

# MONITORING SOCIAL MEDIA

## Analyze competition & products

Tracking of your organisations' and your competitors' social media mentions provides insights on the topics people associate with each of these organisations.

You may also choose to examine how the market reacts to different products from the same organisation, to see associated phrases, issues or sentiments for each product.

## Real-time

This information is updated via social media (Twitter, Facebook, Google) in real-time without the need for any third party solutions or services feeding the data.

## Sentiment analysis

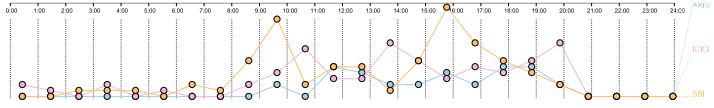
Grammer's built-in sentiment analysis engine analyses the content and estimates how favourable or unfavourable the content is, as well as how this is trending.

ICICI 68

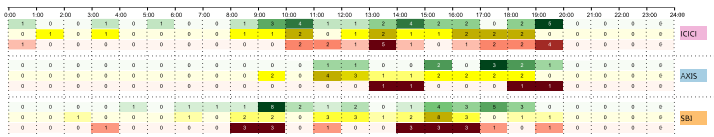
AXIS 33

SBI 80

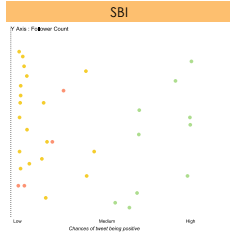
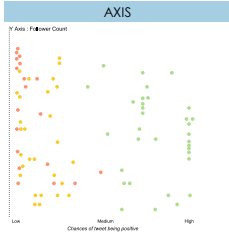
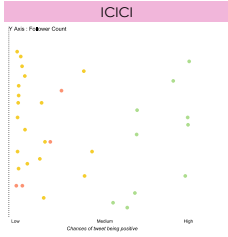
### Hour-wise mentions trend (Today)



### Hour-wise sentiment trend (Today)



### Tweets - Sentiment Distribution (Today)



### Hottest retweets (Today)

**ICICI**

Chanda SwachhBharat @CKforCleanIndia

These pictures reflect @ICICIBank's efforts towards #MyCleanIndia. Sector 38D branch, Chandigarh participates today. pic.twitter.com/gC7dIAKTS5

11 retweets | 11 favorites

4:21pm (1 hour ago)

**AXIS**

Opening Bell @MyOpeningBell

Axis Bank to raise up to Rs 15,000 crore via debt securities @AxisBank

19 retweets | 4 favorites

3:59pm (2 hours ago)

**SBI**

Dilip @dilip\_penugonda

@DataMonica@gajula\_praveen\_ @KameshwarKota. Thank you @TheOfficialSBI for approving loan. Thank You srisrivians for your support @SriStrIU

39 retweets | 10 favorites

4:18pm (1 hour ago)

### Top trending words (Today)



### Follower network (Today)

