



## USING ARTIFICIAL INTELLIGENCE TO GAIN REAL MARKETING INSIGHT.

**Artificial intelligence (AI) continues to revolutionize business at a rapid rate—and marketing is no exception.**

B2E Data Marketing uses Artificial Intelligence to perform Sentiment Analysis to help you better understand your customers' reactions to brand campaigns and events. By going beyond quantity of opinions, we give you unprecedented insight into the quality of your interactions with customers.

## HOW WE USE AI TO PERFORM SENTIMENT ANALYSIS.

Through Sentiment Analysis, we help you understand the emotional tone of written opinions. We do this by analyzing the wealth of information available in social data and other sources for clues about positive and negative sentiments—identifying what your customers really think about your brand.

### B2E Data Marketing further analyzes attitudes through:

- Key Phrase Extraction to quickly identify main points
- Language Detection of up to 120 languages
- Entity Recognition that identifies and categorizes people, places, organizations and more

### With our AI, you gain key insights into:

- Social Media Monitoring—how people are talking about your brand and competitors
- Brand Monitoring—a better picture of your brand reputation
- Voice of Customer (VoC)—whether customer interactions are positive or negative
- Customer Service—a more accurate picture of how you're serving customers
- Product Analytics—product feedback survey and online mentions analysis

### Use your new customer insights intelligently.

**Equipped with a more accurate picture of your customers' attitudes and your brand reputation, Sentiment Analysis will help you:**

- Monitor what people say about your brand and deliver what they want
- Understand the implications of your marketing and react quickly
- Fix mistakes and respond to urgent matters and negative comments faster
- Monitor your competition to stay a step ahead
- Better tailor your messages
- Target segments

**Make the smart move and contact B2E Data Marketing to get started today.**