

PRODUCT UPDATE / JULY 2012

Improved Author Analysis & Custom Tags for Topic Cloud



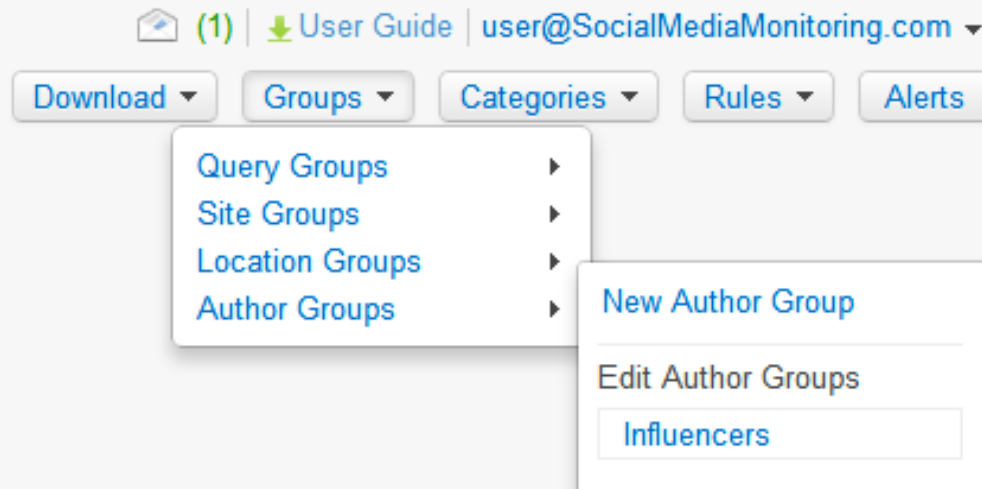
Improved Author Analysis

IMPROVED AUTHOR ANALYSIS: Overview

- New '**Author Groups**' added for filtering
- Author Groups can be used across all major components, including:
 - **Summary Component**
 - **Top Sites Component**
 - **Authors Component**
 - **Topics Component**
 - **Charts Component**
 - **Mentions Component**
- Author data added to '**Top Sites**' component
- Sites added to '**Top Authors**' component

IMPROVED AUTHOR ANALYSIS: Author Groups (1/3)

- You can now **create groups** of specific authors by which to filter data
- As with the other Group filters, Author Groups can be created by clicking on “**Groups**”, then “**Author Groups**” and choosing “**New Author Group**” in the top right-hand corner



IMPROVED AUTHOR ANALYSIS: Author Groups (2/3)

Create a new Author Group

1 Group name

2 Add an author Add

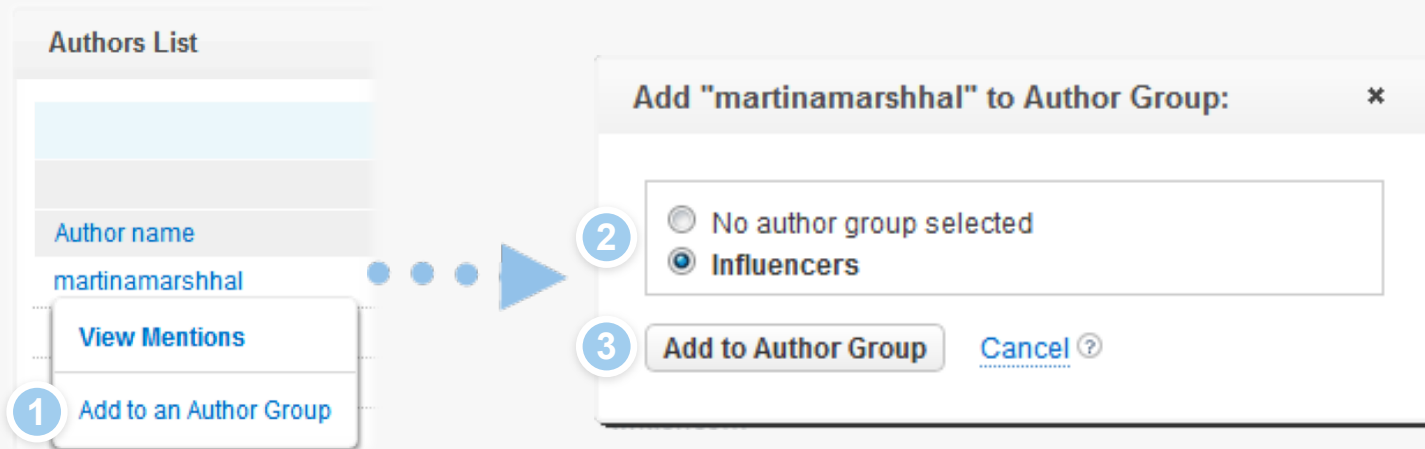
3 Authors in Group 1 selected

- Matt Morrow

Create Author Group Cancel Reset

- Type a **name** for your Author Group in the box provided (1)
- Enter the **exact name of an author**, as it appears within the app, into the lower box (2)
- Click “**Add**” and the author should then appear in the list on the right (3)
- You can continue to **add additional authors** via this method, however they can also be added from within the app once this author group has been saved
- When you have finished, click “**Create Author Group**”

IMPROVED AUTHOR ANALYSIS: Author Groups (3/3)



- Authors can be added to **existing Author Groups** from within both the **Authors** and **Top Sites** components
- Click on an author and select “**Add to an Author Group**” from the list (1)
- From the **pop-up**, choose which Author Group you wish to add this author to (2) and select “**Add to Author Group**” (3)

IMPROVED AUTHOR ANALYSIS: Component Filters

Filters ⓘ

- ▶ Sentiment & Page Type
- 1 ◻ Author
 - Type author name ⓘ
 - Exact match ⓘ
 - 2 Author Groups ▼ new ⓘ
 - 3 Exclude Author (▼) new ⓘ

Filters ⓘ

- ▶ Sentiment & Page Type
- ◻ Author
 - Type author name ⓘ
 - Exact match ⓘ
 - 4 Author Groups ▼ new ⓘ
 - Author Groups new
 - Influencers new

- In the **Filters** section (in the Controls panel), the “**Author**” filters (1) now includes **two drop-down boxes**
- The **top box (2)** allows you to specify an Author Group to **include**. The **lower box (3)** allows you to **exclude** authors within an Author Group
- Clicking on either drop-down will return a **list** of the **Author Groups** you have created (4)
- **Multiple Author Groups** can be applied by repeating the process accordingly



Custom Tags for Topic Cloud

CUSTOM TAGS FOR TOPIC CLOUD:

Tag/Rule Creation

1 Enter new or existing tag name
Cinema

2 Apply this tag to all mentions that match the following search
Cinema OR movies Test Search 3

Create Rule for "Cinema"

Create a rule that automatically tags mentions

Enter new or existing tag name
Cinema

Apply this tag to all mentions that match the following search
Cinema OR movies Test Again

Previewing your search "Cinema OR movies" within Query Ben & Jerry

Mentions 1 - 8 of 8 Last 7 days

01 dominos, ben and jerrys, movies and miss weldon- nice way to spend a saturday :)
23 Jun 2012 - "dominos, ben and jerrys, movies and miss weldon- nice way to spend a saturday :)"
www.facebook.com (General) - mozRank: 9.08 - Visitors: 698M

02 Josh Gascoigne: @lukejamesday @ashleypmday ...
22 Jun 2012 - "@lukejamesday @ashleypmday I'm down they sell cheap Ben and jerrys and the cinema aswell"
@JoshGascoigne (Twitter)

03 Sarah Kim: Todays expectations: shopp ...
22 Jun 2012 - "Todays expectations: shopping, mass tidy up, go to the gym. Reality: eating Ben and jerrys and watching movies in my sweats. #tateaccepts"
@sarahkimjim (Twitter)

04 natalie gaudie: Out for brekkie, then a da ...
22 Jun 2012 - "Out for brekkie, then a da at the cinema with my hubby and Ben and jerrys ice cream, bring it on"
@smoggie2 (Twitter)

05 @touro @MartyAJackson @gemmaastyl ...
21 Jun 2012 - "@MartyAJackson @gemmaastyl ahah its ok, one day we can cuddle up, eat ben and jerrys and watch movies together ... I promise <3 xx"
@dream_live_lov3 (Twitter)

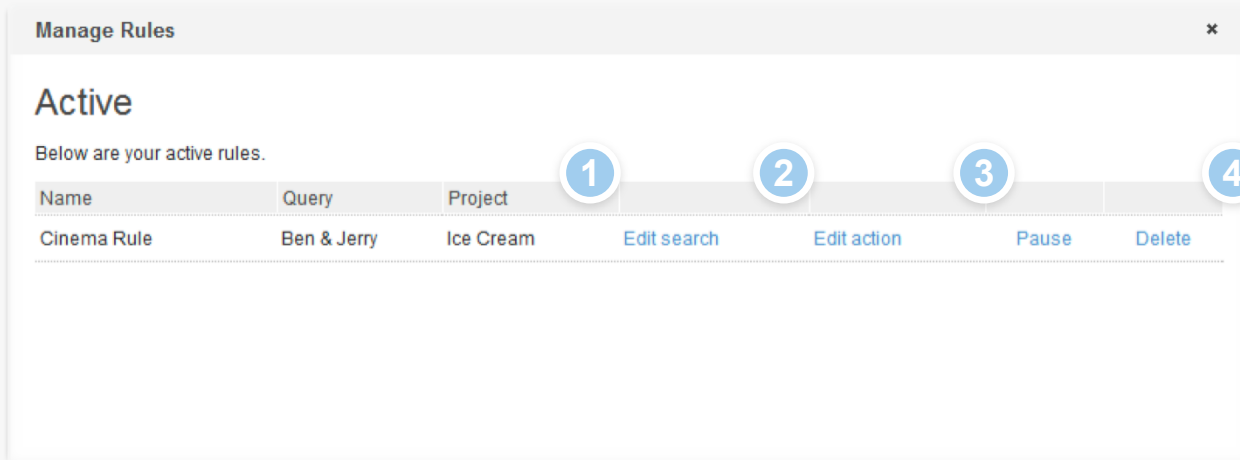
06 Laura Pursey: Had a dream that I was at ...
21 Jun 2012 - "Had a dream that I was at the cinema and was about to take a mouthful of Ben and Jerrys and then I woke up -(- #Fatdreams."
@MissPuurse (Twitter)

07 abi jade: I wondered wat 2 do 2day? ...
21 Jun 2012 - "I wondered wat 2 do 2day? I no I am going 2 stay in bed all day and watch tv and movies and Ben and jerrys ice cream sounds good"
@AbiTheabstur101 (Twitter)

4 Create Rule for "Cinema"

- You can now create your own **custom tags** within the **Topics component**
- To create a new tag select “**Add tag**” from the component header
- Type a **name** for your tag in the box provided (1), if the tag already exists it will appear under this box, if not a **new tag** will be created
- Enter a **search string** for your tag (2), by default the string for a tag will be the tag name itself, however **you can amend this** accordingly – here we have added 'OR movies'
- At this point you can test your query string by selecting “**Test Search**” (3)
- When you're happy with your new tag and string select “**Create rule**” (4)
- When created, these rules **automatically tag** both **newly found** and **historical** mentions

CUSTOM TAGS FOR TOPIC CLOUD: Editing Rules



- Once it has been created you can **edit** this new rule at any time
- As with other rules these **tag rules** can be accessed by selecting “**Rules**” then “**Manage existing Rules**” from the top right-hand menu
- From this screen you can then; edit the **search string** for your rule (1), edit the **action** for your rule (2), **Pause** (3) and **Delete** the rule (4)