



Hungary-Croatia
Cross-border Co-operation Programme

„WHERE RIVERS CONNECT“

SMAP  WORKS

INNOVATION BREAKTHROUGH WITH BIG DATA AND SOCIAL MEDIA ANALYTICS



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Project proposal ID: 2019-LPP2-006

Develop and localize our Social Media Analytics Platform (SMAP) for the Croatian, Hungarian, Czech, Slovenian, Slovakian and Austrian markets specifically for energy-industry related conversations and terminology. We will also develop e-learning modules for data analysts along with high-level Social Media Analytics (SMA) Consulting Services. We will provide the necessary sophisticated tool, training, and consulting to enable industry team leaders to make better business decisions across our target regions.



Suppose you want to know:

- how people feel after a new energy regulation was put in place?
- how people are responding to your Corporate Social Responsibility (CSR) campaigns?
- what people are saying about a significant energy innovation?

all this and more can be tangibly viewed by conducting

- people's mentions volume,
- people's sentiments,
- thematic discovery,
- predictive analytics.

Social Media Analytics gives you the answer to your most important questions regarding your customers!



WHO WE ARE

A consortium of companies from Cross-Border EU partners Hungary and Croatia are responsible for delivering this project that will benefit local communities as well as the regional energy sector.



Ad-Vitalis: founded in 2000, it is a forward thinking and dynamically developing IT company. With a focus on Eastern Europe, they utilize Big Data technologies to bring added value to clients. As emphasis increases on GDPR compliance, Ad-Vitalis Ltd. also offers tailored legal advice in data management.



Artamet

Artamet: with a focus on entrepreneurship, Artamet is at the forefront of modern day learning methods. Past projects have included high quality, tailor made e-learning content for students as well as educational providers, universities, and schools. By combining domain knowledge with business intelligence, they can maximize user experience of clients.



ENERGO-DATA d.o.o.: a consulting company set up in 2009 by energy and business consulting experts. Business activities include energy auditing and energy efficiency consulting, many of which have been for multinational firms, national institutions, and various public offices.



WHY SOCIAL MEDIA

Social Media is the voice of your customer but **DO YOU HEAR IT at all?**



DID YOU KNOW?

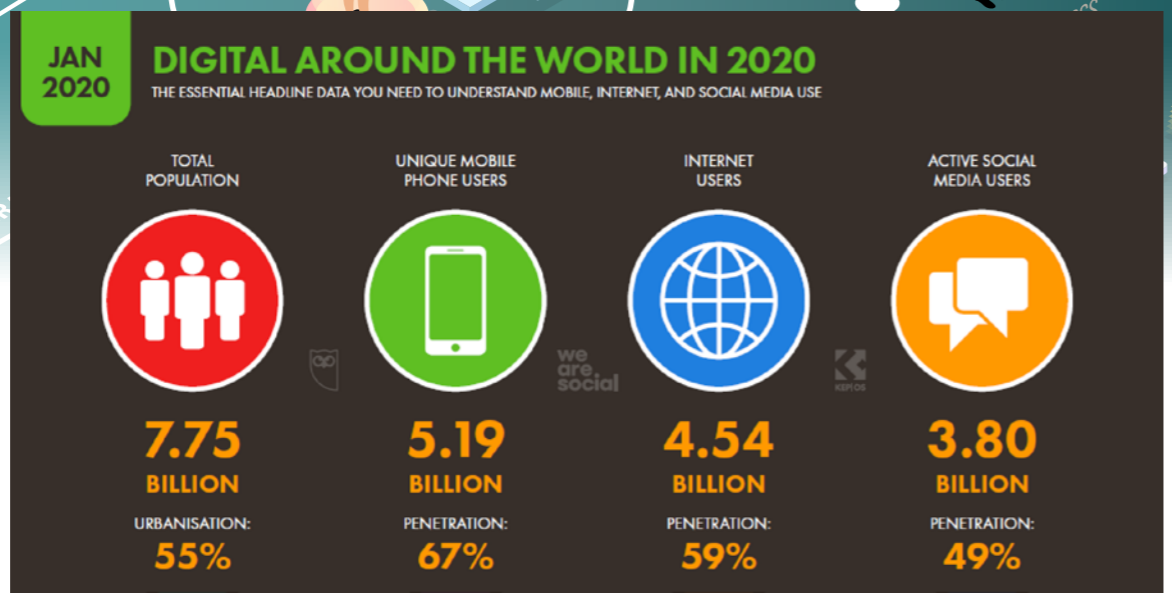
JAN 2017

2.46 BILLION ACTIVE MONTHLY SOCIAL MEDIA USERS

JAN 2020

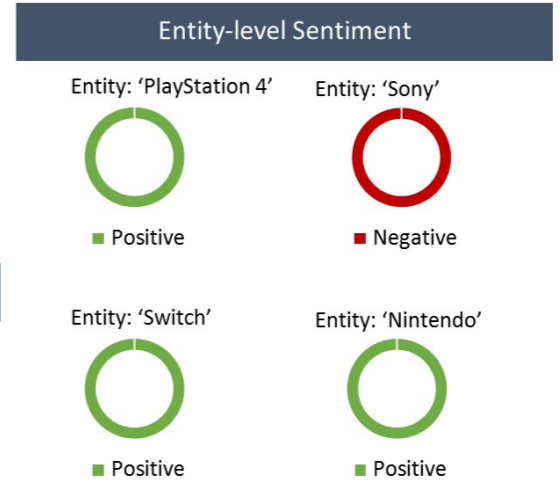
3.80 BILLION ACTIVE MONTHLY SOCIAL MEDIA USERS

All of this content constitutes a rich stream of consumer insights, just waiting to be mined and analyzed to become your business advantage.



ENGAGE WITH YOUR CUSTOMERS!

OUTPUTS



1. Language Localization

By localizing SMAP to work with our target market languages, we will be able to offer high-level text-analytics consulting services for organizations working in and with the energy sector.

The **Natural Language Processing (NLP)** model is capable of grabbing the main messages, topics, themes entities, and more features from large quantities of text, while allowing sentiment analysis to understand human emotions expressed in the text*

2. Energy Specific Industrial Pack

As industries differ widely in terms of terminology, an energy specific industrial pack is essential. This ensures that data-driven insights are relevant for making energy sector related decisions since it takes into account unique contextual nuances.



3. E-Learning Suite

With people constantly on the go, e-learning material allows individuals to access modules wherever they may be, increase sustainability, and facilitates an interactive form of teaching. The online package aims to develop analytics competencies for those at entry-level knowledge but who still would like to become text and Social Media Analytics experts.

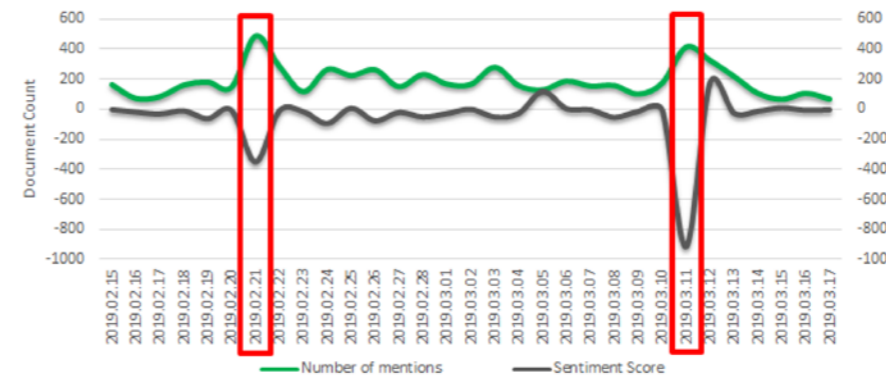


4. Social Media Analytics Platform (SMAP)

SMA is essential for organizations if they want to discover the **sentiment** of their potential customers towards their product or towards their competitor's product. Define **keywords**, identify **key influencers** in your market in different platforms. Discover **trending themes** and **topics**, which can go viral. You can get a clear picture about **entities** that can have great influence on your reputation and on your business. Track the daily/weekly **reach**, **engagement**, **general conversation** of your brand on different social media platforms.



SAMPLES



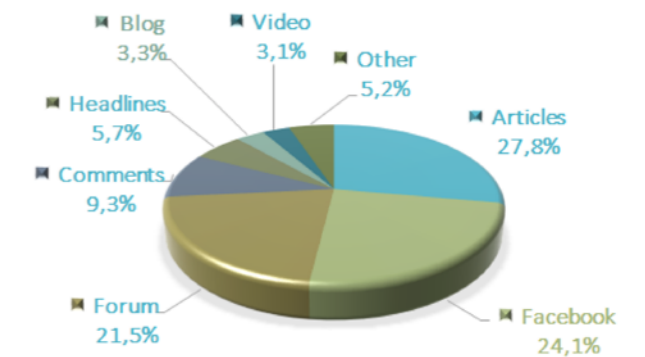
Measure the number of relevant mentions in the conversation while cross-referencing them with their corresponding sentiment scores.

Understand how people, and therefore the market, think and feel!



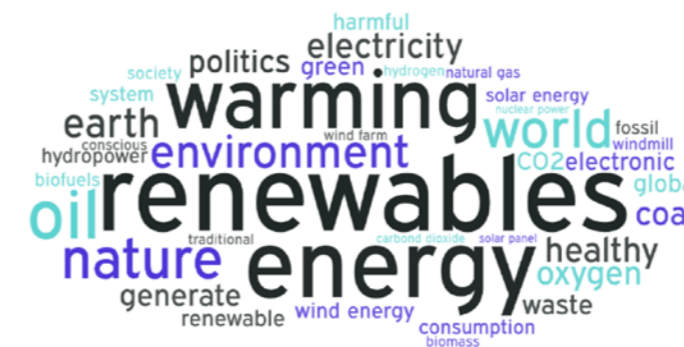
Identify which are the most popular sources and what is their distribution in the overall analyzed conversation.

Discover the Share of Voice!



Collect the top phrases that people use online to understand what is shaping the conversation.

Find the right keywords!



OUR ANALYTICS

VOLUME »

Understand how much (or how little) people are talking about your ad campaign or brand, historically or after a major event.

SENTIMENT »

Gauge what image/perception social media users have regarding their time in your stores, interactions with your staff, and overall enjoyment/quality of service

THEMATIC »

Catch trending topics before they go viral to “ride or avoid” the wave and be able to visualize unmet needs and reasoning behind people’s actions. Discover word(s) in the conversation that shape volume and sentiment.

PREDICTIVE »

Anticipate market trends and prepare/hedge accordingly and identify problems before they blow up.

DEPTH OF ANALYTICS

DEEP & WIDE

TYPES OF DELIVERABLES

SCORECARDS



Simple view of online conversations focused on tracking of quantitative metrics over regular time intervals.

NEWSLETTERS



A more narrative approach to reporting and tracking online conversations over time, with the addition of qualitative data such as audience and theme analysis.

POINT-IN-TIME ANALYSIS EVENT REPORTS



Analysis of data gathered around a single point-in-time or event, such as a product/campaign launch, industry conference, tech news story, etc.

LANDSCAPE REPORT



Longer term views of online conversations regarding brands, topics, or audience perceptions and opinions – focused on message inclusion, historical context, and insightful trends that inform broader strategies.

CUSTOM EXPLORATION STUDIES



Deep dives into online conversations about less-defined categories or topics, in an attempt to discover/better understand audience perceptions, language, and behaviors regarding innovative or emerging technologies.

WHAT WE OFFER

SOCIAL MEDIA ANALYTICS PLATFORM



GAIN FULL ACCESS TO OUR PLATFORM AND TOOLS TO RETRIEVE THE EXACT MARKET INFORMATION YOU NEED

SOCIAL MEDIA ANALYTICS EXPERTS & CONSULTING



USE OUR EXPERIENCED SOCIAL MEDIA EXPERTS TO DEVELOP THE APPROACH THAT BEST FITS YOUR NEEDS

KNOWLEDGE TRANSFER, SUPPORT & MAINTENANCE



BUILD YOUR OWN SOCIAL MEDIA TEAM, ACCESS E-TRAINING AND LEAVE THE SUPPORT AND MAINTENANCE WORK TO US!

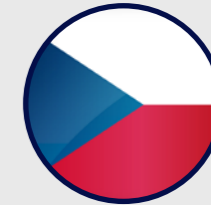
SUPPORTED LANGUAGES



CROATIAN



HUNGARIAN



CZECH

TARGET MARKET LANGUAGES



SLOVENIAN



GERMAN
(In the Austrian market)



SLOVAKIAN

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