



## PRODUCT UPDATE

# New Top Tweeters Component & Re-designed Mentions Page

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# NEW FEATURE: Top Tweeters Component

Tweeter	Mentions	Sentiment			Twitter Metrics		Total Tweets	Location
		Pos	Neg	Neu	Followers	Following		
GULLYKING82	1	0	0	1	33478	32184	107206	United States
quarklovesyou	1	0	0	1	25078	198	7704	n/a
OCRadio	1	0	0	1	19000	254	11636	United Kingdom
jaret2113	1	1	0	0	13341	295	14297	United States
zillow	1	0	0	1	13050	7211	5522	United States
Jes	1	0	0	1	11872	11777	6548	n/a
LJ	1	0	0	1	8402	9243	61712	n/a
LB	1	0	0	1	7593	355	31775	n/a
Va	1	0	0	1	6818	117	2628	n/a
Bl	1	1	0	0	4450	3402	13208	n/a
London_Places	3	1	0	2	4131	1020	72443	n/a
AshGhotCakes	1	1	0	0	4041	1790	21645	n/a
PippaD	1	0	0	1	3814	2085	39921	United Kingdom
ellitefoods	1	1	0	0	3751	4011	30935	United States
NY_Places	1	0	0	1	3481	1511	88316	n/a
_benjamin	1	1	0	0	3466	328	31890	United Kingdom
dawnckhan	1	0	0	1	2996	3179	1533	Ecuador
epicfailchels	1	0	0	1	2747	691	48283	United States
dakno	1	0	0	1	2712	1367	1430	United States
parischanel	1	0	0	1	2624	397	16318	United States
Total for top tweeters	22	6	0	16	176845	81415	614950	

- This component lists the Top Tweeters, i.e. those with the most followers, who have Tweeted about your brand and tells you whether their Tweets are positive, negative or neutral
- If you hover over the name of a Top Tweeter you can choose to follow them in Twitter (1)
- If you click on the relevant icon you can view their profile in PeerIndex or Klout (2)
- In the Twitter Metrics column you can also view the total number of Tweets the Top Tweeter has made, their location, and how many other Tweeters they are following (3)

# NEW FEATURE: Top Tweeters Component

The screenshot displays the Brandwatch dashboard interface. On the left sidebar, there are sections for 'Projects' (Project Test), 'Create new query' (Edit queries), 'Create new dashboard' (Search queries, Blank dashboard), 'Dashboards' (+), and 'Add components to dashboard'. The 'Add components to dashboard' section lists various components: Summary, Volume, Chart, History, Topics, Site Analysis, Top Tweeters, and Video Tracking. The 'Top Tweeters' component is circled in yellow with a '2' next to it. The main content area shows the 'Top Sites' tab selected, with a '1' next to the 'Top Sites' tab label. Below the 'Top Sites' list, the 'Top Tweeters' component is visible, showing a table of top tweeters.

Tweeter	
GULLYKING82	
quarklovesyou	
OCRadio	
jaret2113	
zillow	
jessholland	
I_love_guitars	
LBOGSHH	
VannaBoston	
BieberHooks	
London_Places	
AshGhotCakess	
PippaD	
ellitefoods	
NY_Places	
_benjaminn	
dawnckhan	
epicfailchels	
dakno	
parischanel	
Total for top tweeters	

- The Top Tweeters component appears by default in the Top Sites tab (1)
- It can also be added individually as a separate component in a new page or in a blank dashboard (2)

# NEW FEATURE: Re-designed Mentions Page

The screenshot displays the 'Mentions & Search' interface. At the top, there are tabs for Summary, Top Sites, Topics, Charts, Mentions, and Page 6. Below the tabs, there are buttons for 'Delete', 'Spam', 'Add tags', and 'Delete tags'. The main area is a table with columns: Title, Sentiment, Page, Type, Forum Thread, Posts, and Views. A 'Show / Hide Columns' panel is open on the right, with a yellow circle (1) around it. A yellow circle (2) highlights a link in the 'Page' column of a mention.

Title	Sentiment	Page	Type	Forum Thread	Posts	Views
Twitter / [- C A S S I E -]: RT@crisciceroe Straight up ... CassieD_Najja RT@crisciceroe Straight up don't talk to me about ben and jerrys, breyers, none of that smack! if it is not HAGEN-DAZIS go somewhere else!	Neutral	2011-08-18	Twitter			
Twitter / Gracie Holzheimer: Eating Ben and Jerrys! #mmsogood gracieoh912 Eating Ben and Jerrys! #mmsogood	Neutral	2011-08-18				
Twitter / xprix: eating Ben and jerrys that ... xprix eating ben and jerrys that my love bought me #peanutbuttercup	Neutral					
Twitter / Chad: Today I went HAM at Bally' ... BIG PAID! Today I went HAM at Bally's. Now I'm gonna treat myself to a pint of Ben&Jerry's - New York Fudge Super Chunk Ice Cream. Don't judge me LOL	Neutral					
Twitter / Lia Ferrante: At Ben & Jerry's saw phish ... Healthiness At Ben & Jerry's saw phish food and thought of @letowastedand @BoyWhoDied	Neutral					
Twitter / Nia-Imani: &quot;@BeyondBeauti_21: Eating ... Nia_Bizh @BeyondBeauti_21: Eating Ben and Jerry's Chunky Monkey ice cream! Yummy :-)	Positive					
Twitter / paula: Ben&Jerry's Late Night Sna ... Perrede Ben&Jerry's Late Night Snack is die for @jimmyfallon is the DEVIL	Neutral					
Twitter / Black Mile Cyrus: Eating Ben and Jerry's Chu ... BeyondBeauti_21 Eating Ben and Jerry's Chunky Monkey ice cream!	Neutral					
Twitter / Jaclyn Fusco: I want Ben and Jerry's hal ... fusco11 I want Ben and Jerry's half baked! #givemesome	Neutral					
Twitter / Lynette Walker: @veesquared8 I never knew ... LynetteWalker @veesquared8 I never knew about that I resorted to the 7-11, which meant I also got to have Ben and Jerry's for (late) brekkie! #winning	Neutral					
Twitter / Oscar Espinal Jr.: heading to the local bodeg ... OzLeCoq heading to the local bodega for some snacks and ben&jerrys lmao :-)	Neutral					
Twitter / Helder Faustino: goin to the supermarket to ... HFaustino99 goin to the supermarket to try n find Ben & Jerry's Cinna Buns icecream. thank you @Drea522	Positive					
Twitter / Joni E: @That_Biz yeah, Ben and je ... joniboloney @That_Biz yeah. Ben and jerrys. Bring it. On.	Neutral					
Twitter / Kara Morton: Ben and Jerry's #myweakness kamorton22 Ben and Jerry's #myweakness	Neutral	2011-08-18				
Twitter / Nick Mendillo: you're as invitin as a ni ...						

- The Mentions page has been re-designed in an easy-to-view grid format
- The default columns are the same – sentiment, page (found & type), forum, blog, share – but it is now possible to deselect the snippet for a more condensed view (1)
- In this view, hover over the link to view the snippet (2)

# CONTACT

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

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## DOCUMENT LIMITATION

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