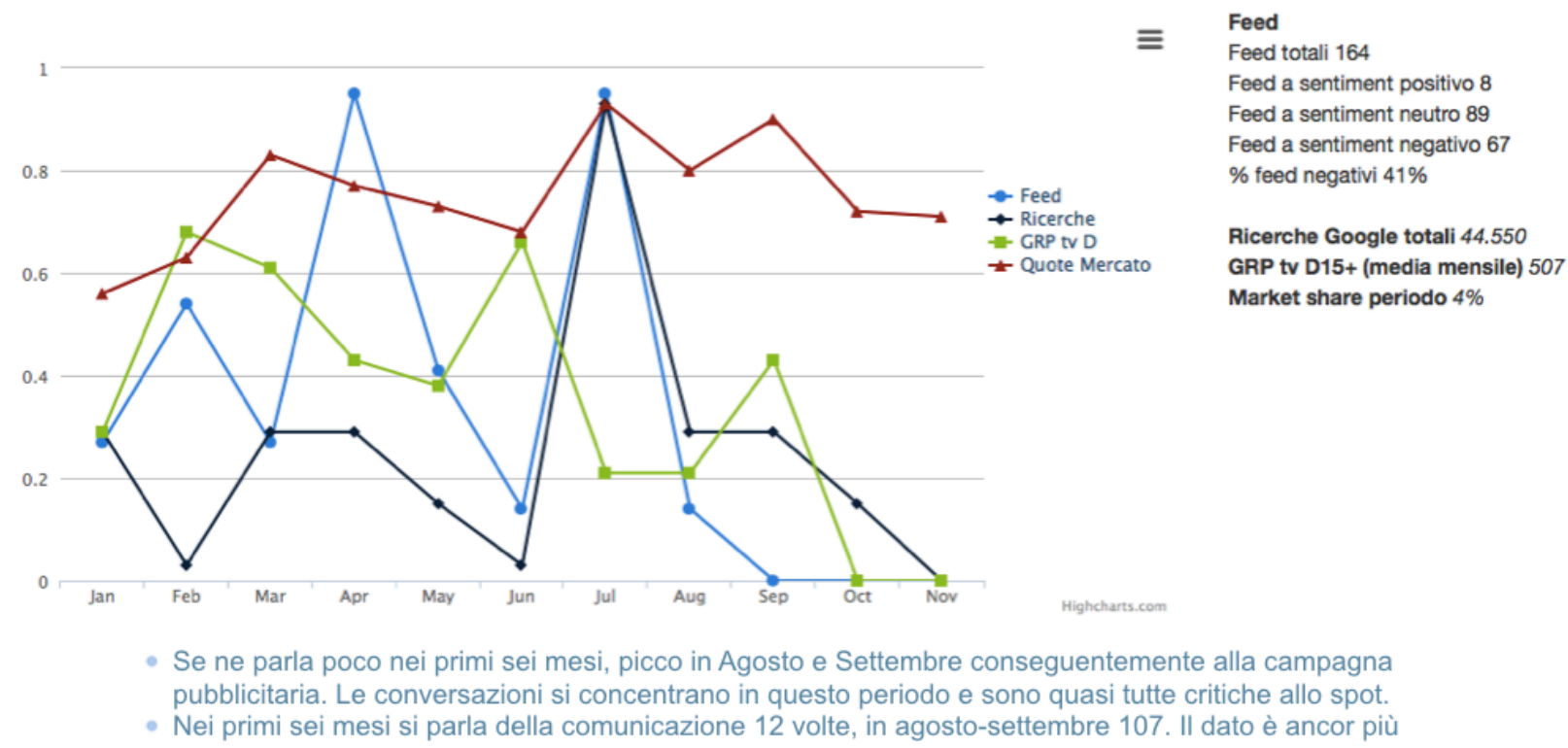


Boerhinger Ingelheim PHTool Painkiller market

The Painkiller market is extremely competitive and calls for high level of advertising investment on mainstream media. External factor as conversation and search may then be of a huge benefit for a brand.

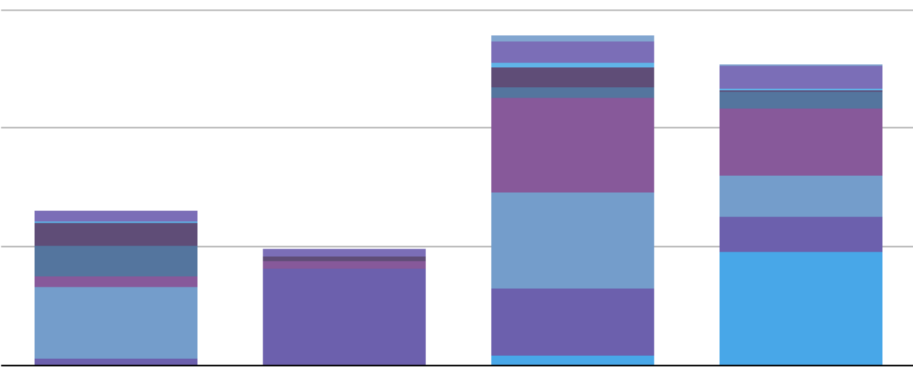
The model developed along with the Florence University allowed us to provide our client with birds’ eye view on the entire market as well as a drill down for each single brand, the correlation between conversation and search and the share of market.

Il mercato analgesici 2013



Sentiment 2013

- Bambini
- Assunzione
- Sapore
- Comunicazione
- Gravidanza
- Controindicazioni
- Prezzo
- Efficacia
- Prodotto



- Temi di prodotto: Controindicazioni, Gravidanza
 - Temi di marketing: Comunicazione, Assunzione, Prodotto, Sapore
- Mal di testa:** Moment (318), Aspirina (202), Moment Act (64)
Denti: Moment (51), Aspirina (34), Efferalgan (12)
Raffreddore: Aspirina (130), Nurofen (33), Efferalgan (25)
Gola: Aspirina (86), Nurofen (68), Moment (38)
Febbre: Nurofen (266), Aspirina (150), Efferalgan (87)
Influenza: Aspirina (76), Nurofen (37), Moment (26)
Mestruazioni: Buscofen (192), Moment (103), Aspirina (51)
Pancia: Moment (65), Aspirina (94), Buscofen (68)

	Bambini	Comunicazione	Controindicazioni	Efficacia	Assunzione	Gravidanza	Prezzo	Prodotto	Sapore
	0	5	45	7	19	14	1	7	7
	0	61	0	5	0	3	0	5	5
	6	43	60	60	7	12	3	14	4
	72	22	26	42	11	1	1	14	1



Introducing 2019 projects

We are developing a new set of visualization based on words

The structure is based on the selection of most used words at local level for each single topic (number of which is to be defined) and, moving at a global level, selecting the most used by topic and eventually the ten most used overall.



Introducing 2019 projects

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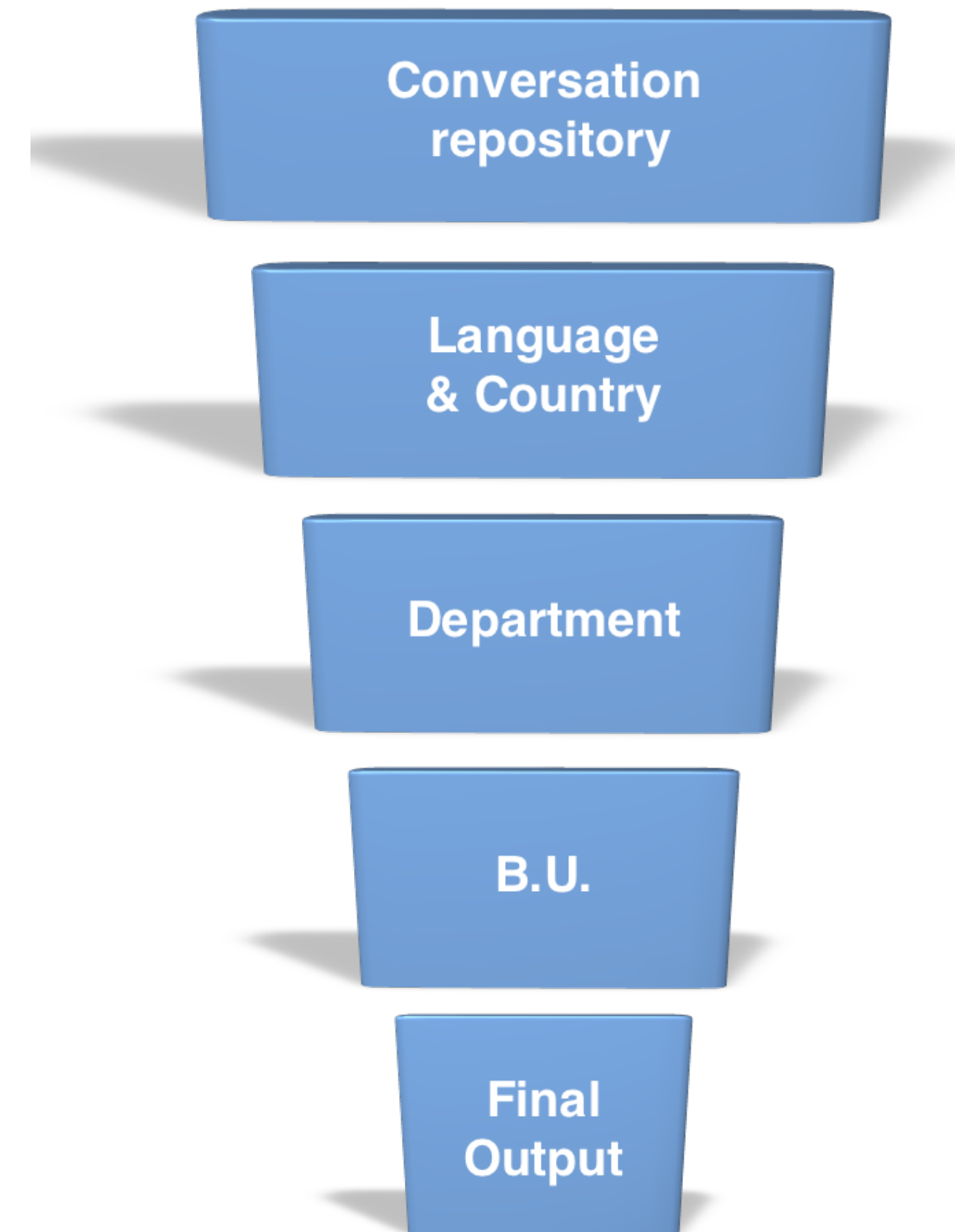
Each word visualization will contain two dimensions: occurrence (the size of the word benchmarked on the most mentioned one) and sentiment (based on a chromatic scale)

Cruise Food Cibo Essen Comer Trepar Meat Vegetarian Frozen Pesce

Introducing 2019 projects

Weighting factor for conversation based on market and business priorities

To be developed along with Columbia University Data Science, the project aims to create a system of weights cross-language, cross-department, being able to prioritize conversations to be considered in reporting and in the decisional process



Introducing 2019 projects

Trend discovery for kids small toys and games in Japan, USA

On behalf of a major global player (non food related), we are working on identifying early trends in the Japanese and US markets.

Get in touch

We are proud supporter of smart working since 2008
We can meet at Spaces Milan, Porta Nuova and
Spaces New York, 1740 Broadway

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