

Social Media Monitoring Tools and Services

Ideya Market Report, 2nd Edition

May 2011

Featuring 282 Tools and Services

**EXTENSIVE COVERAGE OF
TOOLS AND SERVICES FOR
SOCIAL MEDIA
MONITORING**

**—282 TOOLS AND
SERVICES FEATURED**

**SMM PRODUCTS,
APPLICATIONS, AND
MARKET TRENDS**

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**PRICING AND CLIENT
INFORMATION FOR
MORE THAN 150 TOOLS**

**PROVIDERS CONTACT
INFORMATION INCLUDING
EXECUTIVE NAMES,
ADDRESS, TELEPHONE
NUMBERS, AND EMAILS**

**DESCRIPTION OF KEY
FEATURES TO HELP YOU
SELECT SMM SERVICES**

**DIRECT ACCESS TO TOOL
WEBSITES THROUGH
INCLUDED LINKS**

Dear Readers,

We bring you this report with the expectation that it will save you time and guide you through a myriad of choices that now exist for social media monitoring. We conducted extensive market research of key features, clients, and current pricing of the tools and services. We hope you will find it useful and look forward to your feedback.

Yours sincerely,



Luisa Milic, Director, Ideya, Ltd.

Ideya Ltd is a business and marketing consultancy. It offers customized and innovative services to help its clients face the challenges of market disruptions and turn them into opportunities.

Luisa Milic, M.Sc. is the Founder and Director of Ideya Business and Marketing Consultancy. She has 17 years of international experience, working 11 years at KPMG LLP Market Research in the USA and leading the Ideya consultancy in Europe for 6 years. Luisa works on innovative business and market strategies with clients across industry sectors including manufacturing, retail and consumer goods, tourism, and information technology. She also engages with organizations in the education sector and public services, and collaborates with other consultancies. In Europe, she has developed a network of collaborators from FP6 and FP7 EU projects and develops business strategies for the commercialization of the resulting technical solutions.

Luisa gives seminars on market research methods and conducts workshops on strategic planning in the public and private sector.

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1. INTRODUCTION

The rapid proliferation of social media networks and online communication has dramatically changed the world of traditional marketing, market research, PR, advertising, customer services, and even innovation. It has been disruptive and presented challenges to many businesses, but has also opened up tremendous opportunities. Companies are increasingly investing into social media programs and experimenting with Social Media Monitoring (SMM) tools and services to monitor and solicit public opinion about their brand and products, shape their online presence and develop strategies to harness the new social paradigm.

The social media technology business has branched out into a diverse set of technologies, data types and numerous vendors confusing buyers. New tools and services are emerging continually, while already established SMM companies are frequently improving their products by introducing new features to accommodate their clients' needs.

Existing market reports on SMM providers typically focus on a few, well established tools and services. At the moment, there are no comprehensive reports with a broad overview of the market and its players. As a result, many organizations feel comfortable investing into a big name SMM solution without realizing that lesser known, yet more affordable and effective solutions, can be obtained at the lower end of the market. The purpose of this report is to fill that need and give an up-to-date, comprehensive view of the social media monitoring market and product offerings. The report provides:

- Elaborate profiles of two hundred eighty two (282) SMM tools and services including key features, pricing and contact information
- Definition of important SMM concepts and key features
- Pricing information and client information on more than one hundred fifty (150) SMM tools and services
- Up-to-date information on market trends and M&A activity in the SMM market, and
- A guide for selecting and using SMM tools and services.



FIGURE 1. Strategic Approach to Selecting and Employing SMM Tools and Services

We hope to enable companies and individuals to make effective decisions about the use of monitoring tools and services for their purposes, whether they are experimenting with free tools or committing to comprehensive enterprise wide solutions. We made a concerted effort to explain some of the key features and factors that characterize current SMM products:

- **Data management features** such as data coverage, data latency, alerts, data export, Application Programming Interface (API) integration, data archiving,
- **Data analysis and visualization features**, including sentiment analysis, influencer profiling and analysis, viral content tracking and analysis, trend analysis, topic and theme analysis, word/tag cloud, competitive monitoring and analysis, campaign management and measurements,
- **Process management and user interface**, including dashboard, workflow management, Client Relationship Management (CRM), and
- **Factors influencing purchasing decisions** including pricing, key clients and year when the tool or service was made publicly available (see FIGURE 6 - Timeline).

Because the landscape of the market changes rapidly and the SMM tool providers are constantly redesigning features and introducing new technologies, we also provide links to the tool websites and contact information. Thus the readers can easily access the latest information and review tool updates.

1.1 Who Will Benefit from this Report?

Information in this report can be useful to a broad range of organizations and individuals who are interested in specific SMM tools and services and the overall market trends, in particular:

- **Mature businesses** that want to broaden their understanding of the SMM tools and decide whether to develop their own tools or use external solutions
- **Start-up, small and midsize companies** that want to leverage SMM tools and services to monitor social media communications and activities and reach their potential customers in an efficient and effective manner
- **Providers of SMM tools and service** that are interested in the competitive landscape and possibilities for partnerships, sales, or acquisitions
- **Social media consultants** who are looking for information about tools and tool features to complement their resources and expand their services
- **Investors** who are looking for investment opportunities and seeking information on technologies and companies.

1.2 Scope of the Report

Through extensive secondary research and interviews with experts and social media monitoring vendors, we collected information about 282 SMM tools and services. We carefully examined tool descriptions on the official company and product Web site and supplemented that information with product reviews, vendors' comments, and market reports in order to create a comprehensive profile for each SMM tool and service.

We want to thank the following SMM companies for taking time to review their profiles and provide us with their feedback:

Adobe Systems Incorporated (*Adobe Adobe® SocialAnalytics/Omniture*), Appinions (*Appinions™*), Attensity (*Attensity Analyze for Social Media/Attensity Respond*), Beevolve Technology Services Pvt. Ltd. (*Beevolve Social Media Monitoring & Insight Platform*), Business Intelligence Group (*B.I.G Screen™*), BrandProtect Inc. (*SMART*), Cognita AG (*BlueReport*), Crimson Hexagon (*Crimson Hexagon ForSight™ platform*), Brandtology / Media Monitors (*DCMS*), Brandwatch (*Brandwatch Web Dashboard*), Quirk eMarketing (*BrandsEye*), NM Incite (*Nielsen BuzzMetrics*), Buzzware (*Buzzware*), Buzzcapture B.V. (*Buzzcapture*), Lodging Interactive (*ChatterGuard Social Media Monitoring*), CIC (*IWOMmaster Platform*), Cisco Systems, Inc. (*Cisco® SocialMiner*), Cision (*CisionPoint Software*), Clarabridge (*Clarabridge*), Clipit News B.V. (*Clipit*), Expert System (*Cogito Monitor*), complexium GmbH (*complexium CX-Explorator*), Converseon (*Conversation Miner*), ExactTarget (*CoTweet*), Kantar Media (*Maestro and VERISMO – Cymfony*), EasyInsites (*EasyOpinion*), PR Newswire (*PR Newswire Media Monitoring and Measurement Reports*), Echo Research (*Echo Sonar*), evolve24 LLC (*Evolve24 Mirror SaaS Dashboard*), Cake Group /Havas (*The Flightdeck*), GraphEdge (*GraphEdge*), HootSuite Media, Inc. (*HootSuite Social Media Dashboard*), iMente (*iMente*), Intelligence Technologies Ltd. (*Digital Radar*), IQMen - Business Intelligence, JSC (*IQBuzz*), JamiQ.com (*JamiQ*), Lexalytics (*Lexalytics Saliency 4*), Market Sentinel (*LiveBuzz and Skyttle Friends*), CNW Group (*MediaVantage*), Meltwater Group (*Meltwater Buzz*), Moreover Technologies (*Moreover Metabase/Newsdesk*), NetEquity Actionable Insights, S.L. (*NetEquity*), Next Analytics (*Next Analytics Social Media Dashboard*), Onalytica Ltd. (*Onalytica - InfluenceMonitor, Managed Dashboard*), Kana (*Overtone social 360 Listening*), Press Army, UltraSuperNew Inc. (*Press Army*), PeopleBrowsr Platform (*PeopleBrowsr Platform*), Position², Inc. (*Position² Brand Monitor™*), Amplified Analytics, Inc. (*Customer Intelligence Analysis*), Radian6/Salesforce (*Radian6*), ReviewAnalyst LLC (*Review Analyst*), Simply Measured (*RowFeeder*), Social Media Research Foundation (*NodeXL*), Serendio (*Serendio CxA*), Networked Insights (*SocialSense*), VendAsta Technologies Inc. (*VendAsta's Reputation Management Platform/StepRep*), SinoTech Group (*SIP:Enterprise*), Patch6 AB (*Silverbakk Briefing Room*), Socialscape, LLC. (*Socialscape*), Social360 (*Social360*), Overdrive Interactive (*SocialEye™*), SocialMetrix (*SocialMetrix Echo*), Spiral16 (*Spiral16*), StatsMix, Inc. (*StatsMix*), Infinimedia Inc. (*StartPR*), SystemOne (*System One Radar*), Synthesio Inc. (*Synthesio Dashboard*), Symscio (*Symscio*), ThoughtBuzz (*ThoughtBuzz*), Trackur LLC (*Trackur*), Tracx (*Tracx*), New Music Labs BV (*Tribe Monitor*), NodeXL (*Social Media Research Foundation*), uberVU, Ltd. (*uberVU*), VICO Research & Consulting GmbH (*Vico Research Social Media Monitoring*), VMS (*VMS Vantage™*), Vocus, Inc. (*Vocus Social Media Software*), Whitevector (*Whitevector Chat Reports*), Wikio Group (*WikioBuzz/Neotia*), Wobot (*Wobot*), YouScan (*YouScan*) and others.

The profiles are presented in the later parts of the report (see Sections 7 and 8). The information in each of the 282 profiles is laid out in a uniform and structured way to provide the reader with an easy way to browse and learn about each SMM tool:

▪ Name of the tool or service	Official name found at the official Web site
▪ Name of the provider	Name of the company providing the tool or service
▪ Contact information	Tool Website URL Address, Telephone, E-Mail Address

▪ Leadership	Name of the Founder, CEO, or Director
▪ Geographical coverage	Location of the Company Headquarters (HQs), languages, and market coverage.
▪ Monitored social media	All, Twitter, Facebook, LinkedIn, Video sharing, Social Bookmarking, etc.
▪ Tool functionality	Listening, Monitoring, Tracking, Analyzing, Engaging, CRM, etc.
▪ Third party technology	Whether a tool is using third party monitoring technology
▪ Tool availability	Release products, pilots, free and fee based
▪ Tool description	Description of key features, published client list, pricing information, media and language coverage, etc.
▪ Year of tool or service introduction	The year the tool was publicly released.

2. FEATURED SMM TOOLS AND SERVICES

We collected information about two hundred eighty two (282) SMM tools and services. Here we list them based on their availability, geolocation and the year of their public release.

2.1 Free and Paid Tools and Services

Among the featured SMM tools and services:

- **Two hundred and thirteen (213)** are operated as paid tools and services
- **Five (5)** are currently offering both free and paid services, and
- **Fifty three (53)** are free tools.

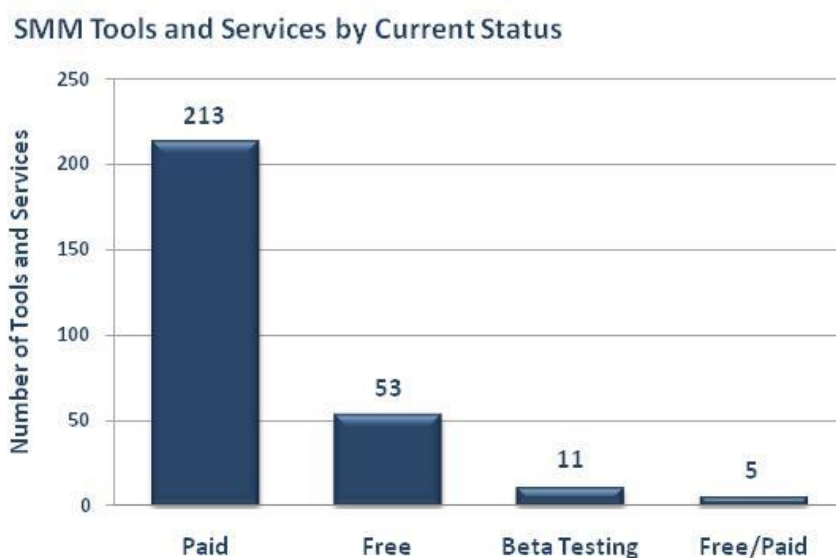


FIGURE 2. SMM Tools and Services by Current Status

We have also identified **eleven (11)** SMM tools that are currently available through alpha or beta testing or launched under a pilot program (see Section 2.3.1 for more details).

The Tool Key Features and Factors Impacting Selection Process

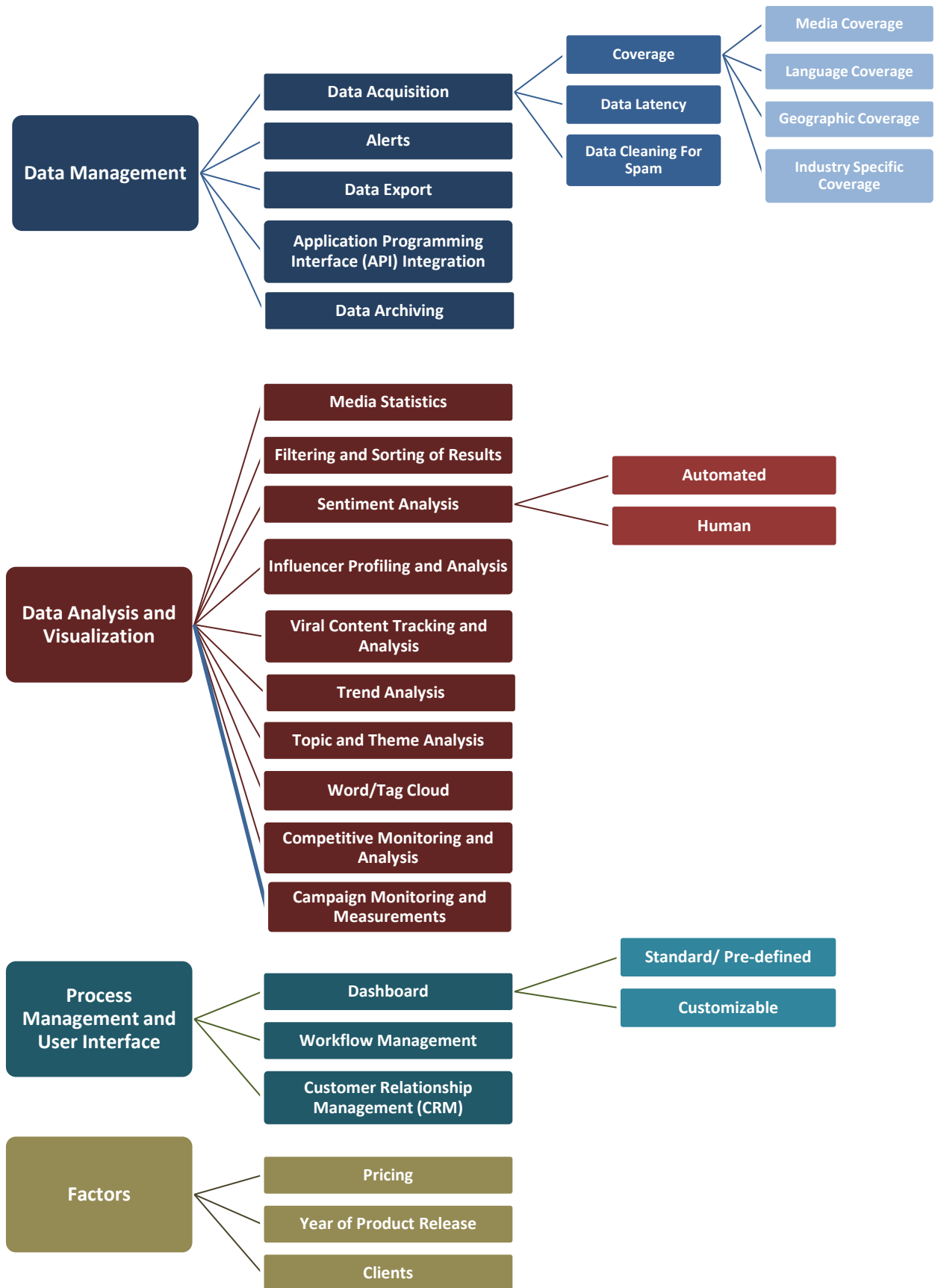


FIGURE 9. The Tool Key Features and Factors Impacting Selection Process

Sample Profile

Product Name:
Vocus Social Media Software

Company Name:
Vocus, Inc.

HQs/Country:
US

Website:
<http://www.vocus.com/content/index.asp>

Introduction of the tool:
2009

Types of Media Tracked:
All

Areas: Engage, Monitor, Analyze

Languages: 7

Contact:
Richard Rudman, President, CEO
Mark Heys, CTO

Vocus, Inc., 4296 Forbes Boulevard, Lanham, MD, 20706, USA
Tel.: 301.459.2590

Offices: United States:
Lanham (MD), Herndon (VA),
Europe Offices: *London (UK), Düsseldorf (Germany); France: Datapresse offices (Riorges, Paris, Lyons); Asia Pacific Offices:* *China (BDL Media Offices in Beijing, Shanghai, Shenzhen, Hong Kong);*

Email:
info@vocus.com,
info@vocuseurope.com,

282 PROFILES OF PAID AND FREE SMM TOOLS AND SERVICES**Paid Tool**

Vocus offers a cloud-based suite of software specifically designed for PR, marketing and communication professionals.

Its software provides news and social media monitoring and management, press release distribution, reporting and analytics, to help organizations reach, monitor and analyze traditional and social media and influence consumers across social media, online and through media.

Vocus Social Media Software enables companies to listen to their customers and prospects, identify key influencers, trends, monitor conversations and engage their audience. In 2011, the company added new engagement features to their Social Media Software that will allow users to engage influencers and share news through Twitter and Facebook directly from the Vocus dashboard. The new release also tracks all interactions across Facebook, monitors response to the links they share, and builds a complete profile of key influencers.

Vocus Social Media Software - Key features and benefits:

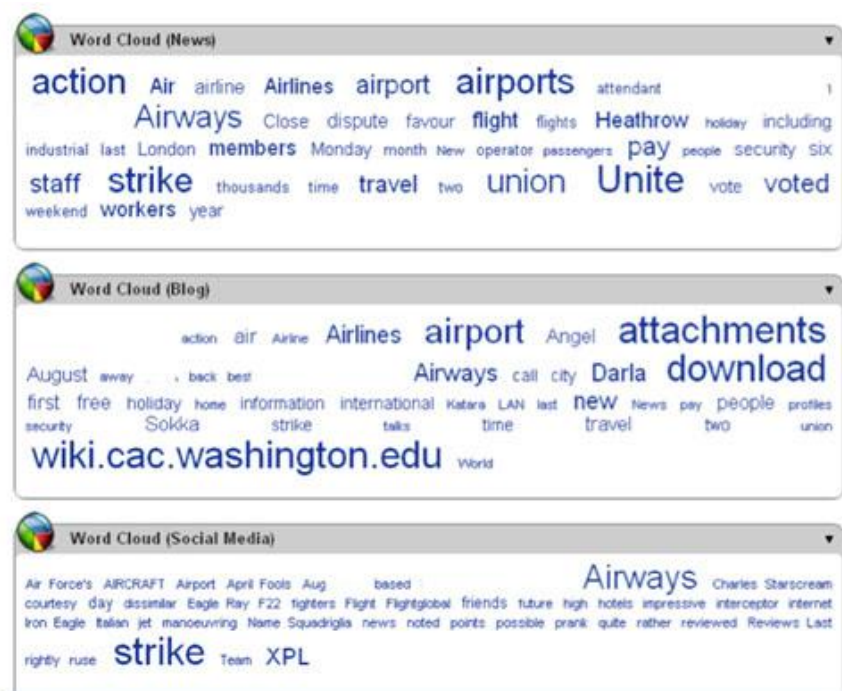
- **Near Real Time Monitoring,**
- **Data Latency:** data latency depends on the source. The majority of content that is received is viewable by the customer anywhere between 20 minutes and 1 hour. This includes post processing of sentiment, company mentions, competitor mentions and any other data analysis.
- **Customized dashboard,**
- **Extensive Media Coverage:** integrates social media and comprehensive traditional coverage. Social media coverage includes: blogs, blog comments, mentions on Facebook, YouTube, Flickr, Twitter, Digg, Delicious, and many others,
- **Search:** supports multiple keyword searches; a full Boolean search;
- **Filtering for spam and duplicates,**
- **Data Filtering:** filtering of results by media type and geography,
- **Charts and Graphs:** interactive charts and graphs,
- **Metrics:** e.g., volume of mentions/tweets, retweets, impact, reach, etc.,
- **Trend Analysis:** e.g. volume of mentions over time,
- **Automated Sentiment Analysis:** tracks sentiment and tone,
- **Topic Analysis:** including hot topics to identify new opportunities,
- **Word/Tag Clouds:** available in the form of analytics charts to provide additional insight into the word choice their influencers and competitors use in their conversations. This enables companies to refine content and messages in their future communications, use the same/similar words their customers or competitors use.
- **Competitive Analysis:** helps users to see how they are performing in relationship to their competitors,
- **Influencer Profiling And Analysis:** ranks top tweeters and bloggers by the number of followers, retweets, blog comments, and activity volume to help companies identify key influencers; Users can add any key influencers that are important to them and include links to public profiles from sources including Twitter, LinkedIn and Facebook. This feature is designed to enable users to better understand their key influencers, their interests and engage them appropriately. The tool also offers detailed influencer profiles including journalists' and influencers' latest tweets,

- **Campaign Monitoring and Measurement:** monitor the success and effectiveness of marketing campaigns; by including bit.ly shortened links, users can now track and measure the response to the links they share,
- **CRM:** Vocus has a full Influencer/Contact Management System with the ability for API integration into 3rd party products,
- **Engagement function:** makes easy for customers to send messages, share news and join conversations on Twitter and Facebook directly from within the Vocus dashboard,
- **Alerts:** near real time alerts delivered on a daily base (once or twice),
- **Data Export:** in Microsoft Excel (csv, xls), XML Spreadsheet, Adobe pdf, and RTF,
- **Data Archiving:** unlimited access to the content captured around user search. No auto delete or removing of content. Allows for period over period analysis.
- **API Integration with third party applications,**
- **Workflow Management:** support multiple user accounts; offers activity assignments, tracking of all social media engagements (posting, sharing and direct messaging for reporting and historical views).

Clients: AHA, Al Dente, Allied Domecq, AHIMA, American Mensa, American Society of Anesthesiologists, Arbitron Inc., ASAE (American Society of Association Executive), Bass Pro Shops, Bristol Airport, Ceridian, Cincom, EarthCam, GameStop, Goodwill, Hartsfield-Jackson, Healthways, The Human Society of the United States, Indianapolis Museum of Art, iRobot, Liberty Tax Services, Miox Corporation, Moen, Northern Arizona University, Office de Tourisme de Marseille, Otis Spunkmeyer, Peoples Energy, Solutia Inc., Southwest Airlines, Starr Commonwealth, TD Bank, USP, x-rite, Zing, and others.

Pricing:

- Prices for Vocus Social Media Software range from \$3,000 per year for smaller organizations and can go as high as \$25,000 and up for larger organizations. The product is priced based on volume, on social media mentions.
- In June 2010, Vocus has announced an SMA module with monitoring, analysis, and engagement capabilities as part of its summer '10 release. Available separately or as an add-on for existing Vocus customers, the new module is priced at \$3,000 per year per user.



Screen Capture 1: Vocus Social Media Software Word Clouds

Sample Profile

Product Name:
NodeXL

Company Name:
Social Media Research
Foundation

HQs/Country:
US

Website:
<http://nodexl.codeplex.com/>
<http://www.smrfoundation.org>

Introduction of the tool:
2007

Types of Media Tracked:
Personal email indexes on the desktop, Twitter, Flickr, YouTube, Facebook, www hyper-links , and soon Exchange, SharePoint, Active Directory and Wikis

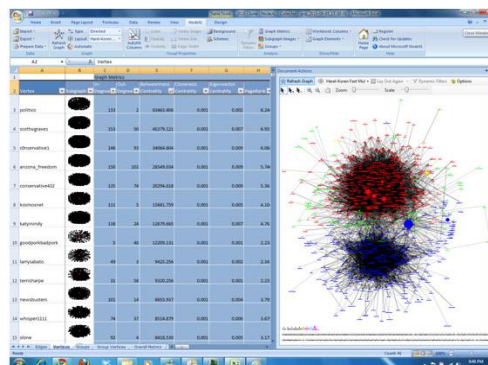
Areas:
Analyze, Visualize, Measure

Contact:
Marc A. Smith
Executive Director
Social Media Research
Foundation
marc@smrfoundation.org
425-241-9105

**Social Media Research
Foundation**
2617 Hallmark Drive
Belmont, CA 94002
+1-425-241-9105
Technical questions can be
asked on our discussion
boards on the Codeplex site
at
[http://nodexl.codeplex.com/
Thread/List.aspx](http://nodexl.codeplex.com/Thread/List.aspx)

282 PROFILES OF PAID AND FREE SMM TOOLS AND SERVICES

Free Tool



NodeXL is a free and open add-in for Excel 2007 and 2010 that expands the familiar spreadsheet to support social network data import, analysis and visualization via a point and click interface. No programming skills are required to use NodeXL, it makes the creation of network charts and analysis as easy as making a pie chart.

Key Features: Network metrics include: Betweenness centrality, eigenvector

centrality, degree centrality, page rank, in-degree, out-degree, degree, clustering coefficient, graph density, geodesic path length (diameter), and vertex and edge counts, multiple network visualization lay outs.

NodeXL allows non-programmers to quickly generate useful network statistics and metrics and create visualizations of network graphs.

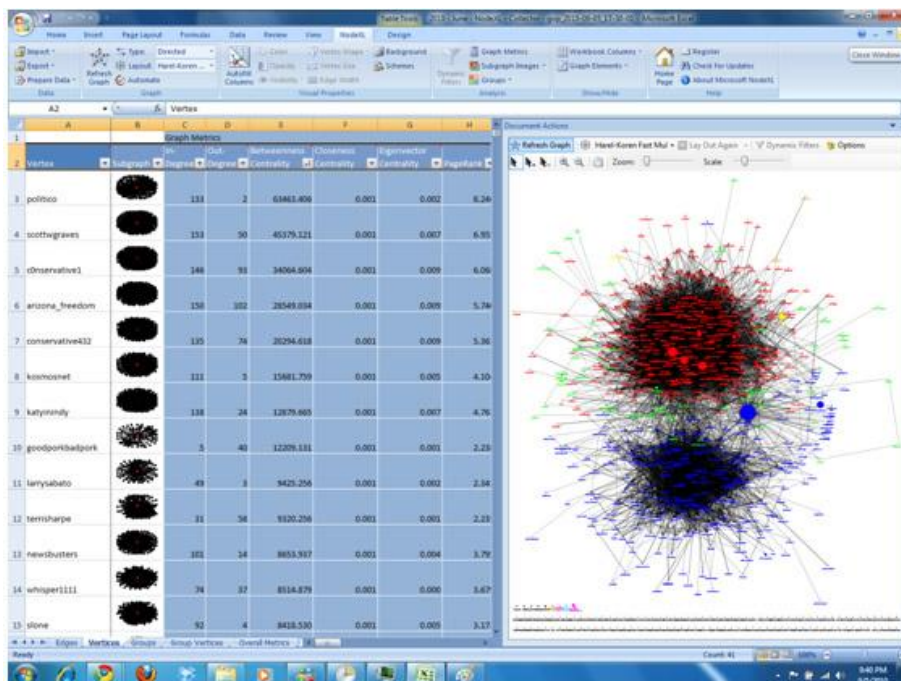
- Video tutorials for NodeXL can be found on the Connected Action blog: <http://www.connectedaction.net>.
- A book Analyzing Social Media Networks with NodeXL: Insights from a connected world published by Morgan-Kaufmann (2010) describes uses for NodeXL in detail.
- Supporting network data sets: http://casci.umd.edu/NodeXL_Teaching.
- Recent slide decks describing NodeXL: http://www.slideshare.net/Marc_A_Smith/.

Recent features added to NodeXL include faster metrics calculation, automated graph processing, larger data sets, new layouts, scales, axes, and legends. NodeXL can perform scheduled data collection for standing queries from a desktop server that can be triggered from Windows Scheduler. Scheduled data collections can start automated data processing of collected networks. NodeXL lets users set their configurations once and apply those sets of steps to hundreds of other graphs with a few clicks.

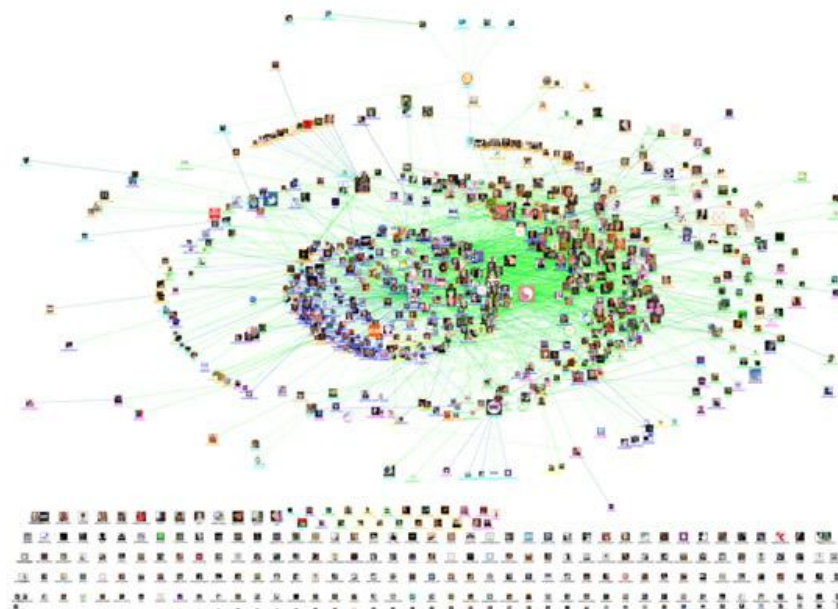
Technical requirements: NodeXL requires Office 2007 or 2010. Other versions of Excel (like 2008 on Mac, or the older 2003) do not work with NodeXL (sorry!).

Clients: Universities including University of Maryland, Stanford University, Cornell University, Ohio University, Northwestern University, the Oxford Internet Institute, Carnegie Mellon University, Aachen University, University of California, Berkeley, University of Washington, and others. Several large corporations are making use of NodeXL including Intel, Microsoft, SAP, Vodacom, Orange, and Deloitte.

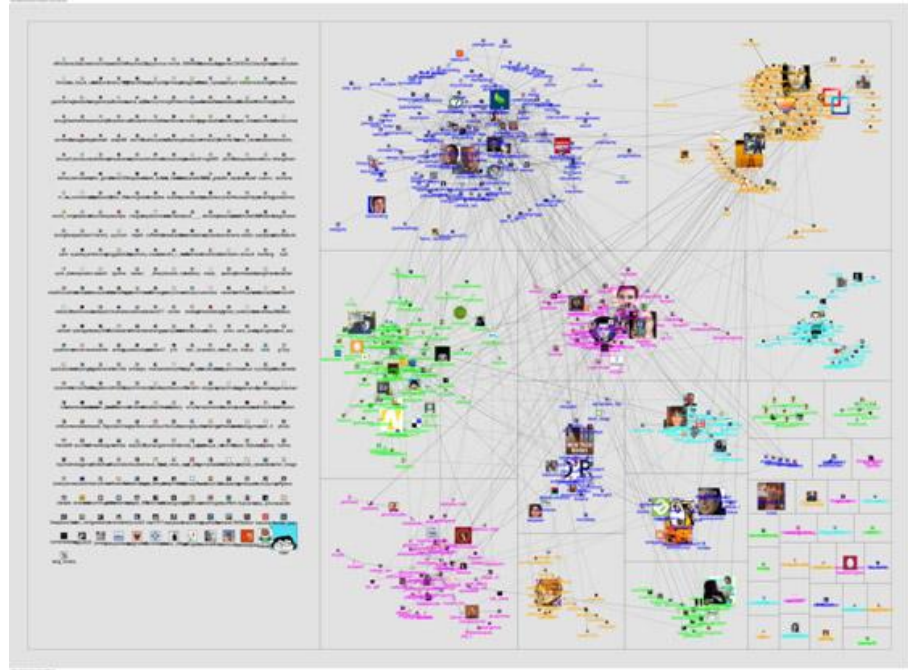
Screen Captures: Network Analysis and Visualizations Automatically Generated by NodeXL



Screen Captures 1: NodeXL Worksheet Showing Data, Network Metrics, Motifs, and Visualization of Clustered Nodes



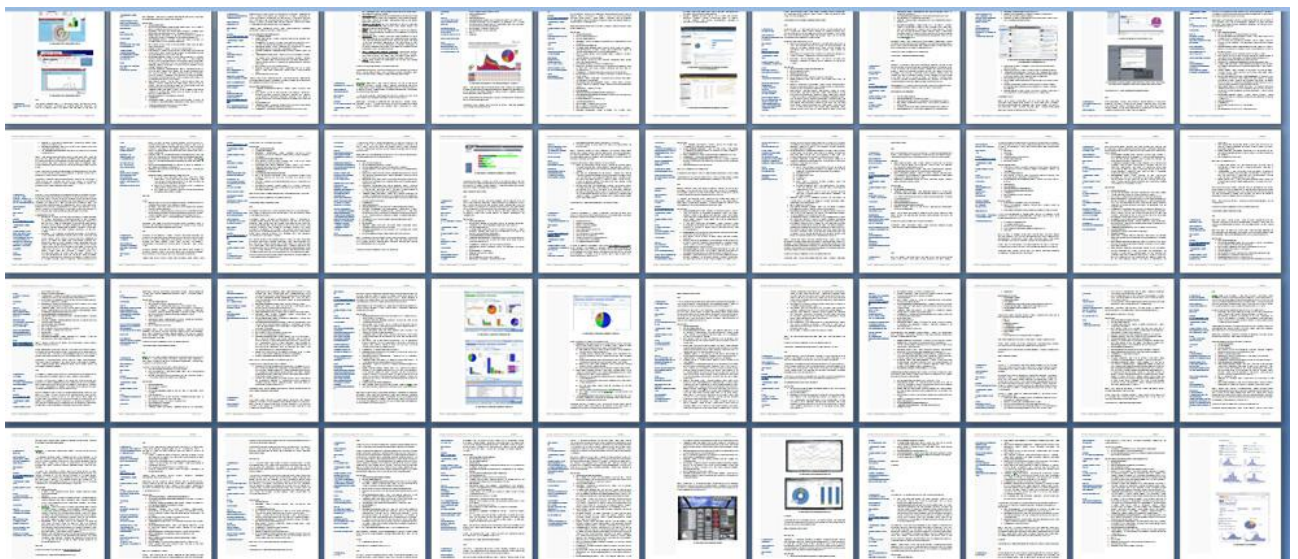
Screen Captures 2: NodeXL Visualization of a Twitter Network



Screen Captures 3: NodeXL “Graph in Box” Layout Applied To Network Clusters

NodeXL is a project from the Social Media Research Foundation which is dedicated to *Open Tools*, *Open Data*, and *Open Scholarship*. NodeXL receives generous support from the Microsoft Research External Projects Group. Contributors to NodeXL include Natasa Milic-Frayling from Microsoft Research, Eduarda Mendes Rodrigues from the University of Porto, Ben Shneiderman, Derek Hansen, Udayan Khurana, Cody Dunne and others at the University of Maryland, Marc Smith at Connected Action Consulting, Jure Leskovec at Stanford University, Vladimir Barash and Scott Golder at Cornell, Bernie Hogan at Oxford University, Robert Ackland at the Australian National University, and Libby Hemphill at the Illinois Institute of Technology.

Pricing: Free, open license, commercial reuse OK!





5.3 Pricing

SMM tool and service providers offer various pricing models such as:

- Flat price model that typically allows for an unlimited number of search terms with no additional cost per hit or keyword.
- Cost per queries and filters.
- Cost per brand mentions.
- Cost per profile or user.
- Cost per volume of mentions/ by campaigns.
- Cost per country or languages.
- Cost per results (e.g., number of contacts and/or alerts).
- Cost per scope of work.
- Price by company size (special packages for SMEs and large companies)
- Cost per amount of data held (in a profile at any one time).
- Cost per day archive, and others.

The packages range from monthly, quarterly or annual subscription, campaign or project based engagements and free trial subscription ranging from one to 4 weeks.

Such a complex pricing structure makes cost management difficult for large companies with several brands/products and large number of monitoring requirements. Monitoring competitors, creation of separate profiles for different countries and other special requirements can push the monitoring costs significantly up. Thus companies should carefully investigate the implication of special requirements before they begin using a particular monitoring tool. In many cases, alert services has also been offered under separate fee structure.

As each tool offers unique set of features and pricing models, it was not possible to compare prices across various tools. For that reason, we simply present collected and data in the table below, so our readers can easily find the pricing information and terms for the solution they are interested in. The table below contains pricing information on more than 150 SMM tools.

TABLE 52. Pricing information

SMM Tools and Services (in Alphabetical Order)	Pricing Information
Lat2C	• 1510 keywords either monthly and annual subscription. Special rates for project based engagements. For details please contact: lat2c@lat2c.com
Xobor® SiteCrunch™/Former Oribitors	• Fixed and demand. On-demand subscription service and enterprise solution.
Appinions™	• The pricing model for Appinions is based on the applications installed and usage of those applications. Pricing is based on subscription model and on the number of users and topics that customers would like to track. The company currently offers:

How To Order

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