INFORMATION MONITORING 360°

Cloud platform for monitoring, retrieving and analyzing information from an unlimited number of data sources.

For what:

**MONITOR COMPETITORS**
Keep track of competitors’ activities all over the world, from opening of plants and production capacities to key partnerships.

**MANAGE REPUTATION**
Keep track of mentions, analyze perceptions and pinpoint the negatives.

**RESEARCH**
Endless possibilities for search and analysis of data on the behavior of consumers or product audience.

**INCREASE EFFICIENCY**
Automate monitoring and collection of relevant information.

**ANTICIPATE THREATS**
Proactively react to changes in market conditions, the emergence of new challenges and business threats.

**IMPROVE SERVICE**
Timely work out complaints and customer requests in social networks, analyze feedback and user experience.

- Online Media
- Social Media & Blogs
- Reviews
- Industry publications
- Enterprise apps
- Business activity
- Affiliation
- Insights
- Risks
- Connections
**Use cases**

**MARKETING**
- Consumer research
- Competitive analysis
- Market trends identification
- Evaluation of marketing campaigns effectiveness

**Business development**
- Search and identification of potential customers in social networks
- Monitoring events around customers
- Tracking contests

**PR**
- Managing reputation of a company or person
- Tracking publications and mentions
- Detection and prevention of negative background

**CLIENT SERVICE**
- Customer experience management
- Detecting negative reviews
- Service quality control

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**Key features**

**ADVANCED MONITORING**
Collect information in multiple languages through a myriad of sources, such as webpages and websites, databases, RSS feeds, forums, social media, etc.

**BUSINESS DOSSIER**
Automatically collect fragmented information around the object of interest in a single structured view

**REAL-TIME ANALYSIS**
Gain access to real-time analysis of data with exclusive AI-based analysis engines. Combine our unique filters to access the data you need.

**TEXT MINING**
Benefit from the most advanced Natural Language Processing Technology and semantic analysis engines for automatic categorization.

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**Data Sources**

**Online Media**
International, local, industry and specific resources

**Social Media**
- Social networks (FB, VK, Instagram, Twitter, etc.)
- Telegram channels
- Blog platforms & Forums
- Reviews

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**Technical features**

- Multi user mode
- Access rights
- Notification on e-mail on triggers and events
- API
- Integration with CRM, ECM, ERP
- Export data to xls, pdf
With Data Plexus you can create a complete information view for comprehensive analysis and decision-making.
A powerful feature of automatic aggregation of fragmented information about the object of interest into a single view

- Configurable information flows around the object of interest: news feeds, mentions, participation in procurement and competitions, personnel changes and so on.
- Dynamic information update
- Event's notifications

Media monitoring for sales, customer success and product teams. It helps you stay on top of user feedback, keep an eye on competitors and find leads

DataPlexus

3i Technologies

www.data-plexus.com