

PRODUCT UPDATE

On-the-fly Mention Profiles

October 2011

Mentions & Search Show tag filter Change view Export Controls

Mentions 1 - 20 of 32 Delete Spam More... Live stream Columns

	Title	Sentiment	Page	Type	Twitter			Share
					Tweets	Following	Followers	
01	Twitter / Mastin: Would you look at that? It ... mastodfow Would you look at that? It's apple pie & Ben & Jerry's o'clock.	Neutral	2011-10-26	Twitter	6690	757	352	Share Reply
02	Twitter / Nessa_x: "@cocoa_vibes: Apple crumb ... HeEatsMeOut" @cocoa_vibes: Apple crumble, Ben & Jerry's, Made in chelsea #MiniOrgasm? Bluddy Weirdo	Neutral	2011-10-25	Twitter	5402	149	171	Share Reply
03	Twitter / Olatunde Odutola: Lool.deep. RT @cocoa_vibes ... swaybay_jnr Lool deep. RT @cocoa_vibes: Apple crumble, Ben & Jerry's, Made in chelsea #MiniOrgasm	Neutral	2011-10-25	Twitter	4893	198	207	Share Reply
04	Twitter / Raphael Amajuoyi: RT @cocoa_vibes: Apple cru ... Misterifeco RT @cocoa_vibes: Apple crumble, Ben & Jerry's, Made in chelsea #MiniOrgasm <<< confirmed #FatTweet	Positive	2011-10-25	Twitter	7865	188	218	Share Reply
05	Twitter / Naomi G.: "@cocoa_vibes: Apple crumb ... Giwarr " @cocoa_vibes: Apple crumble, Ben & Jerry's, Made in chelsea #MiniOrgasm" < ah, heaven,	Positive	2011-10-24	Twitter	9328	268	298	Share Reply
06	Twitter / Jennifer Ajiboye: Apple crumble, Ben & Jerry ... cocoa_vibes Apple crumble, Ben & Jerry's, Made in chelsea #MiniOrgasm	Neutral	2011-10-24	Twitter	3431	129	162	Share Reply
07	Twitter / Samantha Styles: @SamOswald who would eat m ... sam_stylesx @SamOswald who would eat melon and apple ice cream! hahaha! I want some ben & jerrys cookie dough! proper craving it :(hahaa xxx	Positive	2011-10-24	Twitter	1074	327	53	Share Reply
08	Twitter / Justin Tyler: @LSMullineux mmm... I coul ... DJ_KING @LSMullineux mmm... I could definitely do with Gelato Mio, Hagen daaz, or Ben n Jerrys. Don't want to Apple N watermelon shite	Positive	2011-10-24	Twitter	217	297	82	Share Reply
09	Twitter / nateswart: Told my wife I wanted some ... nateswart Told my wife I wanted some Ben & Jerry's - she suggestions: 1. Apple Pie 2. Apple Pie 3. Apple Pie	Neutral	2011-10-24	Twitter	5063	228	213	Share Reply

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MENTION PROFILE 1: Twitter mentions

The screenshot shows the Brandwatch 'Mentions & Search' interface. On the left, a table lists mentions. A yellow circle with the number '1' highlights the 'person' icon next to the first mention. The main panel displays the profile for Jade Hirtle (@jadehirtle), including her bio, latest tweet, and Twitter and Klout statistics.

Metric	Value
Tweets	1265
Following	2560
Followers	2335
Listed	44
Favourites	1
Joined	Nov 24 2010
Retweeted (last 200 tweets)	44

Metric	Value
Klout score	43.23
Network	26.97
Amplification	9
True Reach	548
5-Day Delta	-0.07

- 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

The screenshot displays the Brandwatch 'Mentions & Search' interface. On the left, a list of mentions is shown with columns for date, star status, and text. Three mentions are highlighted with numbered circles: (1) points to a mention from 'Hurricane Rina...', (2) points to a mention from 'Seems the shipping...', and (3) points to a mention from 'Yeah giant Lego...'. On the right, a detailed profile view for 'Panasonic Australia' is shown. This view includes a profile picture, a cover photo, and a bio. Below the bio, there are statistics for popularity (0 diggs, 0 likes, 0 comments, 0 shares, 0 tweets). Further down, 'Facebook User Information' is displayed, including the user's name, link, category, and website. At the bottom, 'Google Social Graph' statistics are shown, including the number of users liked (34313).

- 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

The screenshot displays the Brandwatch Mentions & Search interface. At the top, there are tabs for Summary, Top Sites, Topics, Charts, and Mentions. Below these, a search bar and filters are visible. The main area shows a list of mentions, with the first one selected. A detailed profile for the selected mention is shown on the right, including a title, URL, popularity statistics (digg, facebook, comments, share, tweets), Google Reader authors, and Google Social Graph connections.

Mentions & Search

Mentions 1 - 20 of 409

Title	Profile
01 ★ Ana Gasteyer talks 'Suburgatory's' Sheila Shay, Chris P... ... "Saturday Night Live" star Ana Gasteyer has officially ma... transition into sitcom world, starring in one of our favorite n... this season, "Suburgatory" - and she's loving it just as mu... "Whenever anyone congratulates me, I'm like 'I just got a p... need congratulations on top of it,'" Gasteyer told us...	Profile Ana Gasteyer talks 'Suburgatory's' Sheila Shay, Chris P... http://blog.zap2it.com/frominsidethebox/2011/10/ana-gasteyer-talks-suburgatory-s-sheila-shay-chris-pamelli-and-of-course-schweddy-balls.html
02 ★ The Tetons, Ben & Jerry's and Beef Stew - By National Park, United States Travel Blog Our bear defense arsenal was clearly deterring and the night was again without incident. We work... made our by now typical warm breakfast in the cold, packe... and began the short drive to Grand Teton. Our fire amaz... Yellowstone had actually left us concerned that, less than...	Popularity digg 0 diggs facebook 8 likes facebook 0 comments facebook 1 share twitter 6 tweets
03 ★ Goldberg: If They Slobber Over Obama in '12 Like They D... 'Media and the President Would Have to Get a Room' ... Is it possible for the press to gush and fawn over P... this upcoming presidential campaign as much? Political analyst Bernie Goldberg, appearing on Factor Monday, didn't think so claiming instead, him as much this time as they did last time, the...	Google Reader Feed link Authors: Jenna Busch Rick Porter Andrea Reiher Elizabeth Brady David Eckstein Carina Adly MacKenzie Jay Bobbin Jean Bentley 0
04 ★ Schweddy Balls That Being Said Being a mom, I completely understand the importance of t... advocate for making the world a safer place for our childre... everyday, whether I pick up a broken bottle on the playgrou... a child gets safely home or go to school parentteacher me... make my voice heard. That being said... There are a milli... impor...	Google Social Graph No connections found for this URL. Would you like to search on the domain instead?
05 ★ World Series: How The St. Louis Cardinals Got All Mixed NewsFeed sports World Series: How The St. Louis Cardinals Got All... Sean Gregory Topics: Allen Craig, Derek Lilliquin... Cardinals, texas rangers, Tony La Russa, Worl... Cardinals manager Tony La Russa pulls relief... after he gave up a two RBI double to Texas Ran...	
06 ★ Tex-ss! Travel Blog Film Fest Hay Ya'll, we're in Austin, Texas at the minute, sorry we haven't wrote but we've been busy having loads of fun. A funny thing that happened today... We walked in to a liquor store to get some water as it was the only place we could see. Matt gets to the counter and the dude asks for his ID, 'what for water?'so Matt shows it and the g... Some Las Vegas stores refusing to handle Schweddy Balls - VEGAS INC.	Neutral 2011-10-25

- 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

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

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