PRODUCT UPDATE / JUNE 2012
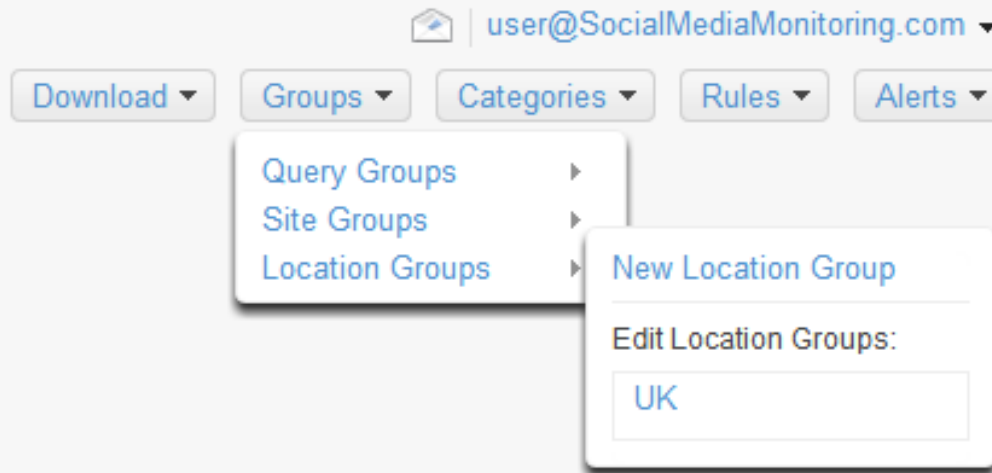Location Improvements & Twitter Influence Data

Location Improvements

LOCATION IMPROVEMENTS: Overview

- More accurate location data (such as city, state and region) will be added to mentions where available

- Finer grained locations can be used in the following places:

  - Chart Component

  - Mentions & Search Component

  - Location Groups

  - Component Filters

  - Query Operators

- Initially, only mentions in the US and Brazil will have more accurate location information

- Further locations in other countries will be added over the coming months

LOCATION IMPROVEMENTS: Location Groups (1/2)

- Location Groups can now contain not only Countries, but also states or cities
- As before, Location Groups can be created by clicking on "Groups", then "Location Groups" and choosing "New Location Group" in the top right-hand corner
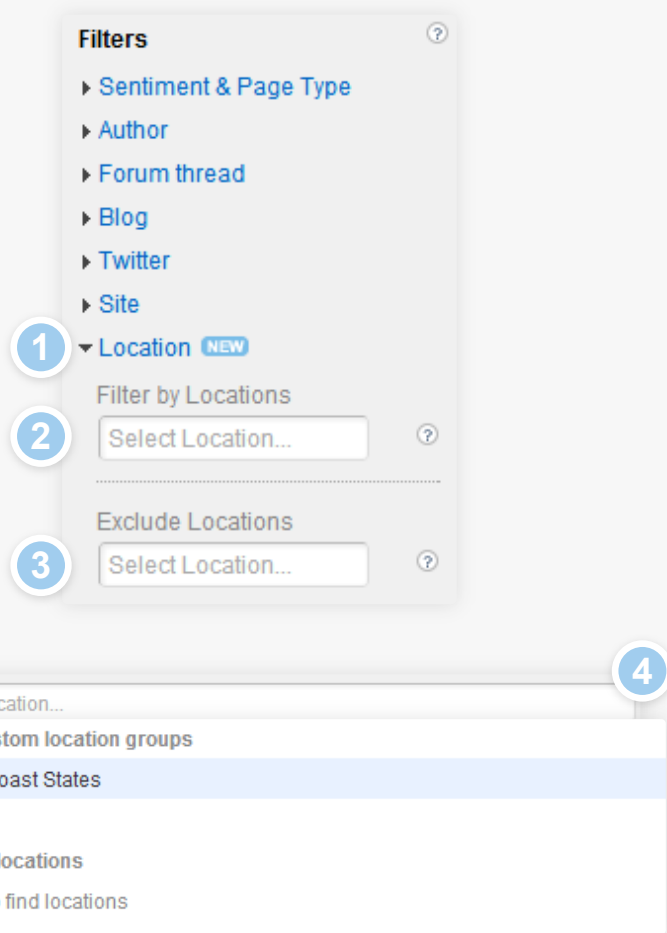
LOCATION IMPROVEMENTS: Location Groups (2/2)

- Type a name for your Location Group in the box provided (1)
- Start to type a location in the lower box (2) and a list will appear for you to choose from (3)
- Select a location from the list either by clicking on it or by using the arrow keys and pressing enter
- Keep adding locations to the Location Group in this way. There is no limit to the number of locations in a single Location Group
- When you have finished, click "Save Location Group"

LOCATION IMPROVEMENTS: Component Filters

Filters
- ▶ Sentiment & Page Type
- ▶ Author
- ▶ Forum thread
- ▶ Blog
- ▶ Twitter
- ▶ Site
- **(1)** ▼ Location **NEW**

Filter by Locations
(2) Select Location... ⦵

Exclude Locations
(3) Select Location... ⦵

(4)
Select Location...

Your custom location groups
East Coast States
UK

System locations
Type to find locations

- Components now contain a new way to filter by location

- In the Filters section (in the Controls panel), clicking on "Location" **(1)** will expand two text boxes

- The top box **(2)** allows you to specify locations or Location Groups to **include**. The lower box **(3)** allows you to **exclude** locations or Location Groups

- Start typing in either box to bring up a list of locations **(4)**

- Any Location Groups you've created will appear at the top of the list under "Your Custom Location Groups"

- Multiple selections can be made by simply typing a new name in the box and selecting another location or Location Group

LOCATION IMPROVEMENTS: Chart Component
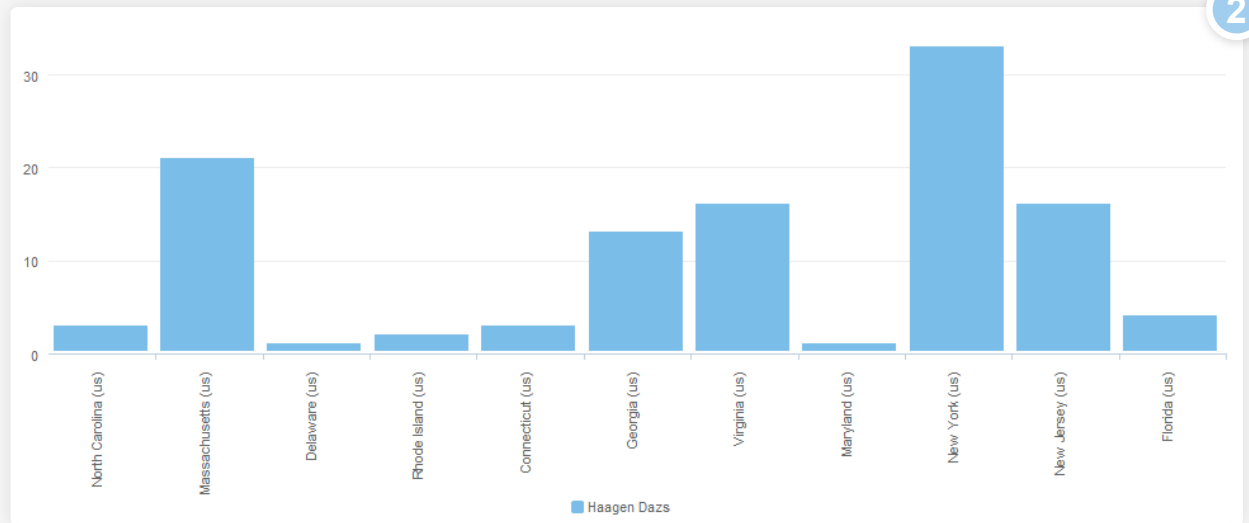
- The Chart component now contains additional dimensions, allowing you to chart data by Country, State, County or City **(1)**

- This is particularly useful when combined with a Location Group Filter

- For example, the chart above **(2)** has been filtered by Location Group and then States has been selected as the first chart dimension

LOCATION IMPROVEMENTS:
Mentions & Search Component

- The Mentions & Search component now has columns for Continent, Country, State, County and City

- These columns are not visible by default, but can be added by selecting "Columns" **(1)** on the Mentions & Search component

- Where location data is not available, these columns will be blank.

LOCATION IMPROVEMENTS: Query Operators

- Specific locations such as States and Cities can now be added to a Query

- Locations are included in a Query using specific codes

- Clicking the Locations button in the "Create New Query" window allows you to look up the code for a location

- Start to type a location in the "Look up location" box **(1)** and a list will appear for you to choose from

- Select a location from the list either by clicking on it or by using the arrow keys and pressing enter

- This will display the code for the location you selected **(2)**

- This can then be copied and pasted into the query and combined with the standard Query operators such as AND, OR and NOT

- See the next page for some query examples

LOCATION IMPROVEMENTS: Query Examples

- The following query will look for mentions of **"Haagen Dazs"** only in **New York City**:

    "haagen dazs" AND city:new8
    (city:new8 is the code for New York City)

- The next query will return mentions of **"soccer" worldwide** as well as **"football" outside of the US**:

    soccer OR (football NOT country:us)

- A query to return mentions from the **New York metropolitan area** regarding **Presdent Obama** could be written:

    obama AND (state:newy OR state:conp OR state:neau)
    (state:newy is New York, state:conp is Connecticut and state:neau is New Jersey)

Twitter Influence Data

TWITTER INFLUENCE: Overview

- Twitter mentions now have additional metrics associated with them:
    - Influence
    - Outreach
    - Retweets
    - Reach Score

- Influence and Outreach are metrics provided by Kred relating to the user who created the tweet

- Retweets is the number of times a particular tweet has been retweeted.

- Reach score is the sum of all Outreach scores for a tweet that has been retweeted by multiple users

- For more information about Kred influence see here: http://blog.kred.com/2011/11/how-we-calculate-kred-influence/

- For more information about Kred Outreach see here: http://blog.kred.com/2011/12/how-we-calculate-kred-outreach/

TWITTER INFLUENCE:
Mentions & Search Component

- The new metrics can be displayed in the Mentions & Search component by choosing "Columns" (1) and then choosing the columns under the "Twitter" category (2)

- The columns can be sorted by each metric by clicking the column names

TWITTER INFLUENCE: Filters

- The new Twitter metrics **(1)** are available in the Filters section of individual components

- In each case it's possible to set a minimum **(2)** and maximum **(3)** threshold for data

- Setting a limit here will automatically restrict results to only Twitter mentions

TWITTER INFLUENCE: Tweeters Component

- The Tweeters component now has columns for the new Twitter metrics
- Kred Metrics (Influence and Outreach) are visible by default **(1)**
- Additional Twitter metrics can be selected by clicking on "Columns" **(2)** and clicking in the appropriate box