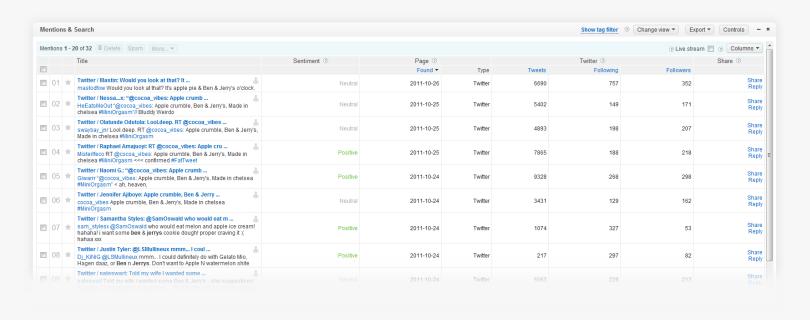


PRODUCT UPDATE

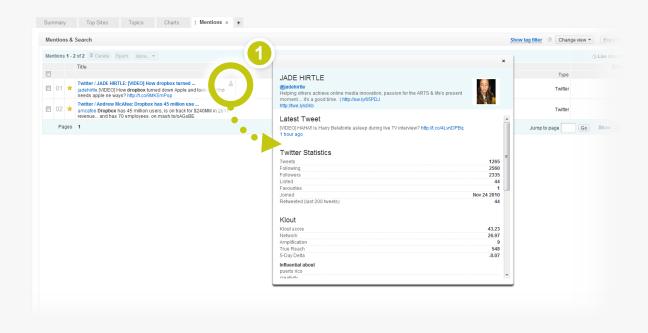
On-the-fly Mention Profiles

October 2011



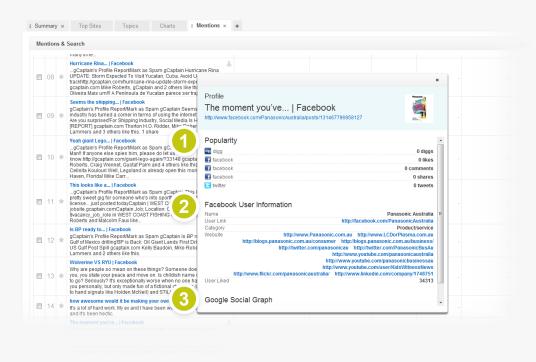
HELEN STEWART: helen@brandwatch.com | Tel: +44 (0)1273 234 290

MENTION PROFILE 1: Twitter mentions



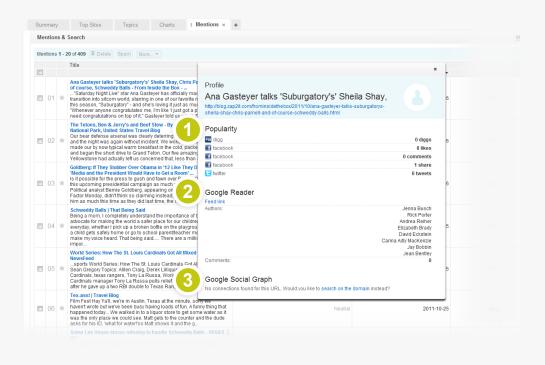
- It is now possible to view profile information about each mention
- Click the new 'person' icon and a pop-up will provide statistics relevant to the mention-type (1)
- In the tweet above, you can view Twitter and Klout statistics at a glance
- Scroll down to view the tweeter's location in Google maps

MENTION PROFILE 2: Facebook mentions



- You can now view popularity statistics about a particular Facebook mention (1)
- The Facebook user information provides, for example, any website links that the user has and how often the user has been liked (2)
- Scroll down to view Google social graph statistics, e.g. sites that are connected to this url this
 can be a quick way of finding users' profiles on different sites (Twitter, Flickr, Facebook etc) (3)

MENTION PROFILE 3: Other mentions



- In other mentions like this blog post, you can also view popularity statistics (1)
- In addition, you can view the authors provided by Google reader (2)
- Again, scroll down to view Google social graph statistics connected to this url or click "search on the domain" to find further possible connections (3)

CONTACT

You can contact the Brandwatch team via **contact@brandwatch.com** or call us on +44 (0)1273 234 290

Our website is http://www.brandwatch.com

You might also be interested in our latest **Brandwatch product updates**, **Brandwatch tutorials**, our newsletter the **Friday#**, the **Brandwatch blog** and our tweets **@brandwatch**

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