



6 Social Media Analytics Key Insights

Behavioral Insights

Categorize the behavior of specific social media participants by initialising them in the categories of user, prospective user, recommender or detractor.



Segmentation

Categorize your audience by geography, gender, marital status, parental status, and influencer scores to help you determine accurately who is commenting on your key topics.



Affinity Relationships

Analyze the relationship between any two dimensions or any two attributes within an aspect by measuring the degree of affinity between them. Learn if one characteristic of a product significantly affects the perception of other product characteristics.



Response

Measure the tone and intent of large volumes of discussions across numerous social media channels. Sentiment analysis designates whether a particular consumer comment is affirmative, negative, neutral or ambivalent toward the topics of interest.



About Orchestrate

Orchestrate is a US based business process management organization with Headquarters in Dallas, Texas. Orchestrate offers services to the diverse outsourcing requirements of clients in an extensive range of businesses including IT, finance, mortgage and contact center. We provide a comprehensive suite of technology and services to our clients that help accelerate sales and boost their profit. Our solutions and services help SMEs and enterprises implement technologies and processes that boost their profitability across the organization.



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