



Talkwalker

Redefining Social Listening with Generative AI

In the world of data, speed and precision are everything. At Talkwalker, we've harnessed the power of AI to redefine social listening and bring you insights faster and more accurately than ever before.

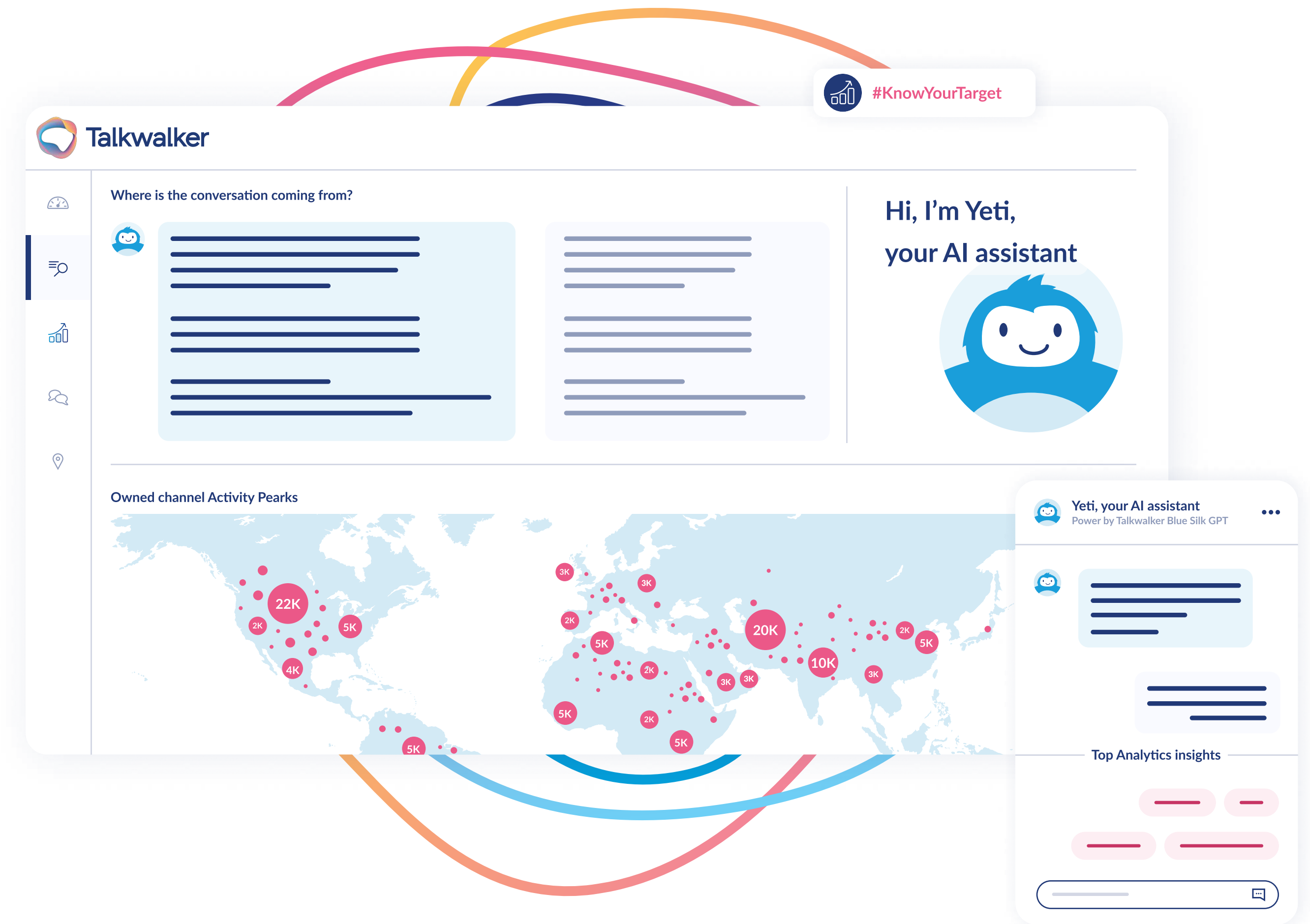


We do this by...

Providing you with your own Personal AI Analyst: Yeti

Imagine having your very own analyst at hand, working relentlessly to bring you real-time social and consumer insights. That's what our AI Assistant, Yeti, does.

It uses predefined prompts to sift through your social listening dataset, delivering quick, accurate, and comprehensive summaries of your results.

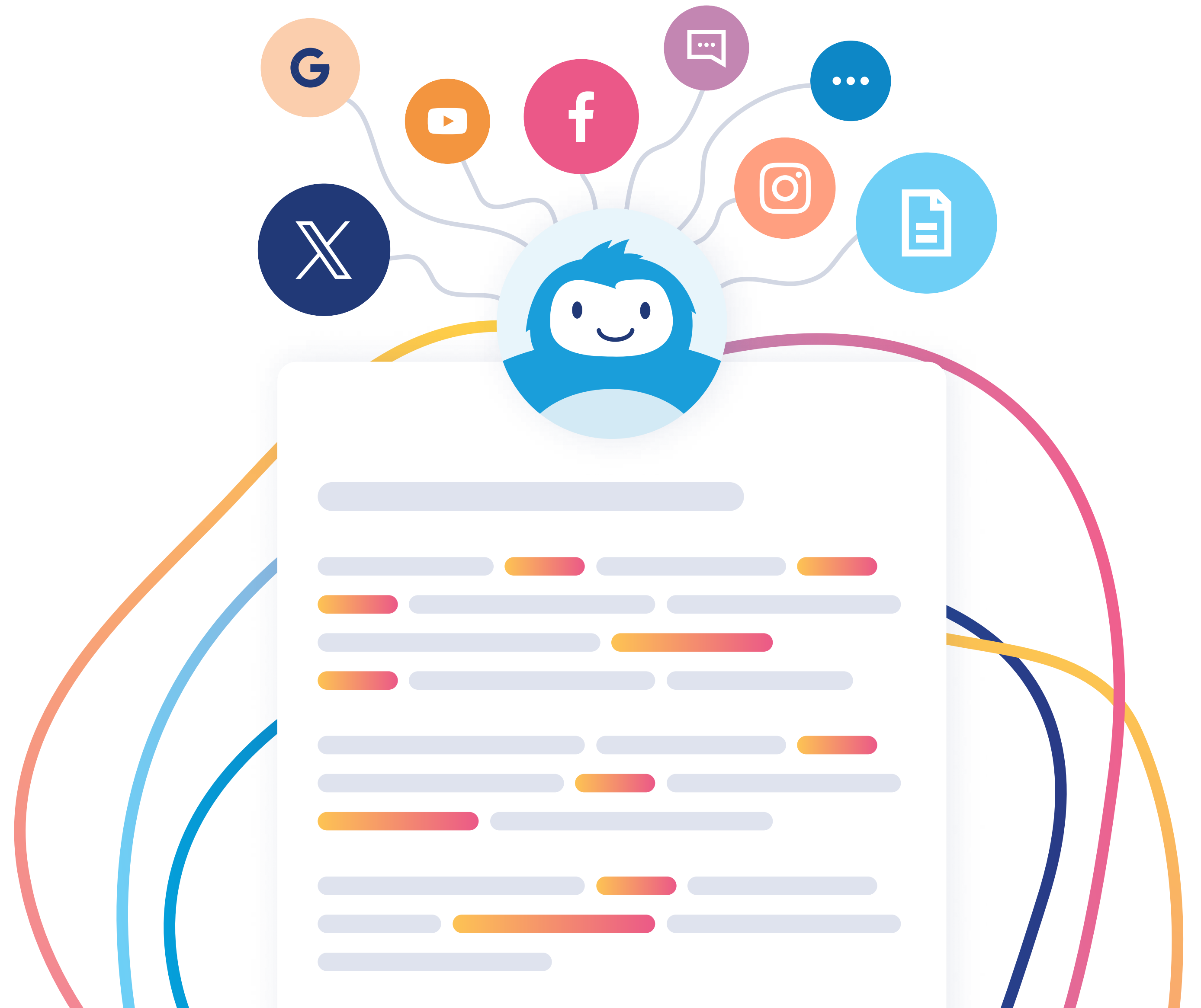


And...

Cutting Through the Noise with AI Summaries

Data can be overwhelming. But with our AI Summaries, you can transform extensive data and conversations into clear, condensed, and insightful content.

These AI-driven summaries can be seamlessly integrated into dashboards, reports, and alerts, offering unlimited flexibility and streamlining your workflow.



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Imagine having your own AI-driven analyst for real-time social and consumer insights. That’s precisely what our new product innovations deliver... We’re not just changing the game; we’re reinventing it.

Christophe Folschette, Partner and Founder from Talkwalker.

Yeti, your AI Assistant, uses predefined prompts such as News Summary, Word of Mouth, Potential Crisis, Customer Satisfaction, and Pain Points to provide swift, accurate insights from your social listening dataset.

This innovative feature enhances precision, saves time, and transforms the way businesses listen and make informed decisions. AI Summaries transform extensive data and conversations into clear, condensed, and insightful content. These summaries can be seamlessly integrated into dashboards, reports, and alerts, providing unlimited flexibility and streamlined workflows.

Giving you best-in-class technology: Blue Silk™ GPT

At the heart of our technology is Blue Silk™ GPT, our ground-breaking innovation in natural language processing for consumer intelligence. It's designed to democratize social listening data, bringing you ease of use, speed to insights, and AI-powered alerts and summarization.

The image displays the Talkwalker dashboard interface. At the top, there are three circular icons: a blue circle with a white 'f' (Facebook), a pink circle with a white speech bubble, and a dark blue circle with a white 'X' (Twitter). Below these is the Talkwalker logo and a navigation sidebar with icons for home, messages, analytics, reports, and location. The main dashboard area is divided into several sections:

- Where is the conversation coming from?**: A horizontal bar chart showing conversation sources.
- Top Analytics insights**: A section with six horizontal bars of varying lengths, representing key insights.
- Post types distribution**: A donut chart showing the distribution of post types, with a central label '89%'.
- Most engaging post type**: A horizontal bar chart comparing post types: Reels (longest bar), Carousel, Photo, Instagram TV, and Total Stories.

On the right side, there is a mobile app interface showing a social media post with a photo of a man and a woman eating together. The app interface includes a profile picture, a three-dot menu, the photo, and a caption area.



Talkwalker's Next-Generation Social Listening eliminates the need for complex boolean queries and dashboards. It's about making it easier for users to consume social listening data and generate actionable insights

Cara Buscaglia, Chief Innovation Officer.

The integration of Blue Silk™ GPT with Talkwalker Reports & Alerts allows you to receive AI-generated insights from different mentions in seconds. This feature, along with AI-based alerts, reports and provides daily digests directly to your inbox. This means no more bottlenecks waiting to get the insights you need from your social data!

These groundbreaking innovations elevate your experience by delivering faster insights, automating reporting, understanding sentiment drivers, uncovering trends, and facilitating efficient collaboration among team members.

Why Choose Talkwalker?

In a crowded market, Talkwalker stands out as an AI-powered social listening platform with unique features.

We offer highly-relevant coverage across various platforms, real-time alerting, and ChatGPT for social data. Our AI is integrated throughout the reporting and insights discovery process, automating reporting, understanding sentiment, uncovering trends, and providing competitive intelligence.

The Old Way

- ⊗ Receive long lists of mentions and alerts to read and analyze
- ⊗ Reports annotated by analysts
- ⊗ Cumbersome Sentiment Analysis
- ⊗ Time and energy to find the big picture driving discussions
- ⊗ Time taken to understand why changes or spikes are happening
- ⊗ Tricky boolean searching
- ⊗ Over-reliance on Dashboards

The Talkwalker Way

- ✔ Quickly understand and analyze your data through AI summaries
- ✔ Interactive reports with automated analysis and insightful summaries
- ✔ Understand the why behind sentiment with AI summaries
- ✔ Effortlessly understand major discussion themes and delve into the rationale
- ✔ Immediately understand the reasons behind consumer discussions
- ✔ Effortlessly define your searches in plain language, letting the AI handle the rest
- ✔ Befriend the Yeti - ask questions in a human way and get answers in seconds



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We're proud to be leading the way in generative AI, and we're excited to share these next-gen social listening capabilities with you.

Click this link for more information or to schedule some time to speak with us.

Contact us

