Sentiment Analysis Takes the Pulse of Marketing Campaigns

When the finance and marketing department are at loggerheads over spending, the $200,000 question is: What is the ROI for all that campaign spending?

A game-changing marketing technology (martech) company serving Fortune 500 companies and high growth startups answers that precise question. Their data-driven platform tracks marketing campaign articles and posts from the day it's released through its pick up by social media or media outlets, and right back to business impact. Additionally, articles and posts written about the martech company's client are also tracked, covering nearly all available social media.

The Need

When brands launch high-cost marketing campaigns, the sentiment expressed in articles and social media about the brand is a vital metric for measuring the effect of the campaign. As sentiment analysis technology has improved, users of martech platforms now expect robust sentiment analysis as a feature.

The martech company was looking for sentiment analysis around a combination of their client's brand and general tone. As many articles tracked are about the client, the general tone of an article often matched the sentiment toward the client; however, sentiment around mentioned entities (person, organization, place, or product) inside a document were becoming more and more important.

The fact that Rosette delivers sentiment analysis in six languages (Arabic, French, Persian (Farsi and Dari), English, Japanese, and Spanish) now means the martech company can grow globally more quickly in the future.

> "Most customers want to see high-level metrics, in which case document-level sentiment is top priority. However, campaigns have themes and at the entity-level, sentiment tells us how a spokesperson is perceived."

The Solution

The martech company chose Rosette's sentiment analysis from BasisTech because it had better accuracy than their other options and provided both document-level and entity-level sentiment analysis. Also accessing Rosette through a cloud API, the company can scale their usage up or down as needed.

Although they are only using English sentiment analysis today, as they develop more global clients, the martech company is hearing requests from clients for sentiment analysis in Asian and European languages. The fact that Rosette delivers sentiment analysis in six languages, and is continually adding new languages, means the martech company can grow globally more quickly in the future.

> "We use Rosette because we believe the quality is better overall; it has multilingual capability; and the algorithm is being continually improved."

"We use Rosette because we believe the quality is better overall; it has multilingual capability; and the algorithm is being continually improved," the martech company's VP of Product Strategy said. "We really appreciate the very good customer service, too. Whenever we have feedback on a customer issue or use case, we get a frank response from the team as to whether it can be supported or if it'll be addressed in an upcoming model upgrade. We see BasisTech as a good partner."