



what's next

In addition to our large feature releases, we also add other updates and improvements to Brandwatch Analytics every month.

Here's what you can look forward to in the next few weeks.

This month: It's all about global collaboration

We know how important collaboration is and that many of our users work in global businesses, so we're introducing a host of updates that will allow you to measure and optimize your campaigns in more markets and work more collaboratively with your global teams.

Here's some of what's coming up - you'll see notifications within the platform with links to the user guides as each of these goes live:

16 new languages

Extend your monitoring of brands and campaigns globally, with the addition of 16 newly supported Asian languages, bringing us to 43 languages in total.

In a few weeks you'll be able to set up Queries in even more languages. We now distinguish between 'basic' and 'full' support for languages, which determines what level of coverage and analysis we provide for each one - this allows us to add more languages more quickly, so you'll see our number of languages covered expanding even further soon. Below is a definition of basic and full support, as well as a table showing all of the languages we now cover including their level of support.

Full:

- Full Twitter coverage
- Extensive non-Twitter coverage including local sites
- Fully optimized sentiment and topic analysis
- Our in-house [Experts](#) can provide services (Query writing, analysis, markup etc.) in these languages

Basic:

- Full Twitter coverage
- Non-Twitter coverage is possible but not guaranteed
- No sentiment analysis
- Limited topic analysis
- We cannot currently provide any services in these languages

Languages marked as new will be coming this month.

Support level: Basic Full

<input checked="" type="radio"/> Arabic	<input type="radio"/> French	<input type="radio"/> Portuguese - European
<input checked="" type="radio"/> Armenian *new*	<input type="radio"/> German	<input type="radio"/> Portuguese - Brazilian
<input checked="" type="radio"/> Bengali *new*	<input type="radio"/> Greek	<input type="radio"/> Romanian
<input checked="" type="radio"/> Burmese *new*	<input type="radio"/> Gulf Arabic	<input type="radio"/> Russian
<input type="radio"/> Chinese - Simplified	<input type="radio"/> Hebrew	<input type="radio"/> Sinhala *new*
<input type="radio"/> Chinese - Traditional	<input type="radio"/> Hindi *new*	<input type="radio"/> Spanish
<input checked="" type="radio"/> Czech	<input type="radio"/> Indonesian *new*	<input type="radio"/> Swedish
<input checked="" type="radio"/> Danish	<input type="radio"/> Italian	<input type="radio"/> Tagalog *new*
<input checked="" type="radio"/> Divehi *new*	<input type="radio"/> Japanese	<input type="radio"/> Tamil *new*
<input type="radio"/> Dutch	<input type="radio"/> Khmer *new*	<input type="radio"/> Thai *new*
<input checked="" type="radio"/> Dzongkha *new*	<input type="radio"/> Korean	<input type="radio"/> Turkish
<input checked="" type="radio"/> Egyptian Arabic	<input type="radio"/> Lao *new*	<input type="radio"/> Urdu *new*
<input type="radio"/> English	<input type="radio"/> Malay *new*	<input type="radio"/> Vietnamese *new*
<input checked="" type="radio"/> Farsi	<input type="radio"/> Norwegian	
<input type="radio"/> Finnish	<input type="radio"/> Polish	

Please note that 'supported' (either basic or full) relates to the level of coverage and analysis available for a given language; it does not mean that we are available to provide customer support in these languages. Our [support team](#) are currently able to provide help in English, Spanish and German.

'Ignore language' Queries

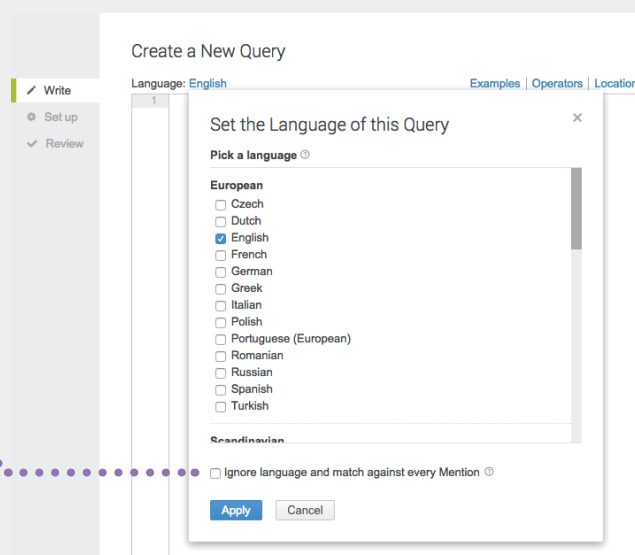
Track global hashtag or content campaigns regardless of language and never miss a mention, to get a full view of your global impact.

We've seen a huge increase in the number of users wanting to track hashtag, image and content based campaigns and competitions. Traditionally, language classifiers struggle to classify mentions where there is a limited amount of text alongside hashtags or links (e.g. [posts like this](#)) so campaign mentions can get missed.

We're introducing an option to 'ignore language' when setting up Queries, which bypasses the language classifiers and collects every mention that matches your Query regardless of language. That way you can be sure to never miss a mention and can measure the full global impact of your hashtag or content campaigns.

The 'ignore language' option can also allow you to collect mentions in other languages that we don't currently support - though please note that coverage in these languages is not guaranteed and is likely to be restricted to Twitter only, and will not have sentiment or topic analysis.

You'll find the 'ignore language' option in the language selector section of the Query builder soon. Note that choosing this option may result in significantly higher data volumes compared to specifying a language.



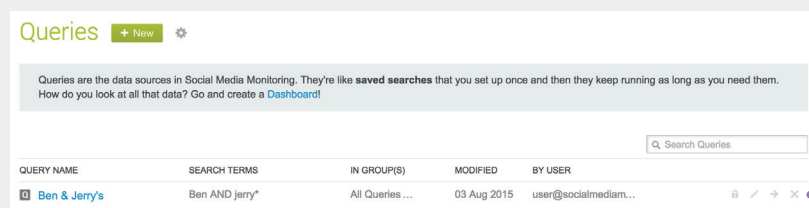
Lockable Queries

Keep your Queries safe with the ability for admin users to 'lock' Queries and prevent other users from editing, moving or deleting them but still allowing them the ability to use Dashboards and tools.

There are already a wide range of [permissions levels](#) in Analytics that you can use to control what different users can view and edit, so your team can collaborate and benefit from insights without the danger of data or Dashboards being changed or lost.

We know that Queries are especially precious and editing or deleting them can cause you to lose valuable work or benchmarking numbers. That's why we're introducing the ability to 'lock' Queries, so you can still allow members of your team to create and edit Dashboards and use other tools to get those valuable insights, but without the risk of your Queries being changed.

Queries will be able to be locked and unlocked by admin users only, with other users able to view the Query string, use Dashboards and tools, and set up their own Queries (depending on their permissions level) but not edit, move or delete locked Queries.



Look out for these updates later this month - you'll see notifications within the platform once each becomes available with more help on how to use them. If you have any questions, please feel free to get in touch with your account manager or the support team.

Remember, you can also see our full bi-weekly release notes at any time in the [Help Center](#).

now you know