

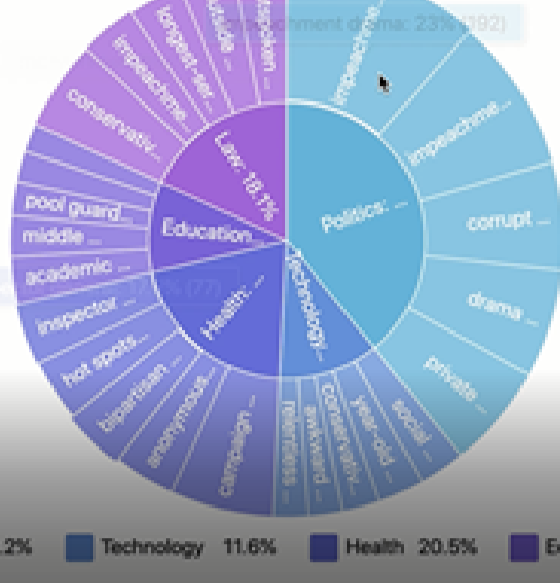
SMAPWORKS provides **Social Media Analytics Reports, SMA Platform Services and E-Training**. Using Big Data and AI technology, the platform has the capacity to analyze millions of posts in one minute.



„A CROSS-BORDER REGION WHERE RIVERS CONNECT, NOT DIVIDE“



SMAPWORKS is launching a new platform offering analytics in six languages - Croatian, Hungarian, German, Slovenian, Slovakian Czech. Part of the Hungarian- Croatian cross border project, the social media analytics platform has been localized and developed an algorithm that process sentiments, intentions, entities and themes.

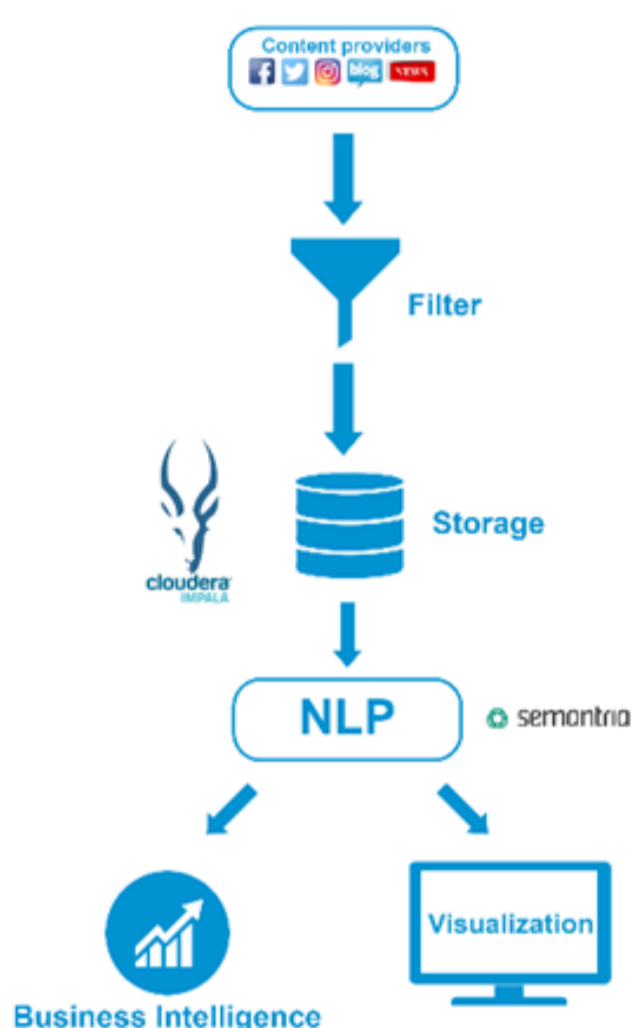


In addition, an **“Industrial pack”** specially developed to help in understanding energy sector related terminologies and text was also developed.

Our **E-Learning Suite** is also available in these languages to allow analysts to learn the full process of Social Media Analytics.



ABOUT THE SMAP PLATFORM



The SMAP Platform can perform this analysis thanks to three fundamental elements within the platform:

- An **NLP (Natural Language Processing)** and ML (machine learning) engine capable of processing terabytes of information quickly
- A **Data Warehouse** infrastructure that allows for storage and high-performance querying of all this exponentially-increasing data
- A **UI/UX platform** that best delivers visualization of results and business intelligence via a wide scope of customizable reports

Platform licence will provide access to:

- Automatic sentiment analysis and monitoring online opinions
- Comparison of online opinions and frequency of mentions
- Follow-up and analysis of the effect of campaigns, events
- Clear management and analysis of textual content
- Identifying opponent, supporter and opinion leader users and sites
- Ad-hoc analyses
- Weekly, monthly overviews with only one click
- Topic monitoring
- Automatic email alerts
- Setting and automatic sending of specific weekly / monthly reports

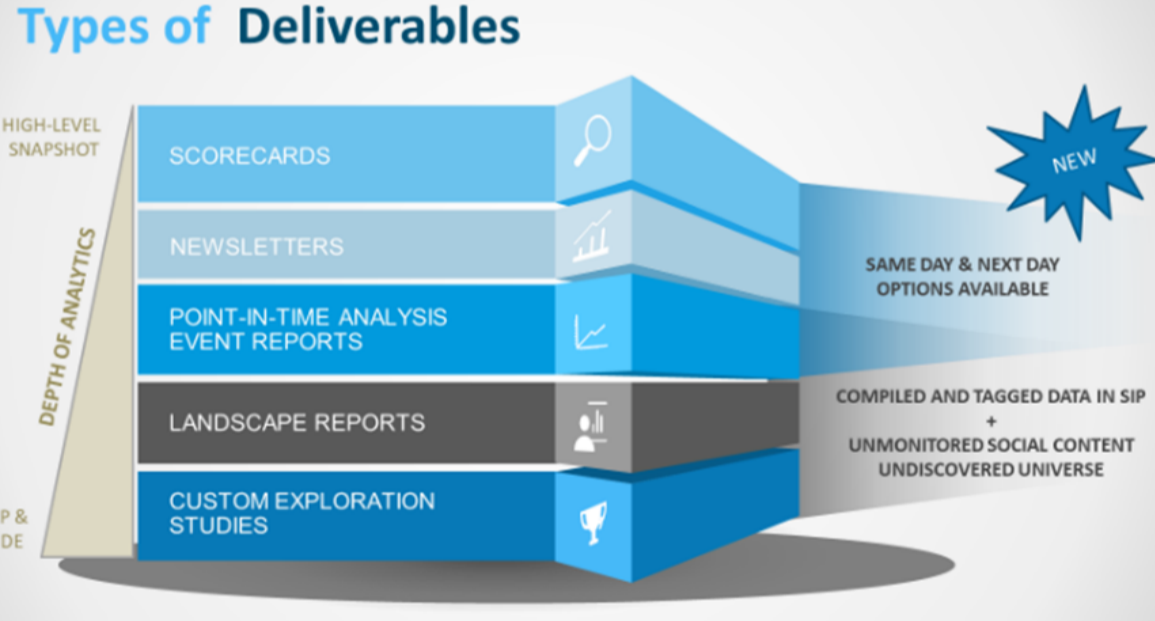
The social listening AI powered tool is capable of processing millions of comments per minute from social media. With the assistance of SMAP infrastructural databases and the localized language processing software business will carry out comprehensive market research activities; conveniently and in a cost effective manner.

Social listening helps business monitor their brand health and prevent reputation crises. With this product, you can monitor the brand name, product names as well as the names of the key person in the company.

ABOUT OUR SOCIAL MEDIA ANALYTIC REPORTING AND CONSULTANCY SERVICES

The social median analytic reporting consulting service will offer:

Types of Deliverables



- **SM consulting**
 - o SMA Strategy building
 - o Digital marketing consultancy
 - o Social Media campaign design and implementation
- **Social Media Reports**
 - o Scorecard,
 - o Newsletter,
 - o Weekly and Monthly Reports,
 - o Campaign Monitoring,
 - o Landscape Reports

UPCOMING EVENTS

- WORKSHOPS IN CZECH, SLOVENIA, SLOVAKIA, AUSTRIA, GERMANY STARTING IN DECEMBER, 2020
- ONGOING ONLINE TRAININGS FOR DATA SCIENTISTS

Follow our website to check specific dates and sign up for our newsletter to receive up to date information!



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