

PRESENTING Ubermetrics Delta

Media Monitoring made in Berlin
Since 2011





Ubermetrics Technologies is a leading provider of media monitoring technology. We analyze public information streams across sources to identify emerging risks, potentials, and trends to help companies optimize their business response.

Our product, Ubermetrics Delta, is built on the belief that every company should be armed with the best information possible to support and guide their business decisions. That's why we developed a high-performance stream processing engine that combines natural language processing (NLP), text mining and statistical algorithms to extract the most relevant documents, facts & statistics to help companies make the best decisions on the critical facts they need to know.

Ubermetrics helps companies across industries and departments by monitoring, e.g., company image, supply chains, and customer satisfaction.



Identify the needle in the haystack and turn it into a missile

The amount of new information created daily is truly immense. Every minute, hundreds of thousands of documents, tweets, blogs, and news are published – public information that is often ignored by companies as they are simply overwhelmed by this flood of input and thus fail to systematically evaluate these amounts of equally valuable information from external sources. As a result, they fail to react to powerful information about their customers, their products, their competition, and suppliers.

INFO

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SERVICES

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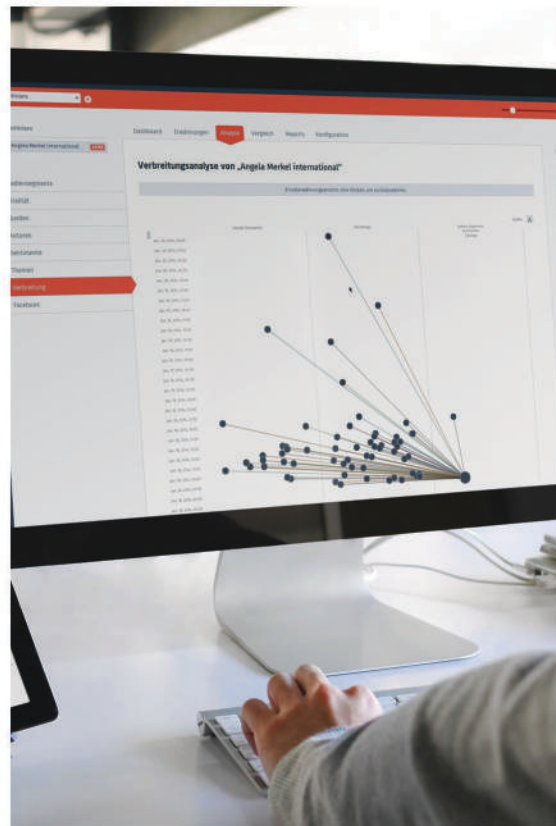
360° MEDIA MONITORING

INFO

Ubermetrics Delta integrates information analysis across sources and media channels to identify emerging risks, potentials, and trends to make better business decisions.

SERVICES

- _ One unified interface for all channels
- _ Instant access to all data
- _ Sources are continuously expanded



VIRALITY ANALYSIS

INFO

Delta visualizes how content has spread across media segments to quickly track content virality and identify key influencers who can turbocharge a conversation.

SERVICES

- _ Key influencer identification based on virality
- _ Verify press work
- _ Find the most relevant mentions quickly



REPORTING

INFO

Create vivid reporting templates quickly and easily via drag & drop, which will automatically fill with the latest results.

SERVICES

- _ Modernized press review
- _ Design beautiful PDFs
- _ Save time



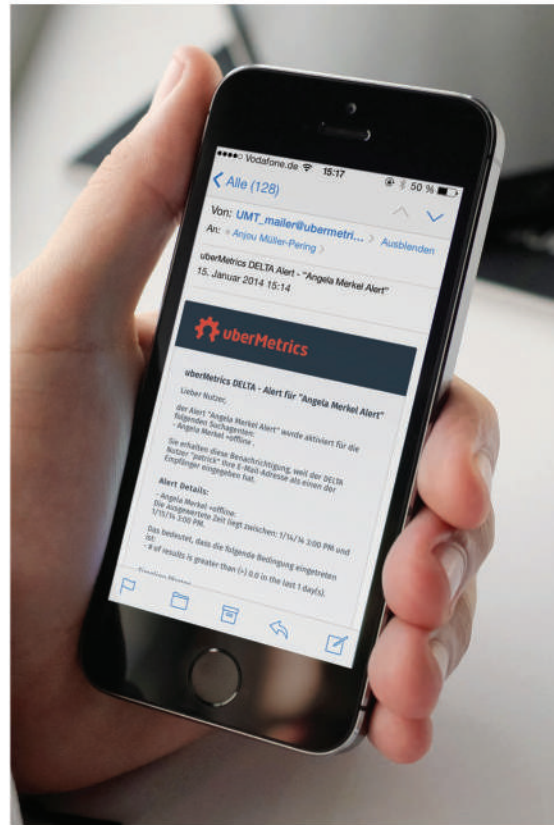
COMPARISONS / BENCHMARKING

INFO

Track competitive activity and continuously benchmark against industry peers.

SERVICES

- _ Freely combinable dynamic comparisons
- _ Tag-based comparison reduction
- _ Trend-Analysis and Change-Identification



ALERTING

INFO

Identify critical sentiment and volume changes in real-time to track and participate in key conversations to optimize your impact.

SERVICES

- _ Real-time email or text message notifications
- _ Define situations that should trigger alerts
- _ Unlimited number of alerts and recipients



AUTOMATIC SENTIMENT ANALYSIS

INFO

An algorithm automatically evaluates whether text contents contain positive, negative, or neutral tonality. With your feedback, the machine learning algorithm improves continuously.

SERVICES

- _ Automatic identification of critical articles
- _ View of the acceptance level of topics
- _ Manual reevaluation of articles possible

**// Any sufficiently
advanced technology
is indistinguishable
from magic. //**

Arthur C. Clarke (physicist & science fiction writer)

The underlying algorithmics were originally developed during a bioinformatics project at the Humboldt-Universität zu Berlin (Humboldt University in Berlin). Goal of the project was to measure and visualize cross references between gene pairs. Applied to the unstructured data of the internet's public communication, the technology now measures cross references in communication and then evaluates their relevance.



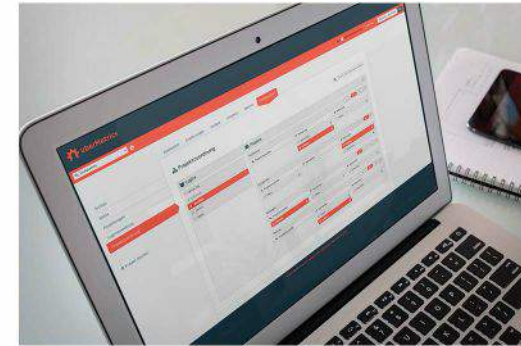
INTERFACE

INFO

Our user interface is easy to use and high-performance in use.

SERVICES

- _ Define own color schemes
- _ Insights with few glances
- _ Optional white labeling



USER ADMINISTRATION

INFO

Manage access rights of single team members with a few clicks.

SERVICES

- _ Collaborative working
- _ Independent administration
- _ Measure successes together



FACEBOOK ANALYSIS

INFO

Compare your fanpage with those of your competitors and gain a valuable information advantage.

SERVICES

- _ Comfortable fanpage tracking
- _ Analysis of external fanpages
- _ Benchmarking



AUTHOR IDENTIFICATION

INFO

Automated extraction of authors which are active in the subject area.

SERVICES

- _ Identify influencers
- _ Valuable contacts with the press
- _ Qualify multipliers



Software As A Service

INFO

No software installation – all data is processed online and accessed via the browser.

SERVICES

- _ All modern browsers are supported
- _ Personal user log-in
- _ Access independent of location



Data Protection Regulation Compliant

INFO

Our data is processed exclusively in well-known German data processing centers – data processing agreement possible on request.

SERVICES

- _ High standards of security
- _ Use of dedicated servers
- _ Sensitive data are secure



Adaptive Sources

INFO

Our adaptive sources are continuously growing – manually as well as automated.

SERVICES

- _ 300 million online sources
- _ 1,080 printed media
- _ 120 TV & radio stations



Continuous further development

INFO

The technology is improving every day: new features arise and existing ones are improved.

SERVICES

- _ Continuous improvement of the tool
- _ Background maintenance
- _ We count on your input

Ubermetrics Delta

Areas of Use

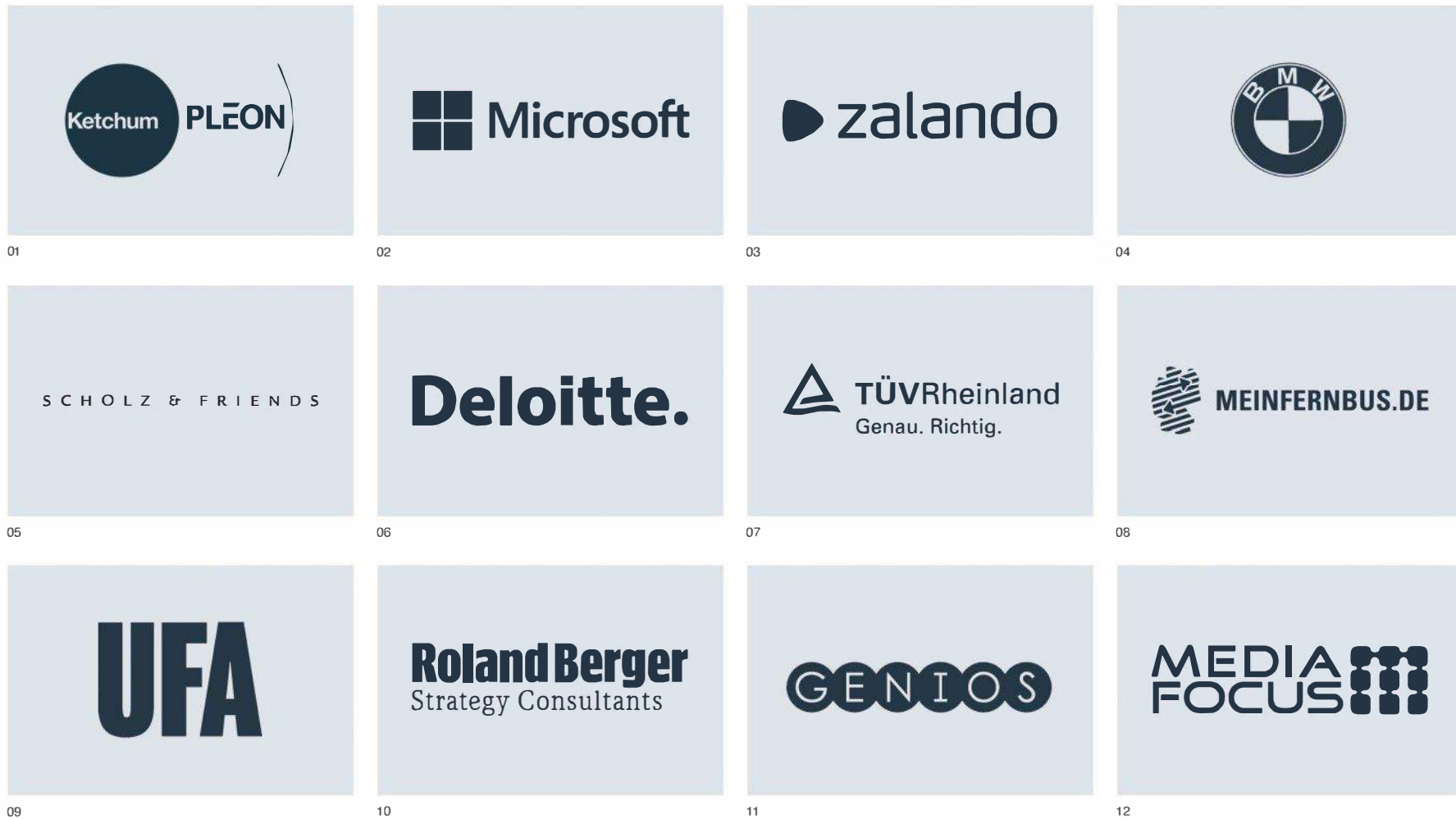
- _ Public Relations
- _ Supply Chain Monitoring
- _ Business Intelligence
- _ Social CRM
- _ Crisis Communication
- _ Lead Generation
- _ Risk Management
- _ Customer Care
- _ Content Marketing
- _ Innovation Management
- _ Compliance
- _ IT security

INFO

Detailed application scenarios can be found at: www.ubermetrics-technologies.com/usecases

SERVICES

Do you want to know how uberMetrics Technologies can be applied in your company? Contact us, we will gladly advise you.



01 - PR evaluation
05 - Campaign tracking
09 - Research / social media

02 - Legal affairs
06 - Business intelligence
10 - Consulting

03 - Corporate communications
07 - Social media
11 - Technologie-Plattform

04 - Purchasing
08 - Corporate communications
12 - Media analysis



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