



WHAT WE DO

TrendSpottr is a cloud-based predictive analytics company that identifies and predicts trends in real-time from big data streams, including from Twitter and Facebook. TrendSpottr's service allows our customers and partners to "get ahead of the curve" by identifying emerging news, events, and influencers that have high viral potential and market impact.

CUSTOMERS & USES

BRANDS, AD & PR AGENCIES

Brands and PR agencies use TrendSpottr for real-time crisis and issue management. One of the world's largest PR agencies was able to use TrendSpottr to identify and act upon emerging issues and trends related to its customers' sponsorship and ad campaigns during the London Olympics.

FINANCIAL SERVICES

Financial services companies, including hedge funds, investment managers and financial news organizations use TrendSpottr to gain early and predictive insights about individual stocks and macro-economic events that may impact financial markets.

JOURNALISTS & NEWS ORGANIZATIONS

Publishers and news organizations use TrendSpottr to surface emerging news, stories and events in order to get ahead of the news cycle and to publish timely and relevant content for their readership.

CONTENT & SOCIAL MARKETERS

Content and social marketers use TrendSpottr to discover and share timely, trending and relevant content that will resonate with their audience. TrendSpottr has helped many content marketers scale their content marketing initiatives and has resulted in significant increases in their social metrics and KPIs.

ADVERTISERS

Advertisers use TrendSpottr to predict the most effective keywords for their ad campaigns and optimize their ad spending based on emerging trends.

OTHER TRENDSPOTTR USERS

Other customer groups include governments, non-profits, media and entertainment companies and social analytics companies that license our API to integrate TrendSpottr with their existing suite of products.



Predict and Uncover Trends
Get Ahead of the Curve with Predictive Analytics



<http://trendspottr.com>
sales@trendspottr.com
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Act ahead of trends

Reacting is not enough! By the time a trend becomes noticeable it is often too late for marketers to take action or gain advantage. Monitoring keywords for mentions provides marketers with data on what people are saying, but fails to provide predictive and actionable intelligence.

Today's analytics solutions need to scale with the growth of the Internet, identify relevance in real-time, discern trends from incomplete or partial data and be able to predict the impact of information as it happens.

TrendSpottr identifies emerging trends (e.g., news, events, memes, crises, influencers, etc.) hours or even days before they gain significant momentum, mainstream popularity or otherwise "go viral".

Partners like Salesforce, HootSuite, DataSift and global brands and PR agencies use and integrate TrendSpottr to "get ahead of the curve" and to identify and predict those trends that will grow in importance over time.



SPOT EMERGING TRENDS

Spot emerging trends across the social web hours or days before they have become "popular" and reached mainstream awareness.

TrendSpottr's algorithms analyze big data streams in real-time and identify those data elements that have extraordinary velocity, acceleration and viral potential.



IDENTIFY THE REAL INFLUENCERS

Unlike solutions that identify influencers via generic scoring methods that are driven by popularity based algorithms and/or by topic categorization. TrendSpottr identifies what will be trending and the influencers that are directly associated. Enabling you to identify and engage with the most relevant influencers.

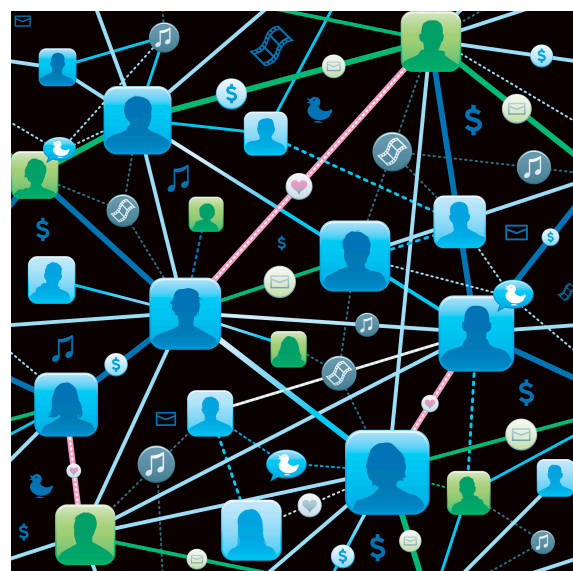


CLOUD BASED SOLUTIONS

- DASHBOARD
- ALERTS
- WIDGETS
- HOOTSUITE APP
- API
- MOBILE
- MARKETING CLOUD INTEGRATION

INTELLIGENT, REAL-TIME AND PREDICTIVE:

- RANKS RELEVANCE OF REAL-TIME DATA
- PREDICTS GROWTH & VIRAL POTENTIAL OF DATA
- IMPROVES SIGNAL-TO-NOISE RATIO
- AUTOMATES VIRAL CONTENT DISCOVERY
- ENABLES REAL-TIME TREND & COMPETITIVE ANALYSIS
- INCREASES ONLINE ENGAGEMENT & INFLUENCE



Brands need to be where their customers are

CRISIS MANAGEMENT

Spot emerging issues, conversations and events that have the potential to become full blown crises.

Identify Emerging Crises & Act

- Identify crisis outreach channels
- Connect & build relationships with the most relevant influencers
- Shutdown an emerging crisis before it takes off

Monitor After Acting

- Monitor to determine viral strength
- Search and monitor for other relevant conversations
- Continue monitoring and building relationships and bonding with audiences

BRAND, COMPETITION & INDUSTRY MONITORING

TrendSpottr delivers the new standard for social analytics – intelligent, real-time analysis to automatically identify emerging brand, competitor and industry trends.

CONTENT MARKETING

The rules have changed -- consumers control marketing and the flow of conversation. Marketers recognize but struggle with how to best leverage social media as part of their content marketing efforts. The growth, volume, speed and

real-time nature of the social web are proving that it is not enough to merely create brand focused content and messaging.

TrendSpottr is enabling marketers to:

- Be where their audiences are
- Create, repurpose, or source quality content that is timely and resonates
- Optimize keyword and paid search to connect content & audiences



AD BUYING & OPTIMIZATION

Purchase ads based on emerging viral content and conversations, as well as create and optimize your ads, keywords and messaging based on what's going to motivate or interest your audiences.

With TrendSpottr marketers act ahead of trends to establish, test and get maximum ad exposure.