Brandwatch
Artificial Intelligence

As AI pioneers since 2008, Brandwatch leverages cutting edge AI and data science across our product suite.

Our Iris AI assistant uses a unique combination of proprietary AI developed in-house and integrations with generative AI to revolutionize how businesses surface and act on insights.

Brandwatch is also collaborating with Google Cloud to co-engineer new tools using Google Gemini AI.

With unparalleled access to leading AI capabilities, we are delivering deeper insights, improved productivity, and enhanced customer experiences

Iris Peak Detection

Using proprietary AI, Peak Detection explains what's driving mention spikes across every segment in your data instantly.

Spotting even the most hidden anomalies, it makes it easier to surface meaningful insights and trends at a glance.

Iris AI Entities

Brandwatch's AI entity technology uses advanced language modeling (GPT) to distinguish and accurately classify brands, topics, and people found in conversations.

This allows anyone to create relevant searches without the need for complex boolean and surfaces key topics instantly within your dashboards.
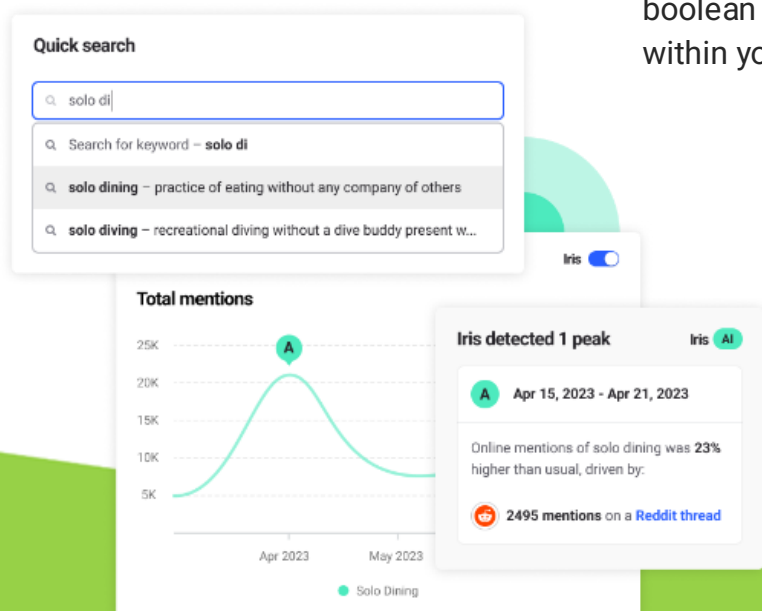
Iris Signals

Powered by advanced AI, Signals keeps you ahead with real-time alerts for critical data shifts.

It continuously monitors your dashboards to detect significant changes and instantly notifies you or your team. Whether it's emerging stories or potential issues, Signals ensures you act fast and stay informed.

Image Analysis

Powered by proprietary deep learning models and neural networks that are trained on 4 billion images, it detects and displays objects, actions, scenes, and logos across millions of images in our datasets.

Understand what your customers are seeing and where your brand is pictured.

Out-of-box Analysis

Using proprietary AI, our cutting-edge AI enrichment helps you reliably segment data by sentiment, emotion, topics, location, and demographics.
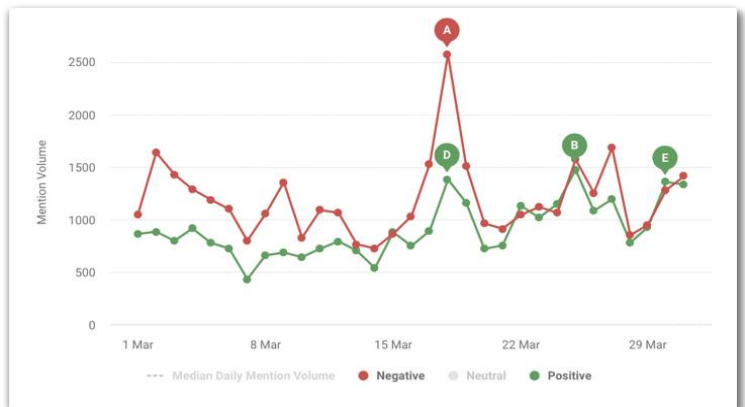
Custom Classifiers

Harnessing leading machine learning algorithms to train custom models that can sort mentions into nuanced categories. From advanced buying journey mapping to thematic analysis, they help uncover insights into consumer behaviour.
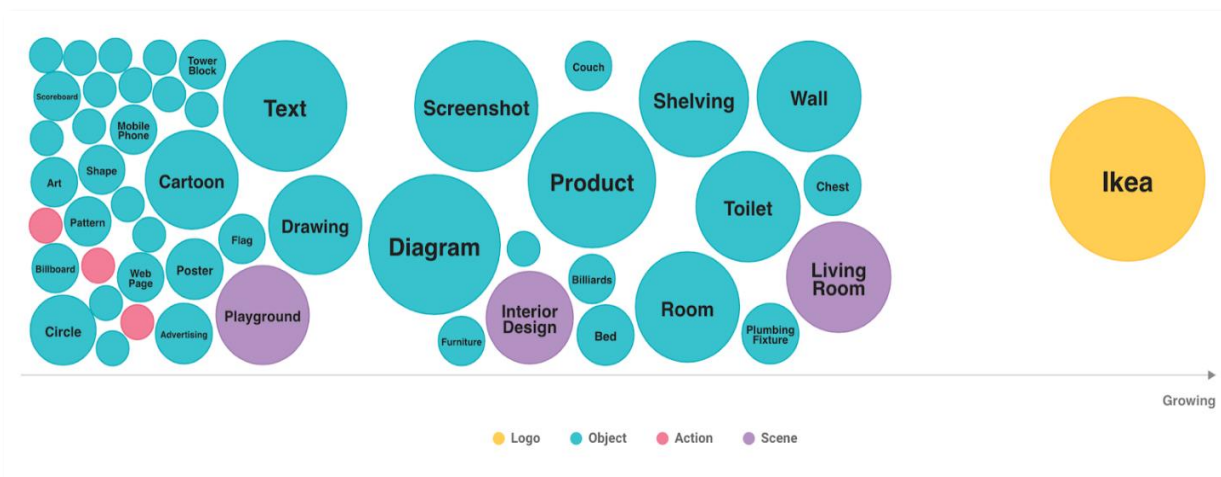
Generative AI

We integrate with generative AI models across our suite to provide deeper, richer analysis of online conversations and to streamline and improve your social media strategy.

Iris Conversation Insights

In Consumer Research and Listen, you can click on any data point and 'summarize mentions' to receive a short and digestible paragraph summarizing conversations and posts.

Iris works in combination with all of Brandwatch's other AI tools. This allows you to drill into spikes in sentiment or topics relating to your brand or or industry in a matter of seconds and produce human-readable explanations in seconds.

Iris Writing Assistant

Whether you are drafting the caption for a social post/ad, or are preparing the reply to a customer's message, the Iris writing assistant can help you tweak and improve your text or even generate copy from your prompt or the context of your conversations.

Iris Content Insights

In Benchmark Iris summarizes your competitors' posts on social and helps you understand how to create a competitive content strategy.

Iris Post Analysis

In Measure, Iris provides instant analysis of your owned posts and comments.

Identify the most common topics, sentiment, and tone of voice of your audience engagement.