

JitterJam[®] Sentiment Analysis

Track Positive and Negative Sentiment for Your Brand

All	Search for author	All	Risk Only	Search within content and notes					
Search	Author	Sentiment	Rank	Impr	Content	Date	Actions		
<input type="checkbox"/>	JitterJam	jitterjam	5.4	3.78	1,576	Online, mobile research critical to holiday shopping via @emarketer Are you taking a multi-channel retailing approach? http://jit.ly/_zJVUK	Thu, Oct 28th 2010, 09:22 AM		
<input type="checkbox"/>	JitterJam	jitterjam	5.2	3.78	1,576	@alange710: Thanks for the Retweet Ashlee! Brands have a great opportunity to deal direct w/consumers in a crisis over #SocialMedia!	Wed, Oct 27th 2010, 04:12 PM		
<input type="checkbox"/>	JitterJam	Rochester NH Economic Development Department	5.9	3.50	329	nhhtc.org: A panel of judges on behalf of the NH High Technology Council (NHHTC) selected eight semi-finalist companies vying for the opportunity to win the 2010 Product of the Year award. The semi-finalist companies are as follows: Warner Power, Hypertherm, Ektron, JitterJam, GSSI, Skyscan, Travel Brains My Tour Guide, and VGO. (In reference to: In the next week, company representatives will make formal presentations and the judges will select up to five finalists. All finalists will be awarded the Product of the Year Judges' Award. These Finalist Judges' Award Winners will pitch their products at the Product of the Year banquet held on Nov...)	Mon, Oct 25th 2010, 11:39 AM		
<input type="checkbox"/>	JitterJam	Margaret Donnell	4.7	2.15	340	JitterJam Selected as Semi-Finalist For NHHTC Product of the Year: Oct 19, 2010 A panel of judges on behalf of the NH High Technology Council (NHHTC) selected eight semi-finalist companies vying for the opportunity to win the 2010 Product of the Year award. The semi-finalist companies are as follows: Warner Power, Hypertherm, Ektron, JitterJam, GSSI, Skyscan ...	Fri, Oct 22nd 2010, 12:49 PM		
<input type="checkbox"/>	JitterJam	Phil Swinney	0.0	2.52	30	Packages & Pricing - http://www.jitterjam.com/pricing...	Mon, Oct 18th 2010, 08:15 AM		
<input type="checkbox"/>	JitterJam	Daystar - Your Technology Partner	3.8	3.04	108	TechWorld 2010: Great first day at TechWorld 2010! Really enjoyed the Microsoft & JitterJam presentations. The Daystar PLAY Room is a HIT! Some photos from Day 1....	Fri, Oct 15th 2010, 10:48 AM		

Do you know if the conversations about your brand, your product and your company are positive or negative? Can you drill down into conversation sentiment by contact? How does the sentiment about your competition compare to yours? JitterJam's Sentiment Analysis can quickly and easily provide you with those answers!

Extension to JitterJam Social CRM System

Sentiment Analysis is an extension to the JitterJam Social CRM platform. It is integrated throughout the platform's functionality, but is flexible enough to enable you to evaluate just the conversations that are important to you—about your brand, your product, your company or your competitors. You pick which conversations you'd like analyzed for sentiment. The results are automatically integrated into the JitterJam Social Search results, social profiles, and measurement features of the platform.

Sentiment Scoring

Each social conversation found in a sentiment-enabled JitterJam Social Search is evaluated and scored from -10 to +10, with 0 being designated as "neutral." The scoring is applied by a sophisticated natural language processing system for the highest level of accuracy possible today.



Sentiment Across Conversations, People and Time

Sentiment Analysis is embedded into three core capabilities of the JitterJam Social CRM platform—in the conversations that you’re evaluating (Listen•Engage), in the social profiles of your contacts (Develop), and in the overall analysis of your results over time (Measure).

Sentiment Across Conversations. Enable Sentiment Analysis for any of your JitterJam Social Searches, and each conversation found will be evaluated and scored. You can even sort your search results by sentiment score. Narrowing your search results will enable you to hone in on sentiment by influencers, by specific keywords and more! Conversations that fall below your defined “negative” threshold are automatically placed in your “Hot List” so you can address potentially damaging conversations right away. Sentiment Analysis is most valuable for brand-related searches as well as searches for conversations about competitors.

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Sentiment Trend

Overall: 1.23

Sentiment Details

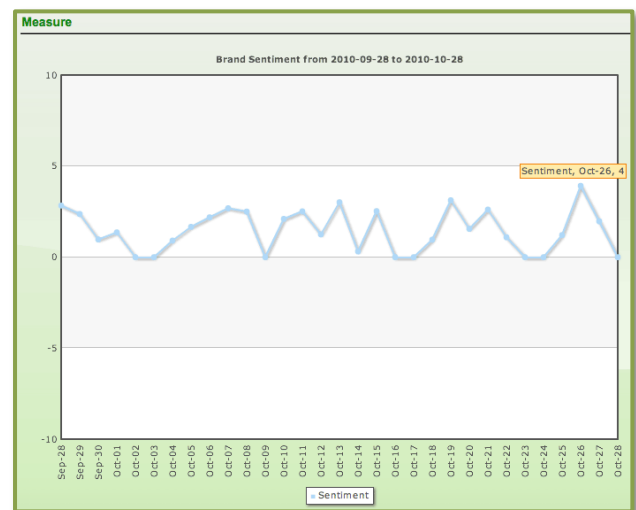
Positive (4)

Date	Subject/Content	Reach
10/22/10	😊 Google bets on location-based mobile coupons as linchpin for success. #mobilemarketing	1,968
10/21/10	😊 Great demo from the folks at JitterJam. Taking Social CRM to the next level!! (@JitterJam) http://jit.ly/_zGQc1 RT @njdeluca (Thanks Neil)...	1,968
10/20/10	😊 Creativity Coffee hour Friday- Use Case Series: Using Social Marketing for Lead Generation. #inserialmedia	1,968

Neutral (19)
Negative (0)

Created: 2010-06-30 Updated: 2010-10-27

Sentiment by Contact. Each JitterJam social profile holds a history of the conversations authored by the contact and found in JitterJam social searches. Any conversations found in sentiment-enabled social searches are also tracked in the sentiment trend for that contact over time. You can easily see how each contact’s conversation about you changes over time and view the exact conversations about your brand that were positive, negative or neutral.



Sentiment Over Time. Do you want to know if the sentiment about your brand has changed over the last weeks or months? JitterJam tracks overall sentiment over time so you can see if the trend in conversations about your brand is positive, negative or neutral. With a single click, you can drill into the data from the Trend graph and see the conversations that contributed to the conversation sentiment for a specific day. JitterJam makes it easy!

JitterJam Premium Extensions

JitterJam is integrating a number of different tools and data sources to enhance and extend the capabilities and value of the platform. JitterJam Sentiment Analysis is an optional extension to the core JitterJam Social CRM and is available at a low monthly service cost plus a per-transaction fee for each conversation analyzed.

Find out how Sentiment Analysis can help you drive action. Email us at sales@jitterjam.com today!