

DeFacto-Social Media Monitoring							
General		Tool-Category	Full-Service (vendor supports setup and delivers reports, analysis and / or additional consulting)				
		Platform	Inhouse development				
Input	1	Sources	One certain source (e.g. Twitter)	Many fixed sources of one type (blogs ...)	Many fixed sources of different types	Any number and type of source definable	Any number and type and automatic suggestions
	2	Content-types	Continuous text is analyzed	Also describing texts (file-names, image-descriptions)		Semantic processing of visual content	Semantic processing of audio visual content
	3	History	No historical data available	Historical data for the current week	Historical data for up to three months	Historical data for more than three months	Historical data available, also retrospectively
	4	Freshness	Results with a delay of 24 hrs	Delay of up to 12 hours	Delay of up to 6 hours	Delay of up to one hour	Delay of some minutes
Processing	5	Semantic analysis	Term frequency statistics	Classification and Clustering of Terms	Document clustering	Relation Detection (between clusters)	Interactive Visualization (of clusters)
	6	Buzz / Issue monitoring	Marking doublets or spam or ads		Excluding doublets or spam or ads	Excluding doublets or spam or ads optionally	Limitation to content including dialogs
	7	Extent of Sentiment detection	Sentence including the search term is analyzed	Paragraph is analyzed	Whole article is analyzed	Sentence or paragraph or article is analyzed	Definable amount of context is analyzed
	8	Process of Sentiment detection	client can add sentiment value manually	automatic sentiment detection of automatically translated content	automatic sentiment detection of content in original language	client can add / correct sentiment value on base of automatic detection	vendor adds / corrects sentiment value on base of automatic detection
	9	Languages	n/a				
	10	Influence analysis	Available for a certain share (e.g. top 10 authors)		Available for a defined group of authors		Available for all authors
	11	Trend Analysis	Available for the last week	Available for the last week and the last month	Available for up to three months	Available for more than three months	variable time-span within given data
	12	Data-management	No filter, ordered by relevance (date or tone)	Filter by date and tone only	Filter by date, tone and author	Various filters and drill-down functions	Various filters, drill-down, comment-function
	13	Account	No login-account, searches conducted manually	No login-account, searches repeated automatically	Account for one user, repeating requests automatically	Account for x users, repeating requests automatically	Account with complex permission management
Output	14	Dashboard	Fixed elements and categories, no visualization	Fixed elements and categories, including visualization		Flexible arrangement of fixed elements	Flexible arrangement of definable elements
	15	Alert	No Alert function		Alert for a certain Keyword		Definable alert, limits adjustable
	16	Report	Fixed reports, online only	Definably reports, online only		Fixed reports per e-mail	Definable reports, by e-mail
	17	Data-Interfaces	Export in one format available	Export in certain format available upon request	Export in different formats and "mailto" one receiver	Export in different formats and "mailto" x receivers	Export in diff. formats and "mailto" x receivers + API
	18	Price	individual				
	19	Test Account	up to 3 month				
	20	Typical client	political organisations and large firms of all industries				

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