



# what's next

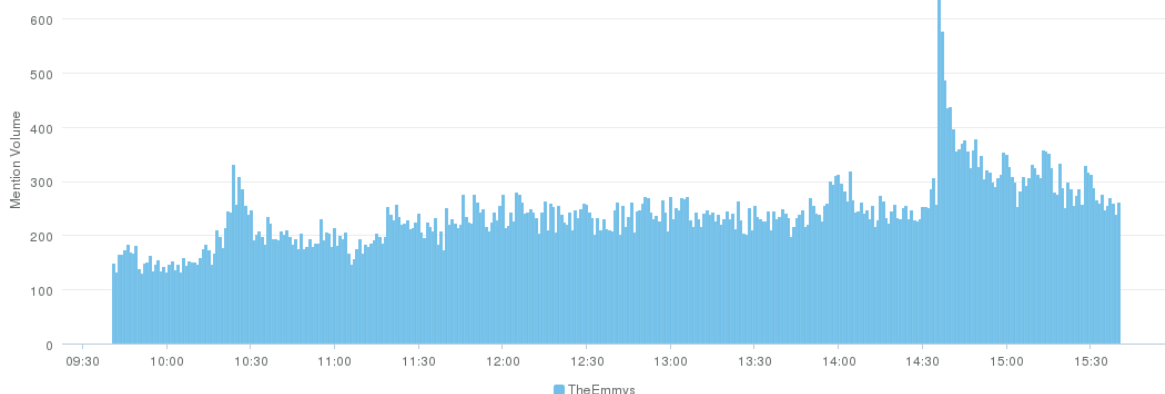
We're back to tell you about exciting Brandwatch Analytics updates coming in October.

## This month: Get to Social Intelligence Faster

Quality social intelligence starts with high quality data, so this month we're introducing improvements to Brandwatch's data and providing access to even more pre-built Dashboards and content to help you get to social intelligence even faster. 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:

## New Trends Dashboard to discover opportunities

Instantly turn your Query into a real-time trend detection and analysis Dashboard. Track key topics or industries or monitor a specific hashtag or event to follow the most relevant conversations going on right now.



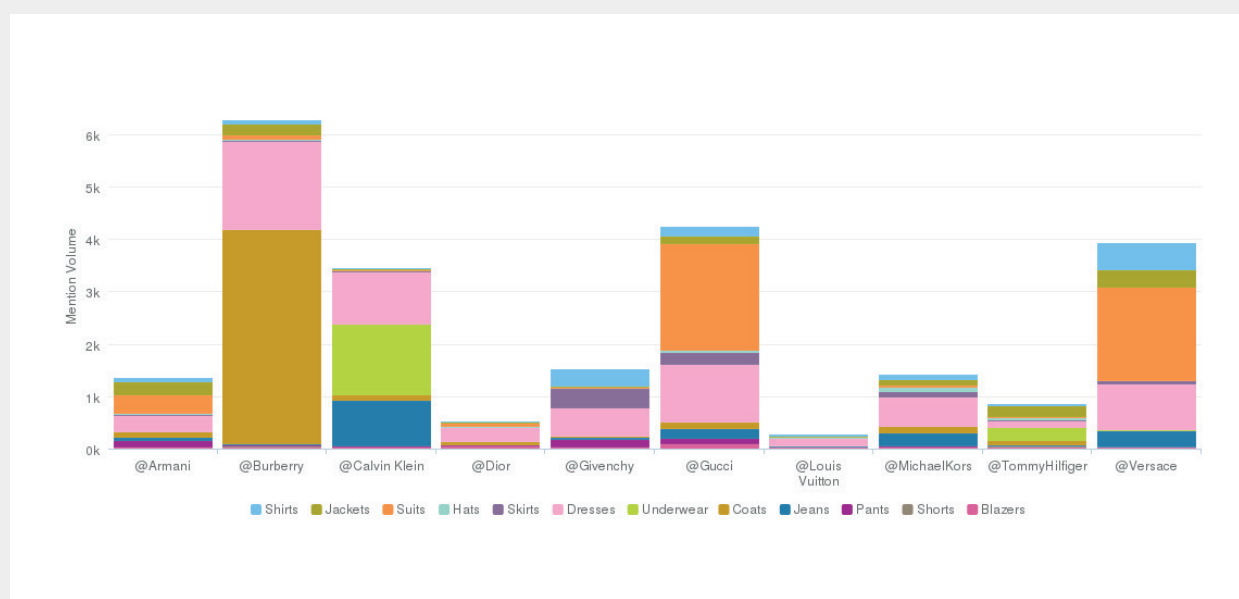
The Trends Dashboard keeps you in the know about what matters and helps you discover new influencers, new sub-topics and important discussions and react quickly to valuable marketing and PR opportunities.

The Dashboard is the winner of our use-case Dashboard competition and will join the new Influencers, PR and Reputation Dashboards in the platform. It was designed by expert user Nathaniel Hansen of The Socializers Agency. Congratulations!

## Expert-built content in Insights Central

See how the experts get the most out of the Brandwatch platform, and learn how to create your own ROI-focused Projects.

In September, we launched [Insights Central](#), a place to explore the data behind some of the best Brandwatch research. This month we are adding new content created by experts in our Professional Services team. These Expert-built Projects are each based on a specific business use case and use real data.



Find out how to set up a full influencer detection, tracking and performance measurement Dashboard, use Brandwatch data to improve your SEO and content strategies, and much more.

## More accurate sentiment analysis

When managing a brand, reputation is everything, and sentiment is a great indicator to assess the fluctuating tone of conversations surrounding your brand and product. Precision (the quantity of mentions correctly categorized) and recall (the amount of mentions categorized as positive/negative vs. neutral) are both critical, and we are striving to make our sentiment analysis the best in the market.

It is impossible for sentiment analysis to ever be 100% accurate, but we work hard to keep up with constantly evolving languages used online, taking into account new phrases and identifying, for example, sarcasm and irony as much as possible. Our NLP experts audit the sentiment rules monthly, looking at thousands of mentions, refining and adding to the rules where necessary.

This month we're adding new rules to our sentiment classifier to improve recall (the proportion of mentions assigned positive or negative, rather than neutral sentiment) which means that you'll see about 10% more of your mentions classified positive or negative. You'll start noticing more positive and negative mentions soon, which means you'll have a better idea of the sentiment around the conversations you care about.

## Easier to find languages in the Query builder

Language classification is important because it determines which data your Query collects and how we analyze sentiment and other metrics of mentions. In the last two months we've released 17 more languages and recently made improvements to how we classify these languages, all in order to help you with more accurate analysis.

This month we're introducing new language organization in the Query Builder so you'll be able to search and easily select the language you need with a new search bar, as well as see which languages have full vs. basic support. Languages with basic support will be designated with an asterisk. For more information about language support, [take a look here](#).

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](#).

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now you know

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