



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 this month.

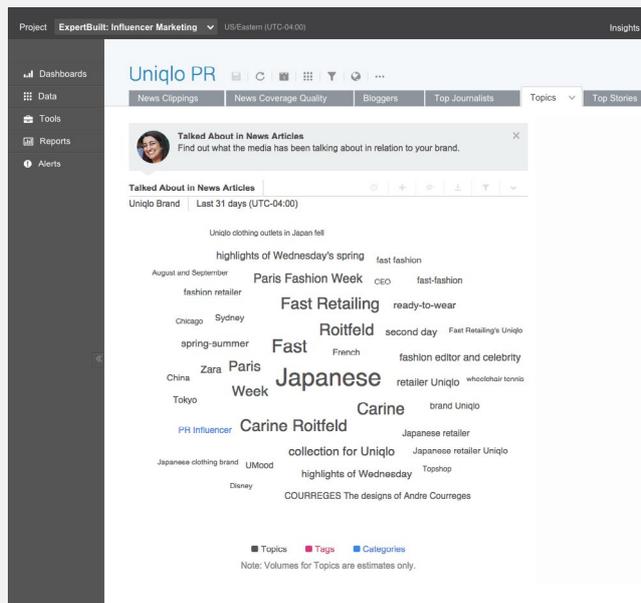
This month: Reaching Further with Social Data

Social listening is a valuable way to understand the conversations about your brand happening right now across the social web. This month we're helping you reach out further to grab the opportunities that social intelligence can provide. 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:

Use-case Dashboard annotations

Our new use-case Dashboards launched over the summer were a huge hit. Over 1000 of you have set one up so far. We're making the Influencers, PR and Reputation use-case Dashboards even more useful with built-in annotations guiding you through each Tab.

Set up a new use-case Dashboard with any of your existing brand Queries in the Dashboard picker and you'll automatically see the annotations helping you understand what each Component is showing and how you can use it to inform data-driven decisions straight away.



Improved topics for Asian languages

Did you know there are more than 70 million internet users in Indonesia alone? South East Asia is a huge online market and understanding what these potential customers are talking about has a large potential value.

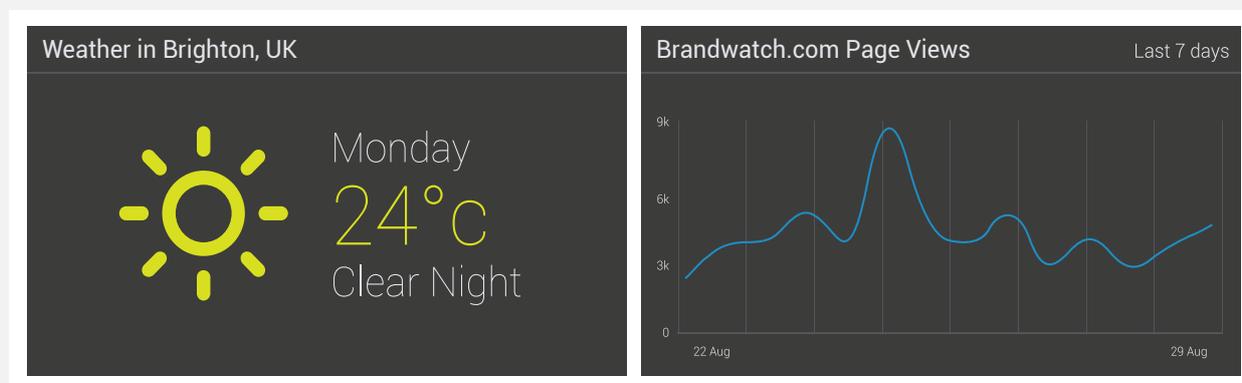
We recently added several new languages bringing the total languages we support to 44. We're constantly improving them and this month our focus is on Tagalog, Indonesian and Malay. Topic extraction is being improved and Projects looking at these languages will show more insightful and accurate topic clouds in your Brandwatch Dashboards.

New Vizia Apps add context to social data

If you are a Vizia customer you'll know the value of being able to visualize the insights within your social data at a glance. But understanding the context of your social data is critical if you plan to make real decisions based on those insights.

We're making it quicker and easier to see how changes in your social data correlate with what's going on in the wider world.

The new Weather App displays local weather alongside your other data visualizations. You can set it to any location you want. The Google Analytics App shows you volumes of web traffic to your site over time, allowing you to see how your social activity is driving real potential customers.

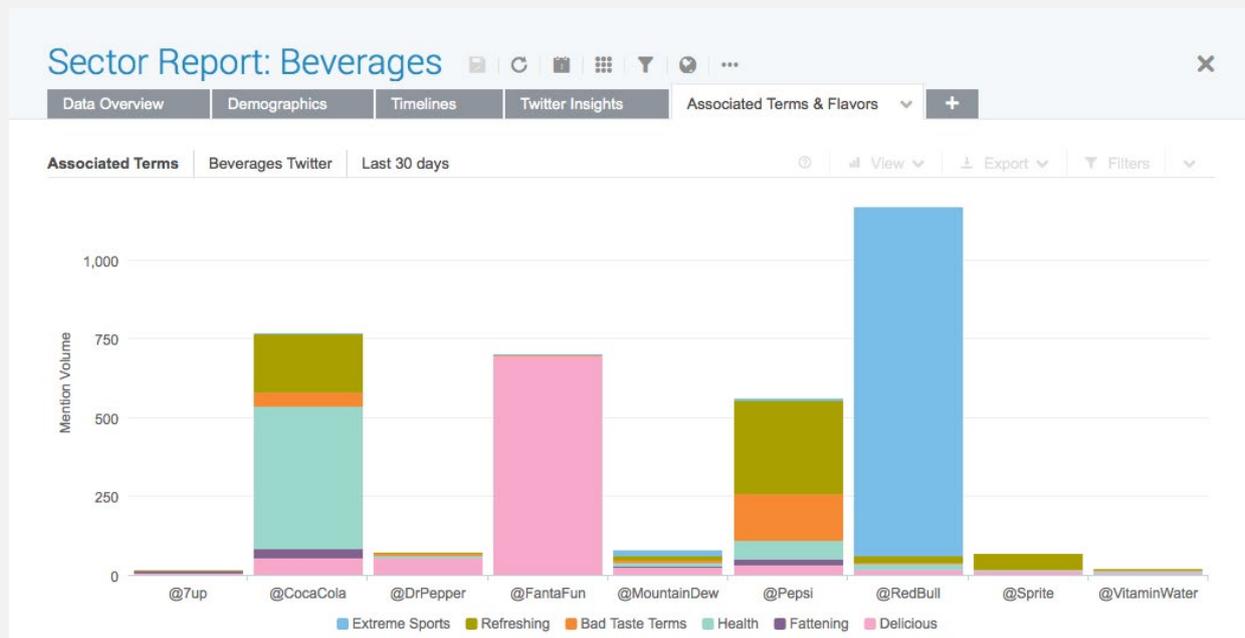


You'll also be able to change the time zones for any of your Vizia Installations to match the region you are monitoring.

Sector Reports in Insights Central

Insights Central is the place to explore research Projects and ExpertBuilt content created by Brandwatch expert analysts and Professional Services teams. We are constantly adding to the content that is available for free to all Brandwatch users.

This month, we're adding new Sector Report Projects, looking at social data patterns and insights within specific industries. Understanding what consumers in your sector are talking about and which brands they're engaging with is key when developing a targeted marketing strategy.



We'll be continuing to add more sectors in future so keep checking back each month to find out what's new.

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

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