

COLOURTEXT WHITE PAPER

Colourtext for Social Insight

Lots of brands and organisations stimulate huge volumes of social web feedback everyday. The bulk of this chatter comes in the form of natural language messages and text.

The volume of this material is growing rapidly. Established web listening platforms like radian6 and Sysomos can quickly aggregate enough brand-related social text data to fill a stack of telephone directories.

But it's impossible for a busy executive to read through that amount of data, which is a shame because this material can be incredibly spontaneous, sincere and colourful. Social feedback has the potential to revolutionise a brand's understanding of its customers, but only if we can read through the proverbial telephone directory quickly, accurately and with sensitivity.

Sadly, most social monitoring products don't help with this problem.

They focus on quant-based social metrics that give an exhaustive numerical breakdown of a brand's social buzz. What they fail to give us is a deeply intuitive and colourful picture of what people are actually thinking and feeling.

Colourtext is different.

It's not a social buzz monitoring product but an innovative social insight platform with built-in emotional intelligence. At the core of Colourtext is a world-leading semantic engine that drives a powerful, flexible and beautiful dashboard interface.

This enables Colourtext to go far beyond what is offered by standard social 'sentiment analysis'.

It rapidly, efficiently and accurately 'reads' vast quantities of social web chatter. It then identifies the broad spectrum of feelings, perceptions and thoughts expressed about brands or topics within your data.

Colourtext enables you to understand what social web communities are really discussing, thinking and feeling. This leads to highly actionable social insights that are illustrated by a degree of texture and colour that normally only comes from Qual research.

Colourtext does this at a scale, and with the rigour, of Quant analysis, which means you can get the best of both worlds.

To find out more about Colourtext, you can download our presentation "Introduction to Colourtext" [here](#) or visit www.colourtext.com

If you would like to get in touch with Colourtext please email michael@colourtext.com or call 0191 244 4944.

