

Deep Brand Sentiment

Does your customer love your brand?



“EVERY MINUTE WE SEND 204 MILLION EMAILS, GENERATE 1.8 MILLION FACEBOOK LIKES, SEND 278 THOUSAND TWEETS, AND UPLOAD 200 THOUSAND PHOTOS TO FACEBOOK. TOP COMPANIES MONITOR SOCIAL MEDIA TO MEASURE “SENTIMENT”, ANALYZING 12 TERABYTES DAILY IN TWITTER ALONE.” – BERNARD MARR, AUTHOR, 2015

Amidst all the massive conversations happening in the digital space everyday, brands that stand out are those that customers love.

Does your customer love your brand? Do you want your customers to love your brand even more?

{ Find out what customers really say about you

{ Understand how your brand is perceived

{ Simplify insight-to-action to better deliver on brand promise

Deep learning is at the core of all loopp™ products. Where you would otherwise need domain expertise, programming skills, and statistical knowledge to understand your huge volumes of data, loopp™ uses deep learning so it can automatically recognize patterns from data, extract many nuanced attributes, and create actionable insights for you.

How does the lloopp™ Deep Brand Sentiment work?

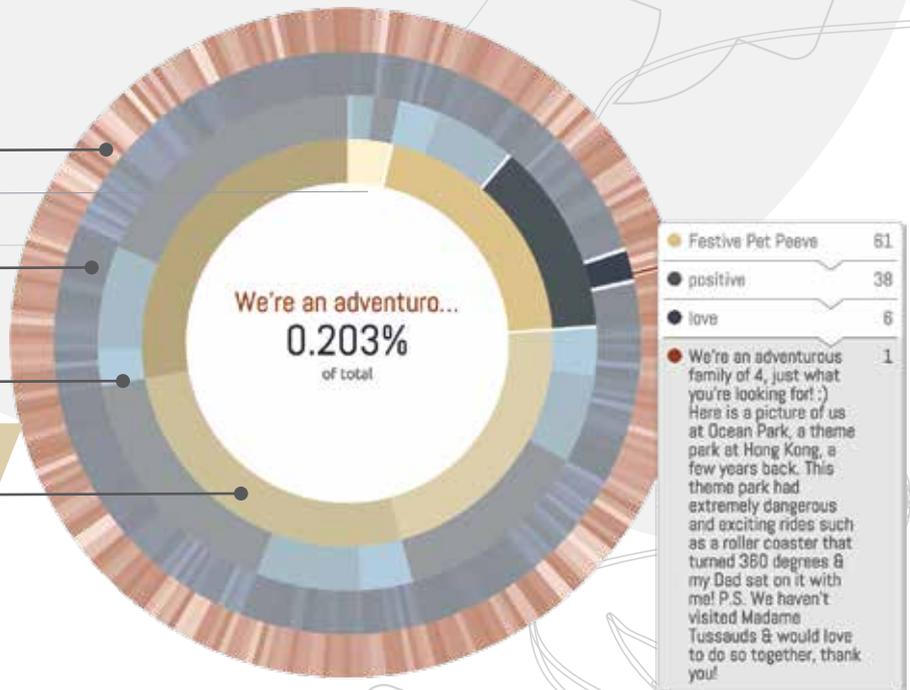
lloopp's Deep Brand Sentiment delivers a deep understanding of customer sentiment about your brand. Understand how your brand is really perceived, and take deliberate actions to better deliver on your brand promise.

See specific comments which contribute to building and validating concepts

Understand the strongest concepts that determine whether sentiments were +, -, or neutral

Determine whether sentiments were +, -, or neutral within topics

Identify and group key topics of conversation, bringing important trends into focus



How does the lloopp™ Deep Brand Sentiment work?

- Discover key topics customers talk about within your preferred data source
- Determine how customers think and feel about your brand
- Track topics and sentiments through time
- Dig deep into your data, zooming out with overall views of topics and sentiments, and zooming into details you deem important
- Never stop learning about your brand, as the lloopp Deep Brand Sentiment continuously digs deep into a customer's live data, successively refining topics, sentiments, and insights

What are the benefits of using the lloopp™ Deep Brand Sentiment?

- Harness the voice of the customer for market insight
- Identify gaps in the brand experience and drive market innovation
- Gain competitive intelligence to differentiate your brand
- Monitor brand health and equity regularly and on-demand
- Set up the capabilities quickly – with minimal investment and at low risk

Let's get started!

Schedule a free demo!
Email us at: sales@lloop.net

 **lloopp**™
illuminates