



Brandwatch

succeet21
insights data analytics

Beyond Search

The Journey to Measuring and Predicting
Consumer Behavior

Hamish Morgan | VPE Data Science
hamish@brandwatch.com



- **Who is Brandwatch?**

Brandwatch named a Leader in Forrester Wave™

Social Listening Platforms 2020

Read the full report [HERE](#)



Source | Forrester Social Listening Platforms Wave (2020)

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Brandwatch Customers



Consumer Insights

Optimised ice cream ads when rainy, after social insight showed people bought more ice cream when it rains.



Product Development

Discovered the most common complaint was missed deliveries, resolved by changing the packaging to fit through the letterbox.

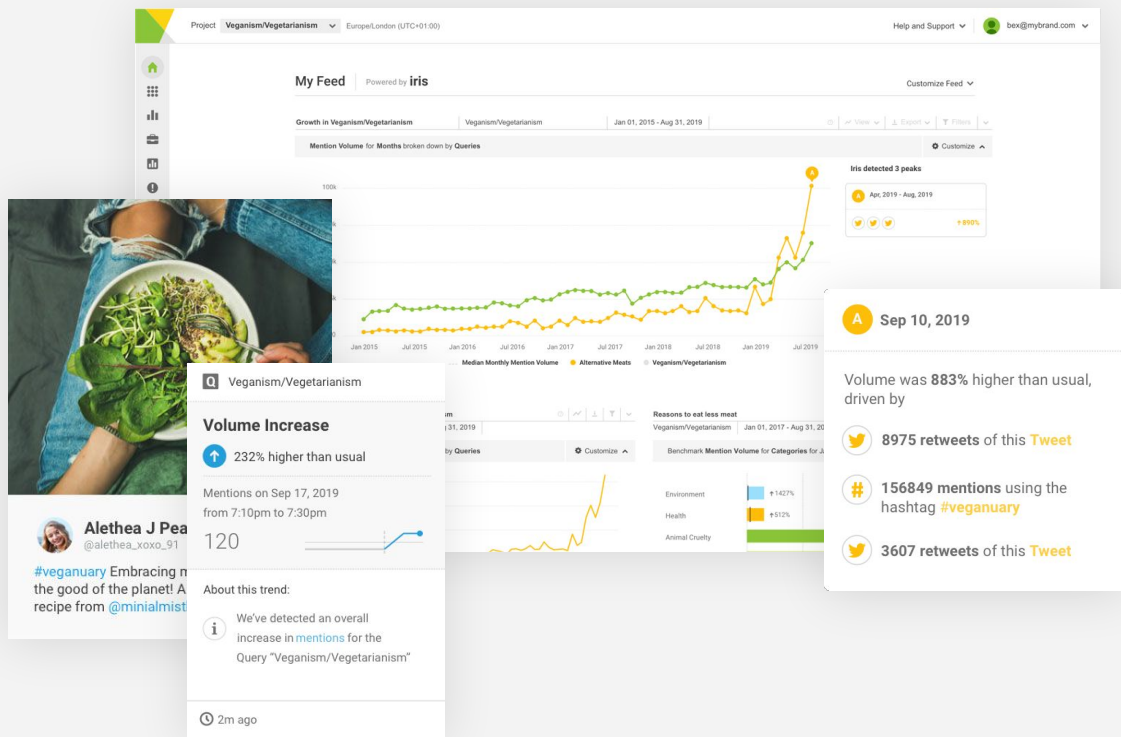


Trend Spotting

Identify and analyze emerging trends first, and spot opportunities before competitors.

Brandwatch Consumer Research

The world's
leading social
listening platform.
Helping you
understand millions
of conversations,
every day.





- **The Analytical Journey**



Analytical journey

1. Data

We collect “voice of the consumer” data from a wide variety of sources

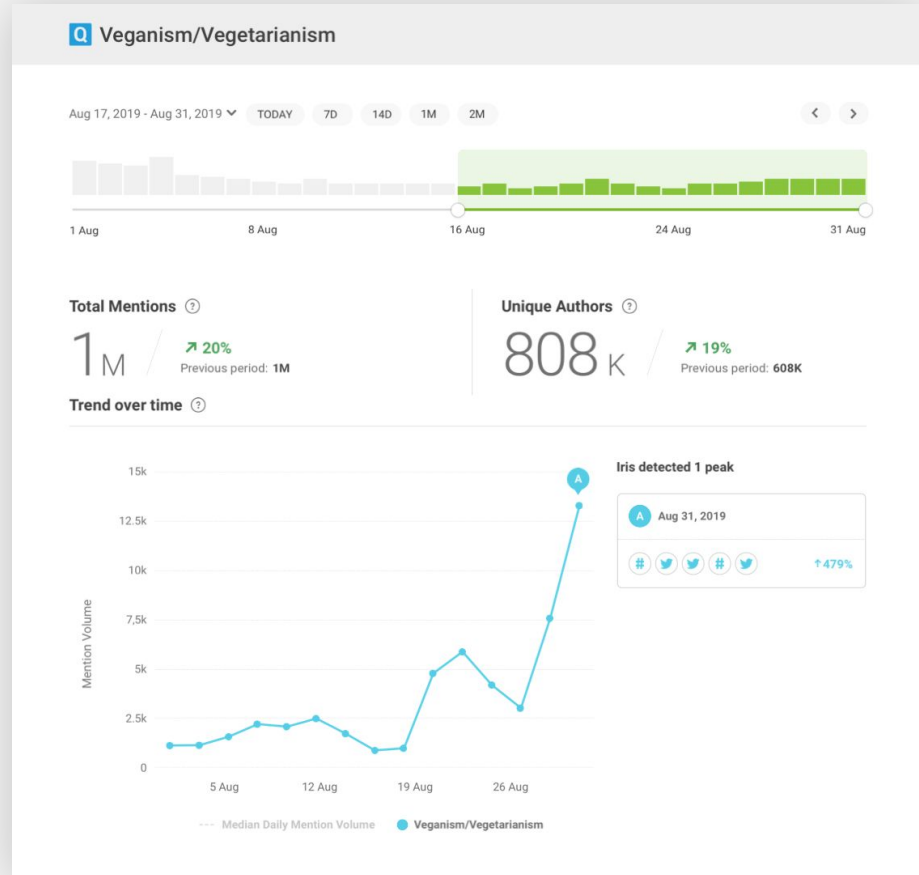




Analytical journey

2. Search

Search the public web and collect all of the posts, comments and conversations relevant to you.

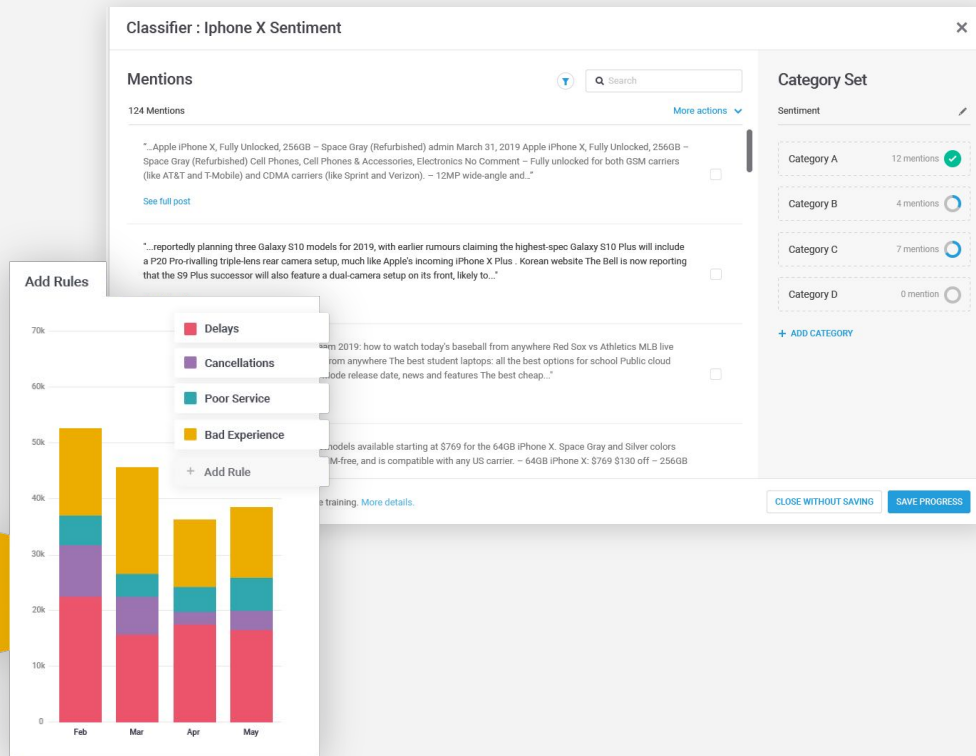




Analytical journey

3. Segment

Automatically segment the data into categories that are relevant to your business, topic or research.





Analytical journey

4. Insight

Automated discovery and explanation.



James Parkison
@james_bn_parky

Just tried my first @neatBurger, loved it!
Seeing less and less reasons to eat meat.
[#veganism](#) [#plantbased](#) [#thefuture](#)

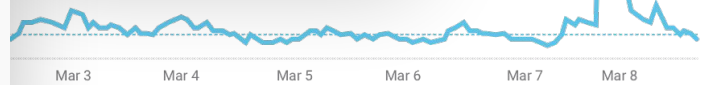
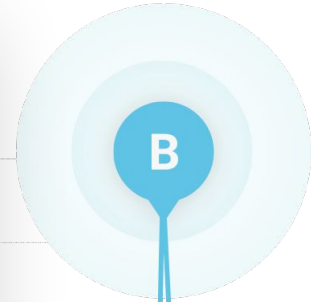
B Nov 05, 2019

Volume was 1274% higher than usual, driven by

3123 retweets of this Tweet

136 mentions sharing a link from www.usatoday.com

91 retweets of this Tweet



--- Median Hourly Mention Volume ● Vegan Burger

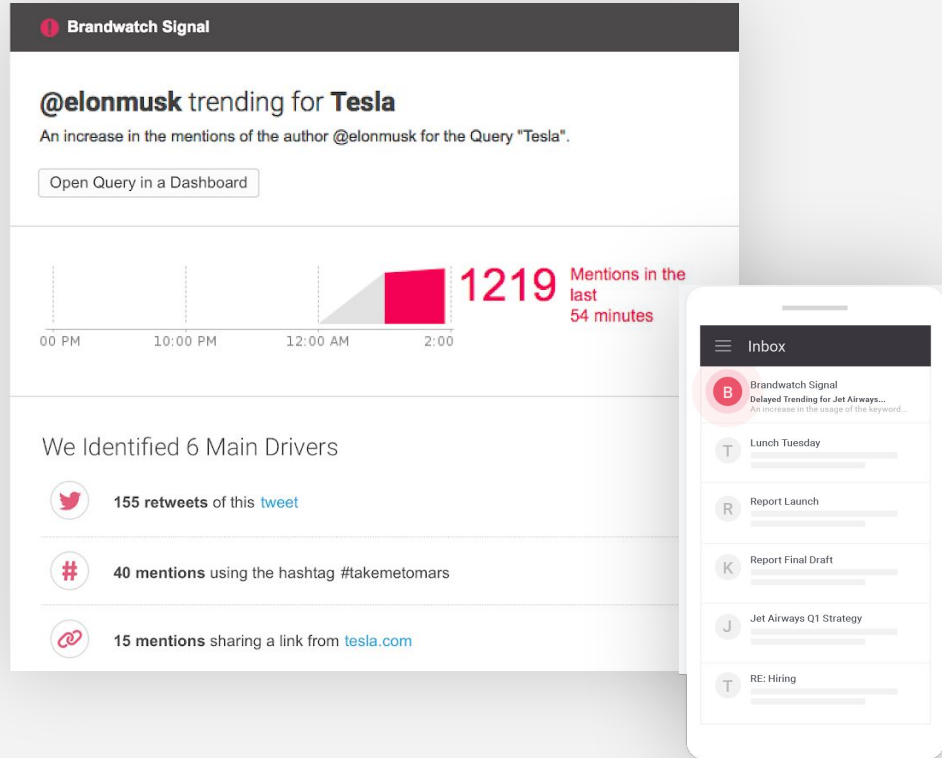
iris ?



Analytical journey

5. Action

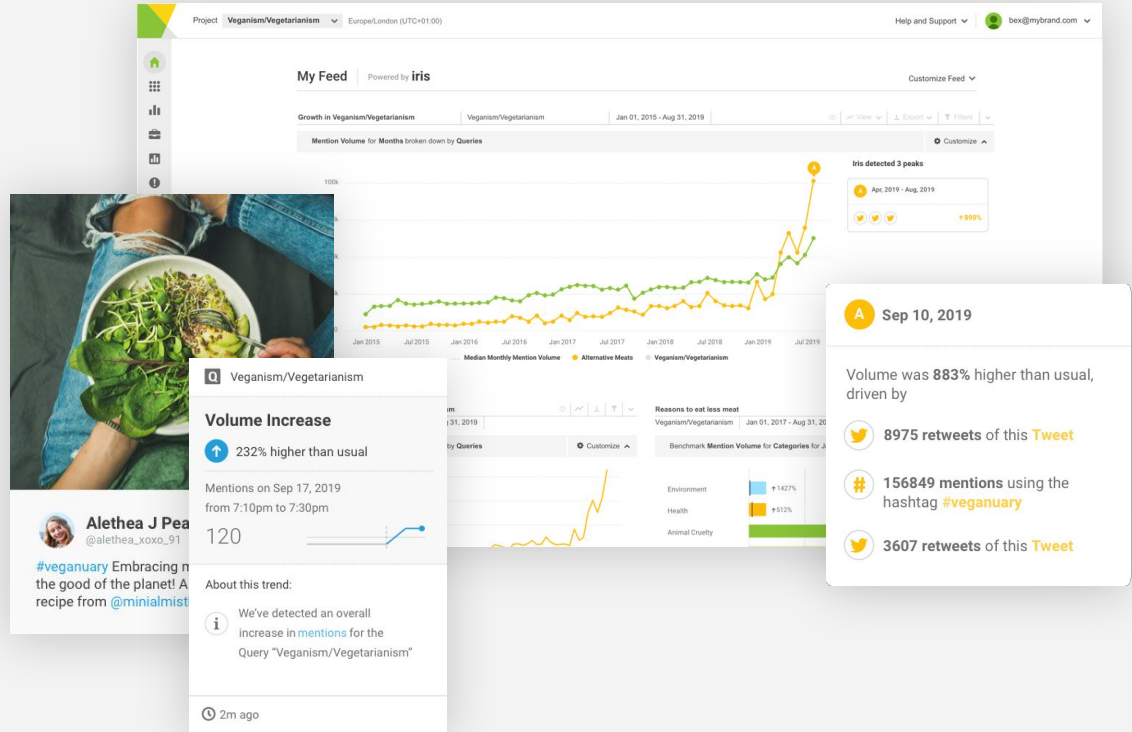
Action your discovery reports and email alerts.





Analytical journey

1. Data
2. Search
3. Segment
4. Insight
5. Action





- **Search**



Search

Apple Inc. ✎

FILTERS ☰ Language: English

Write your query

1 apple



Find location codes | Keyboard shortcuts 99995 characters left

Mentions



REFRESH RESULTS


An estimated **12,022,610** mentions posted in the last 30 days. (?)

Sort by: Randomize order ▾



 **•TWICE - BR**  | @karlacamila_br

RT @JYPETWICE Hi, ONCE! :) ONLY this week, TWICE listening party will be held on Friday! Don't forget to join us on Friday! Log in with Spotify or **Apple** Music here: <https://t.co/qGbWYicMoE> #TWICE #트와이스 #TWICEListeningParty <https://t.co/gR4qZPwYLC> <https://TWICE.Ink.to/WeeklyListeningParty>

 • 11 Oct 

 **#TrumpLiesMatter** | @TrumpLiesMatte1

Dan Rather Explains How Actual Rats Are Better Than Trump-Supporting Republicans #GOPRats <https://t.co/u4BeZ9r9hX> <https://apple.news/AznxgT3bCT50VQTX8jtLOWg>

 • 18 Oct 



Search

FILTERS

Language: English

Location: United Kingdom

Content sources: News +10

Write your query

```
1 (apple NEAR/10 (phone OR cellphone OR mac OR macs OR laptop* OR computer* OR desktop* OR watch OR watches OR
  tv OR homepod* OR "home pod" OR headphone* OR "steve jobs" OR "tim cook" OR app OR apps OR geniusbar* OR
  "genius bar" OR "genius bars"))
2
3 OR (apple NEAR/0f (music OR musics OR news OR support OR store OR stores))
4
5 OR iphone* OR ipad* OR macbook* OR appletv* OR applewatch* OR airpod* OR "air pod" OR "air pods" OR
  applemusic* OR itunes* OR applenews*
6
7 OR @Apple OR @AppleMusic OR @itunes OR @appleedu OR @appletv OR @applenews OR @applesupport OR @applepodcasts
  OR @applenewsuk OR @applebooks
8
9 OR author:(apple OR applemusic OR itunes OR appleedu OR appletv OR applenews OR applesupport OR applepodcasts
  OR applenewsuk OR applebooks)
10
11 OR #iphone* OR #ipad* OR #macbook* OR #appletv* OR #applewatch* OR #airpod* OR #applemusic* OR #itunes* OR
  #applenews*
12
13 OR title:((apple NEAR/10 (phone OR cellphone OR mac OR macs OR laptop* OR computer* OR desktop* OR watch OR
  watches OR tv OR homepod* OR "home pod" OR headphone* OR "steve jobs" OR "tim cook" OR app OR apps OR
  geniusbar* OR "genius bar" OR "genius bars"))
14 |   OR (apple NEAR/0f (music OR musics OR news OR support OR store OR stores))
15 |   OR iphone* OR ipad* OR macbook* OR appletv* OR applewatch* OR airpod* OR "air pod" OR "air pods" OR
  applemusic* OR itunes* OR applenews* )
16
17 OR links:apple.com
18
19 OR site:apple.com
```

Find location codes

98611 characters left



- **Brandwatch Search**



Brandwatch Search

Brandwatch Search

BETA

apple

apple – keyword search



Apple Inc. American producer of hardware, software, and service...



apple fruit of the apple tree

Apple UK international record label; imprint of Apple Corps Ltd.

Apple II first computer model in the Apple II series

App Store digital application distribution platform for iOS

Malus genus of plants

Apple II series series of computers made by Apple

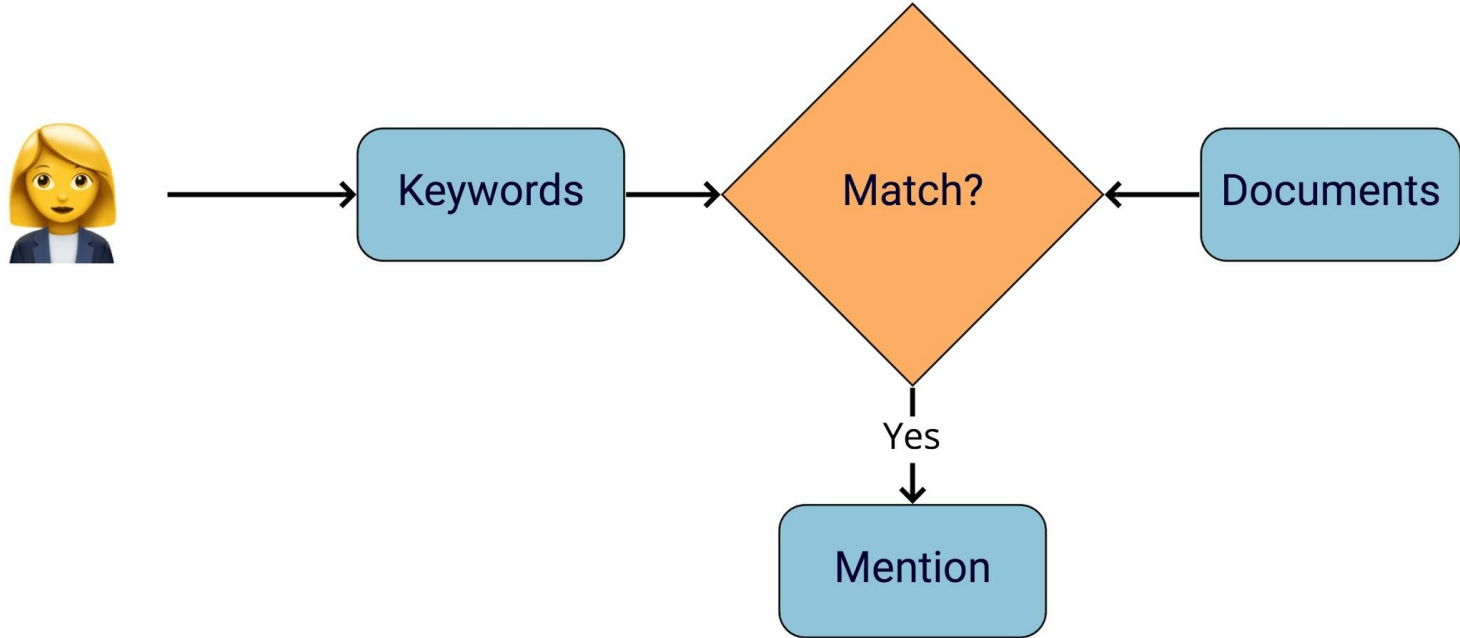
Apple Store Retail store chain of Apple products and canhbhui

Apple Corps company formed by The Beatles

apple juice fruit juice made by the maceration and pressing of apples

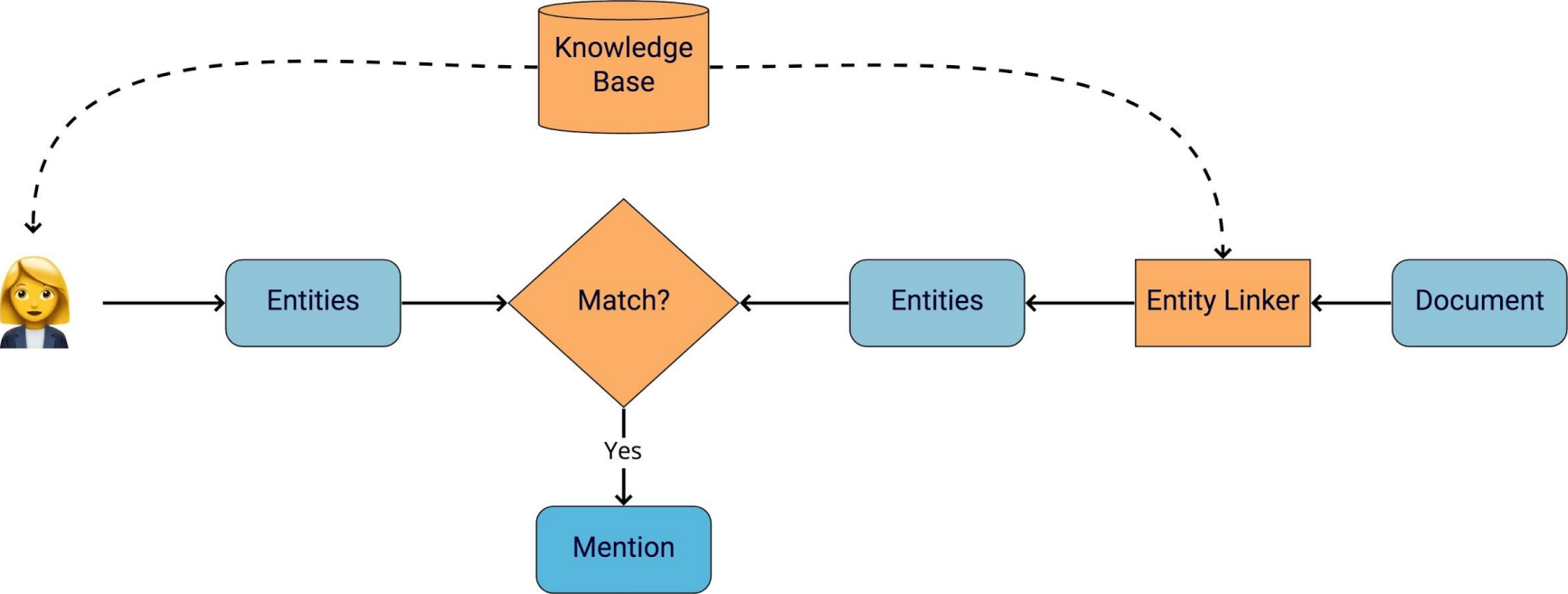


Traditional Search





Brandwatch Search

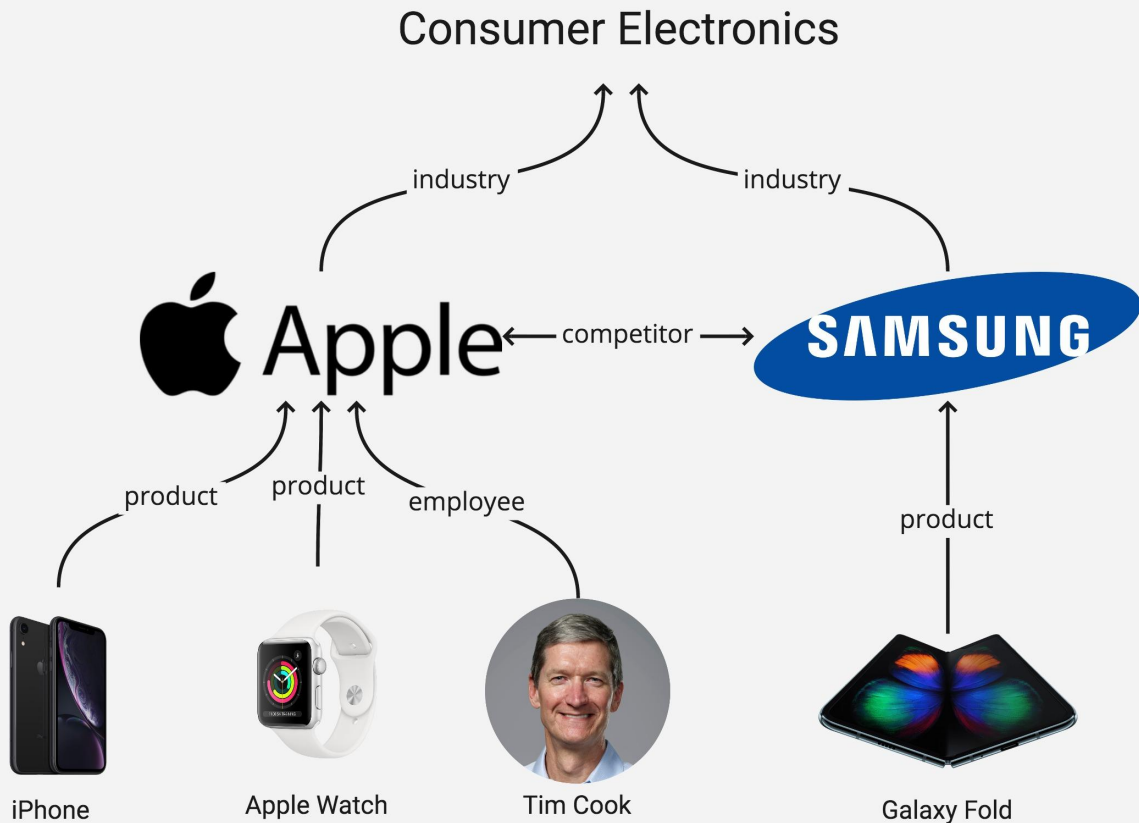




- **Knowledge Base**

Knowledge Base

A graph of facts about worlds. Points are the entities of interest, and lines are relationships between those entities.



Entity Linking

Mapping from phrases in text to our Knowledge Base

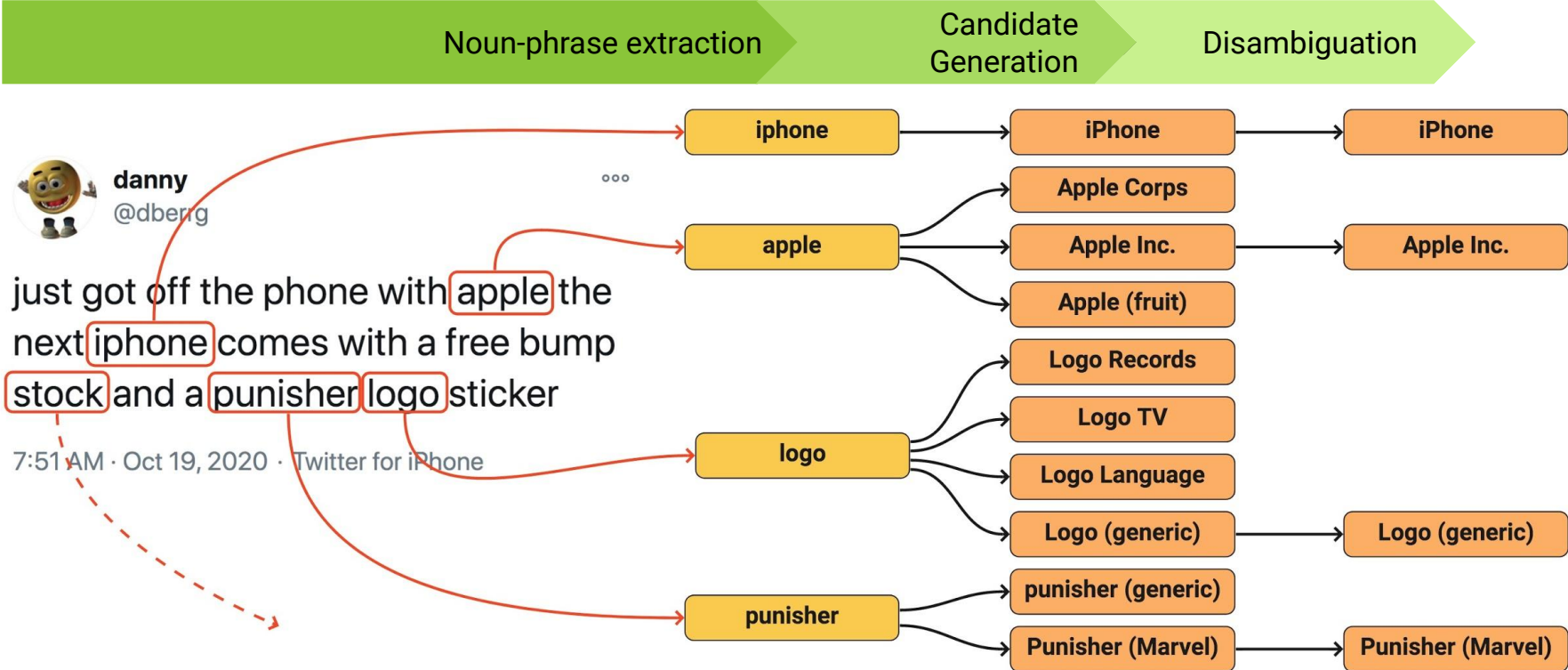




- **Entity Linking**



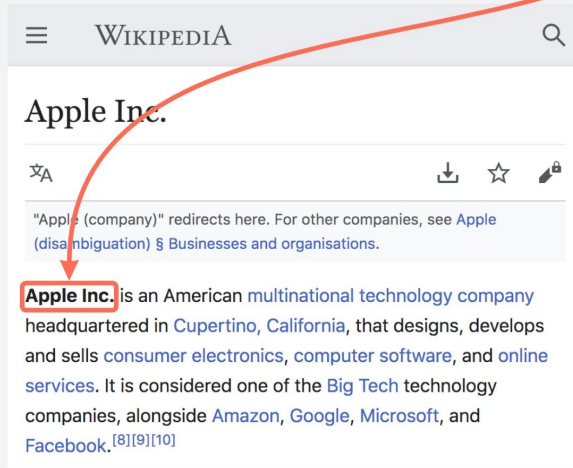
How does the Entity Linker work?





How does the Disambiguation work?

By matching contexts.



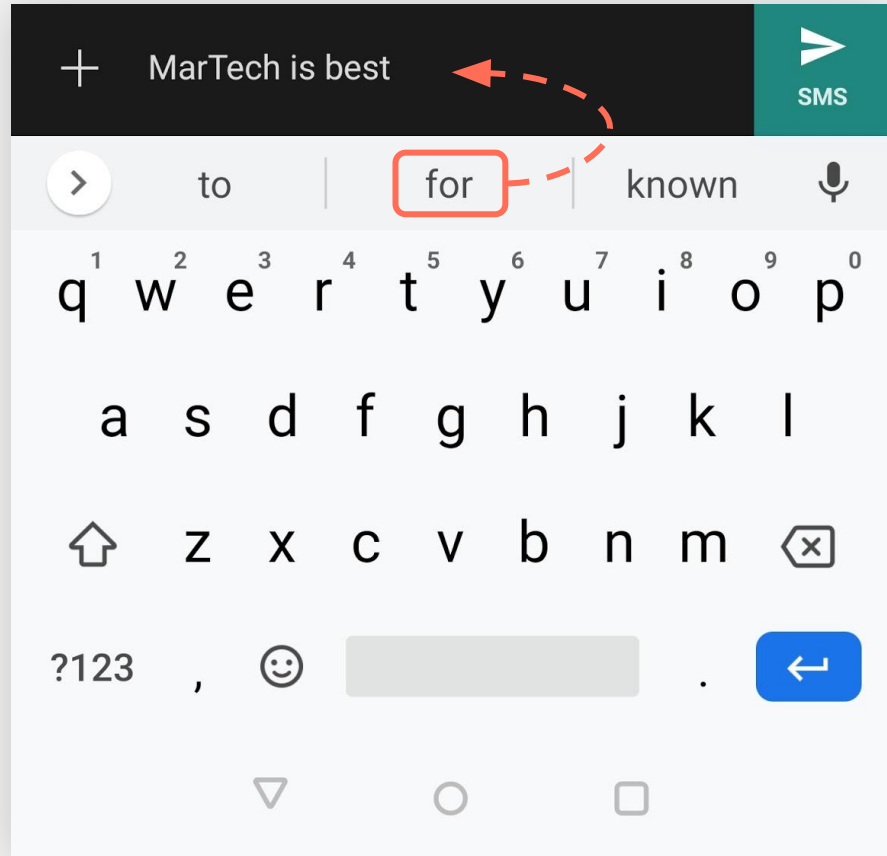


- **Language Models**



What is a Language Model?

It's a bit like how autocomplete works.



Our Language Model

“just got off the phone with apple the next iphone comes with a free bump stock and a punisher logo sticker”

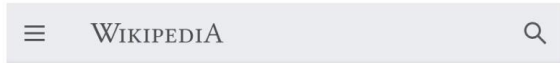
they havent even came out with it yet. they are working on it right now and will make a official announcement soon.

thats the update from the phone repair guy.

2 weeks ago we couldnt do much but just fix it and the phone would still continue to do all it was supposed to do, but now we can change out things and make it better and better.



Applying LMs to entity disambiguation



Apple Inc.



"Apple (company)" redirects here. For other companies, see [Apple \(disambiguation\)](#) § [Businesses and organisations](#).

Apple Inc. is an American multinational [technology company](#) headquartered in [Cupertino, California](#), that designs, develops and sells [consumer electronics](#), [computer software](#), and [online services](#). It is considered one of the [Big Tech](#) technology companies, alongside [Amazon](#), [Google](#), [Microsoft](#), and [Facebook](#).^{[8][9][10]}

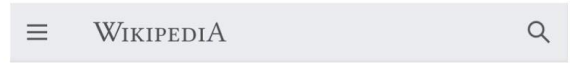


danny
@dberrg



just got off the phone with apple the next iphone comes with a free bump stock and a punisher logo sticker

7:51 AM · Oct 19, 2020 · Twitter for iPhone

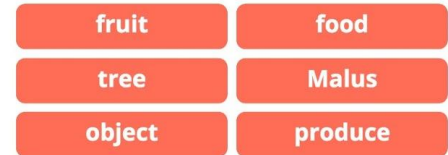


Apple



This article is about the fruit and tree. For the technology company, see [Apple Inc.](#) For other uses, see [Apple \(disambiguation\)](#), [Apple blossom \(disambiguation\)](#), and [Apple tree \(disambiguation\)](#).

An **apple** is an edible [fruit](#) produced by an **apple tree** (*Malus domestica*). Apple [trees](#) are [cultivated](#) worldwide and are the most widely grown species in the [genus Malus](#). The tree originated in [Central Asia](#), where its wild ancestor, *Malus sieversii*, is still found today. Apples have been grown for thousands of years in [Asia](#) and [Europe](#) and were brought to





- **Backing Out**

Backing out of the rabbit hole.

Language Models allow us to disambiguate.

Disambiguation supports linking.

Linking is how we map to our knowledge base.





Brandwatch Search

Brandwatch Search BETA

apple

apple — keyword search

Apple Inc. American producer of hardware, software, and service...

MEASURE Sep 26, 2020 - Oct 25, 2020 All 1M 14D 7D Today

- Volume
- Content Sources
- Top Sites
- Sentiment
- Emotion

CONVERSATION

- Word Cloud
- Top Shared URLs
- Top Hashtags

PEOPLE

- Demographics**
- Influencers
- Online Behaviors
- Geography

Gender over time

Date	Female	Male
28 Sep	~500	~1000
5 Oct	~500	~2000
12 Oct	3262	~1000
19 Oct	~1000	~2500
26 Oct	~500	~1000

Mentions Sort by: Random

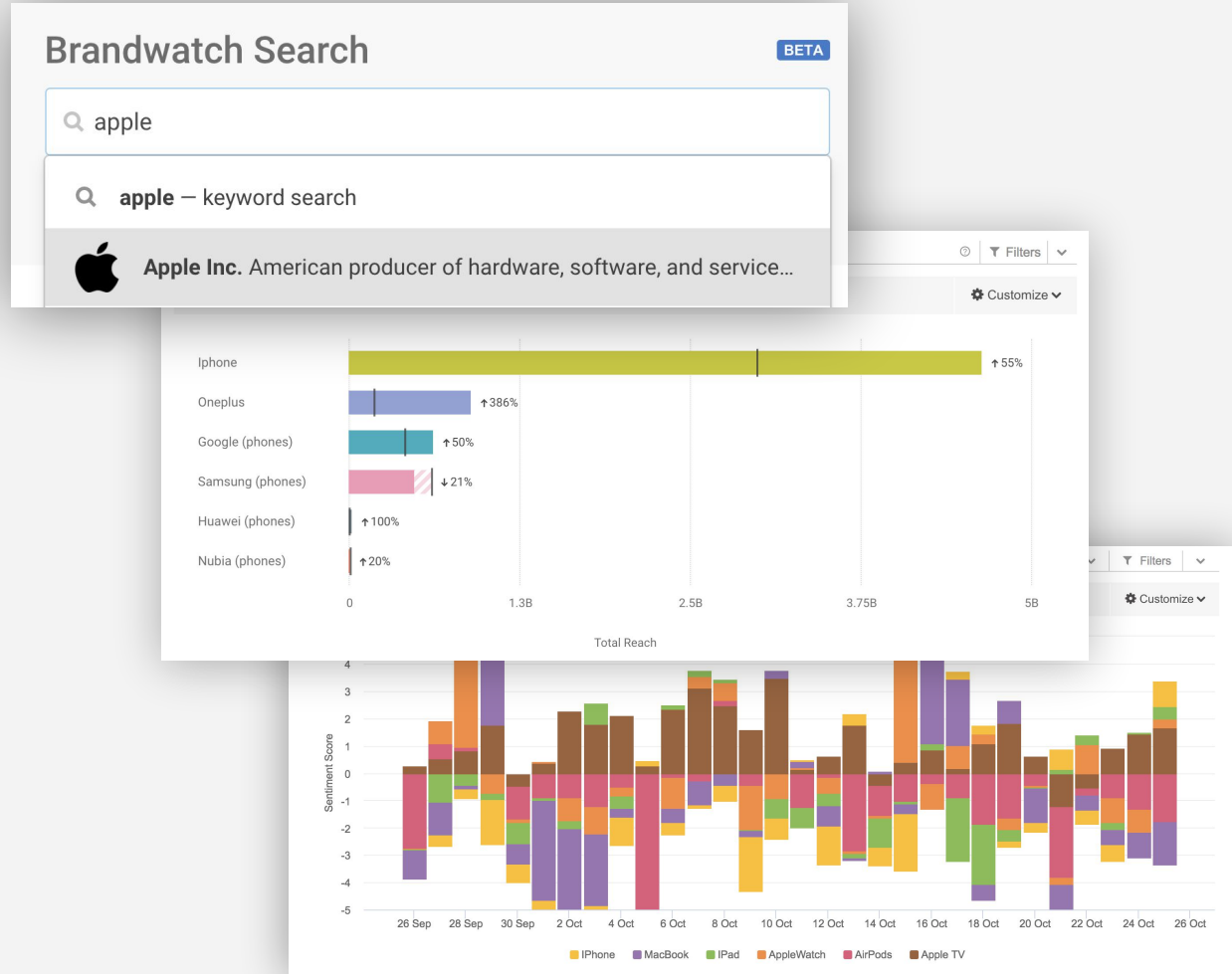
- Simon** [yahoo.com](#)
all the biggest gainers like apple msft and amazon got no money from the printed stimulus checks so you are bull #\$\$
• 12 Oct
- GarethBayard** [@GarethBayard](#)
The latest Tech News Daily!
[#apple #bugbounty](https://t.co/no0x9NMmIB)
https://paper.li/GarethBayard/1351363107?edition_id=119c1090-0b28-11eb-bc7e-0cc47a0d1605
• 10 Oct
- cliffski** [@cliffski](#)
Thats not the *only* difference between positex and apple. Not only are our new products actually seriously improved, we actually pay our fucking taxes.
• 15 Oct



- **Beyond Search**



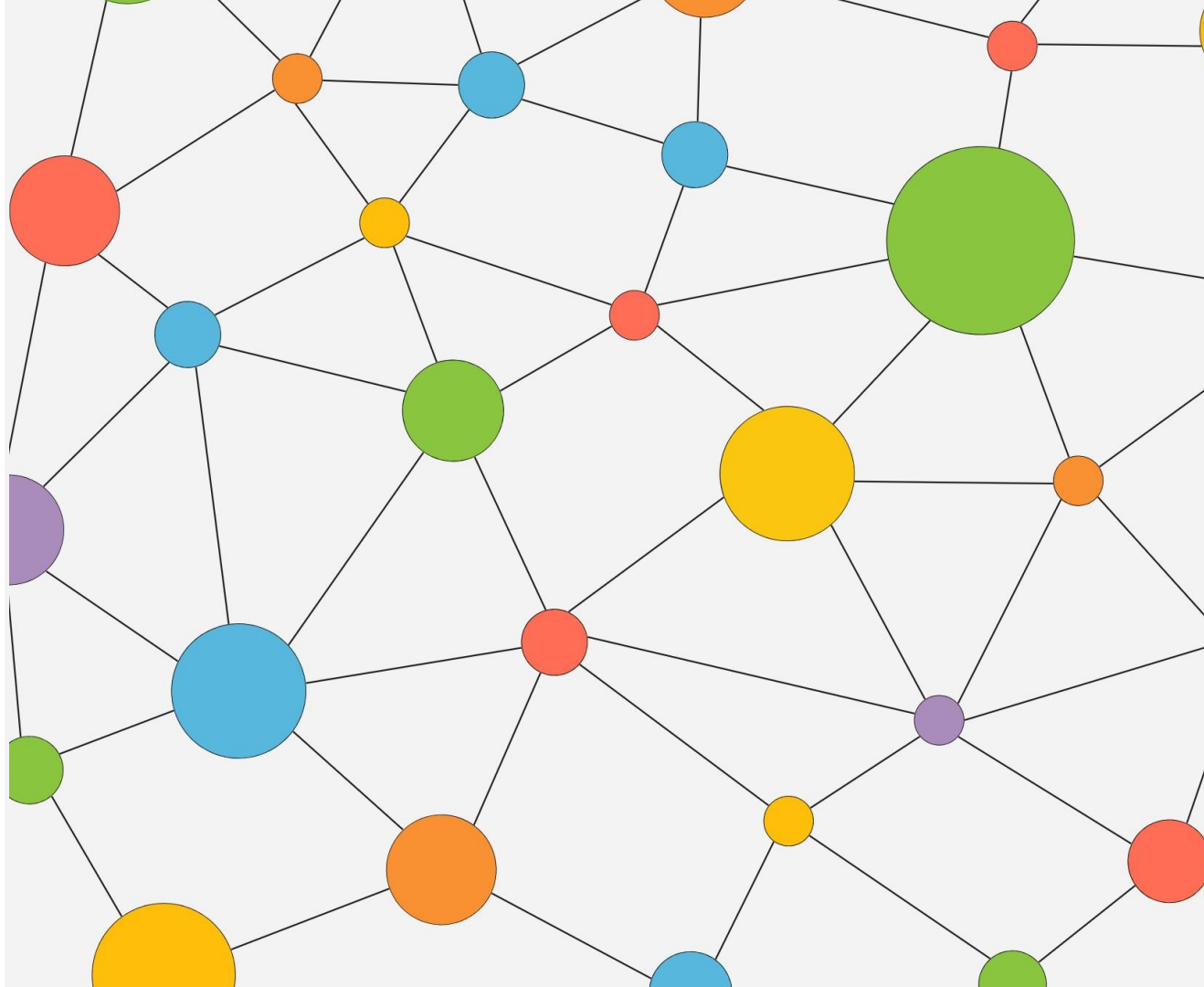
Automated Comparison





There's still a long road to get there.

How do we build the knowledge graph?





Brandwatch

Now You Know

Hamish Morgan | VPE Data Science
hamish@brandwatch.com