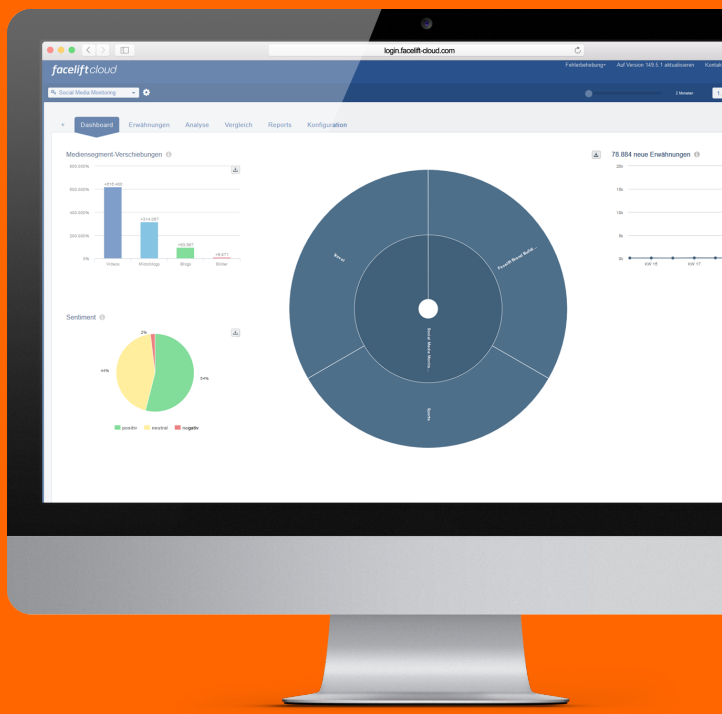
facelift

PRODUCT SHEET
MONITORING

March 2018



ISO 27001 Security | Marketing Partner | Instagram Partner

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Features Summary

360° Media Monitoring:
Collection, structuring and analysis of the exponentially increasing abundance of available information

Support for all relevant platforms and media:
- Blogs
- News
- Comments
- Press Releases
- Forums
- Social Networks
- Microblogs
- Websites
- Images
- Videos
- Consumer Portals

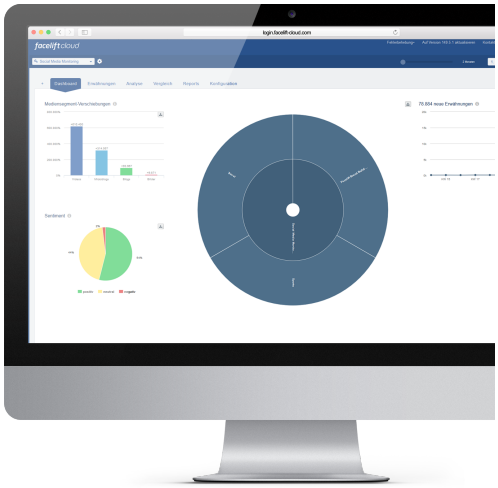
Also offline upon request:
- TV and Radio
- Print
- Federal Gazette

Diverse applications:
- Crisis management
- Marketing & PR
- Customer Service
- Reputation Management
- Competitor Analysis
- Lead Generation
- Produkt Management
- SEO Optimisation
- Ad-hoc research for project planning and pitches

Optional Managed Services available:
- Executive Summaries
- Management Reports
- Status-Quo Analysis / Ad-Hoc Studies
- For Agencies: Pitch Support
- Creation and/or Optimising Complex Queries

Big Data becomes Smart Data – easier than ever before.

Advancement through knowledge with holistic monitoring. Online and offline.



Unmanageable amounts of new, public information - news, tweets, blogs, forum posts, reviews, and many more - are published in the digital hemisphere every single minute..

Companies are faced with the challenge of systematically evaluating this data. The overwhelming flood of information from public sources often means that aspects that are very relevant for any purchase decision and image-related factors may be overlooked and decisions are thus not made on the basis of extensive information.

The monitoring module of the Facelift Cloud - powered by Uber Metrics - allows you to gain control of this omnipresent wealth of data as well as derive valuable insights concerning prospective customers, products, brands, and competitors. As such, you can create a well-founded basis for future decision-making within very different divisions. In addition, you are always aware where, how, and why social media players are talking about your portfolio – in order to intervene constructively or de-escalate the situation when appropriate.

Of course, it is moreover possible to enrich online-based data with further sources from segments such as TV, radio, and print upon request in order to allow for extensive press clippings and complete analyses from a single source.

360° Monitoring – from Setting Up to the Analysis.

The implementation and continued use of comprehensive monitoring using the Facelift Cloud is simple:

1. Establishing Search Agents

Search agents are tracking programmes, which identify web-based content in accordance with certain criteria. For this purpose, key words can be defined, which may or must or should not be contained, such as brand names or specific product names, for example. More complex queries, such as general questions like "Which factors play a special role in social media when buying a vehicle?", for example, can easily be realized via logical links (for example, AND/ OR), placeholders, distance searches and other tools.

For particularly demanding queries, Facelift provides professional expert help in the form of managed services.

Features Summary

Extensive Source Coverage:

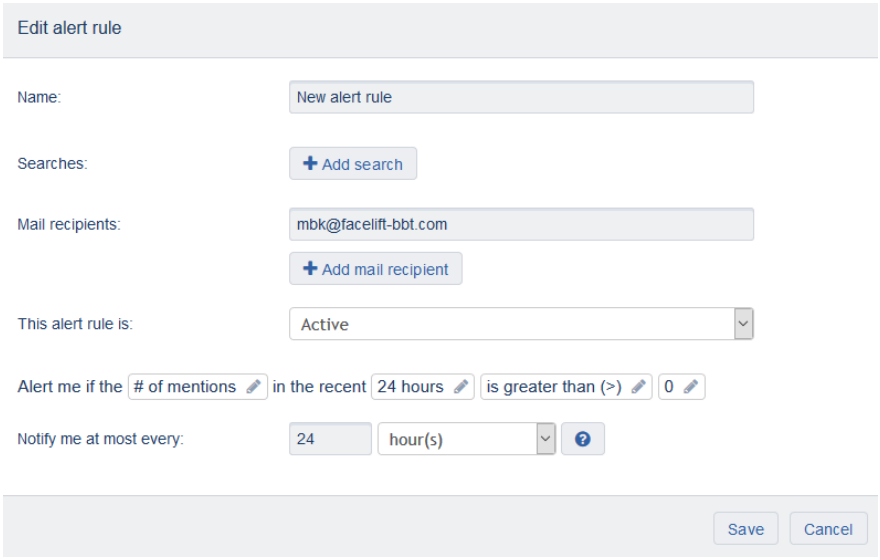
- Over 400 million Online Sources in 70 languages from over 230 Countries
- More than 1000 Podcasts
- The 100 most relevant TV and Radio Stations

Comfort Features for Efficient Working Conditions:

- Flexible Dashboard
- Custom Reports
- Smart Alerting
- Trainable Sentiment Analysis that can be Curated
- Extensive Filter and Comparison Options
- Post Tagging
- Unique Virality Analysis
- Innovative Distribution Analysis
- Crowdsourcing Feature
- Customary Facelift Safety
- Granular Role and Rights System
- Understandable Search Assistant

2. Configuring Alerts

To notice shit storms and curb them before they spread uncontrollably across various media, setting up specific alerts is recommended. They will notify selected individuals immediately once the fully customisable warning conditions are met. Whether it is a certain amount of content, tags with a negative connotation, percentage increases in written contributions or a measurable deterioration of the average tonality of all contributions or any other criteria, Facelift Cloud users themselves may determine these criteria.



Smart alert feature with individually configurable rules and thresholds.

3. Analysis of the Collected Data

All data obtained through the search agents are recorded in the monitoring module in real time. You will be given various options as to how to handle this data, three of which are particularly common in practice:

- You do not use the Monitoring dashboard regularly and will not act unless a pre-set alert informs you of unusual activities and then you call up the dashboard for detailed viewing, analysis and control of what is going on.
- You only use the monitoring dashboard whenever something arouses your interest regardless of any alerts and whenever action might be required. In turn, you make sure that the latest posts are forwarded to you via the e-mail newsletter in an interval of your choice and open the dashboard to gain further information.
- You regularly use the dashboard without any alerts or newsletters notifications and create weekly or monthly reports about the internal or external use anyway.

All search agents can be examined in regards to widely accepted, valid metrics such as sentiment, call volumes, media distribution, and many more and, if desired, they can even be compared with each other. All collected data can moreover be enriched with further content thanks to the indexing feature and be transferred for submission in reports or exported for further use in other applications such as PowerPoint or CRM systems.

Monitoring in Practice

Two concrete examples from the fields of customer satisfaction and crisis management show how differently Facelift customer use the monitoring feature on a daily basis in order to gain a competitive advantage.

1. Customer Service / Reputation Management

A globally active textile company provides quality products for sportspersons. Due to the huge product range, this results in a variety of pointed target groups that extensively compare notes about their sport and the required accessories in highly specialized forums. They come up with specific recommendations for or against certain brands, for example, in the field of kite surfing, skydiving, motorcycling, etc.

The aim of monitoring is thus to be able to proactively answer the majority of questions from customers and prospective customers regarding various product features and warranty issues within 24 hours in order to be able to anchor exceptional customer service as a unique selling point in the eyes of the consumer.

For the various divisions of the company, which are divided by product category, different custom search agents are established in the monitoring module which identify all newly published user contributions for each product range in forums, blogs, social networks and many other digital channels. New content regarding the respective product is forwarded to the relevant department via a special e-mail newsletter once a day and can be viewed in real time at any time via the monitoring dashboard. On a monthly basis, a reporting is created using the Facelift Cloud, which is intended to illustrate the success of the reputation management efforts using established metrics such as tonality/ sentiment.

The reporting shows a significant improvement in sentiment by 20 percentage points in the first six months, as many social media players are thankful for the excellent customer service and actively express their gratitude in a way that is visible to third parties. Furthermore, several forum users turn into multipliers, who are encouraging other users to openly post their questions, as "the great customer service team of X is reading this anyway and is happy to help out." The fact that such statements also appear in media, in which the company has not yet answered any questions, is noteworthy.

Sentiment analysis by time and date, including filtering options and mention index

2. Crisis Management

A renowned optical glasses manufacturer is repeatedly exposed to violent criticism from various animal welfare activists across several digital media channels, as some of the products offered are also used in binoculars and mounted telescopic sights and thus in hunting and on safaris.

The public relations department has been given a crisis communication plan that has been coordinated with the legal department. However, in the past, many incidents did not become known early enough, wherefore an early spread of the corresponding threads could not be prevented. In addition, several critical comments remained thoroughly unnoticed and now rank relatively high in Google's organic search results without ever having been refuted - and regularly come to the attention of potential customers that are looking for further product information.

In the Monitoring module, a search agent is thus set up that plays back all content, in which the brand name is used in combination with explicit terms such as "Killer," "Killing" and "Scandal." The PR department is notified about each of these finds in real time via email, while other departments are only notified when a certain threshold value is exceeded per time interval.

Presentations and Studies by Experts - Managed Analytics Services

Our managed services always come to mind whenever you would like to further professionalize the typical data analysis and treatment operations. A team of qualified market researchers and marketing professionals with years of experience is available to create convincing reports, comprehensive studies and attractive PowerPoint presentations for internal and external purposes:

Executive Summary: Monitoring and reporting are virtually inseparable from each other. Quantitative (bi-) weekly or monthly reports with about ten to twelve pages that will inform you regarding all relevant developments since the last report are particularly common. Managed services takes over the complete analysis and preparation of such reports for you and provides a board-suitable presentation in your PowerPoint master and target design.

Management Report: The management report complements the executive summary by providing additional qualitative content and also includes recommendations for action. Some of the typical application examples are additional quarterly reports for departments, comparative analysis of all past campaigns or annual financial reports.

Status-Quo Analysis / Ad-Hoc Study: This concerns the social-media monitoring counterpart to traditional market-research studies, in which social media content is used for secondary data analysis. This might include strength and weakness analysis, market mapping and baseline studies/ zero measurements.

Pitch Support: The development of a social media strategy in the context of pitches is part of the daily business of agencies. Build your ideas on facts and share your thesis with us. We will find out if your thesis holds true and determine where you can find verifiable anchor points for the conception of your idea and bring you closer to winning your pitch via "data-driven creativity”.

The 8 Main Advantages of the Monitoring Module of the Facelift Cloud:

1. **Intuitive analysis** of brands, products, services, and related issues
2. More than **70 supported languages** in more than 230 countries allow for **global use**
3. Complete source coverage: **online and offline media** in an environment
4. **Highest data quality** via content that can be curated and **adaptive Sentiment Analysis**
5. Retrospective analysis using **historical data** possible at any time
6. **Smart alert functions and comfortable newsletter** prevent shit storms
7. If you are looking for more: **analysis and presentation creation** by professionals
8. **Export function** for all data; data processing for presentation purposes

Conclusion: The Monitoring module turns mountains of data into added value for all corporate sectors and provides all relevant services from a single source as a managed service given the possible integration of offline media and competent support.

About Facelift

With over 200 employees and more than 1,200 customers worldwide, Facelift is the leading provider of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution with all components for professional social media marketing at enterprise level.

Facelift Cloud is fully hosted in Germany as a SaaS (Software as a Service) system, is ISO 27001 certified and thus meets the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Program and Instagram Partner Program.

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