

# Converseon's Prebuilt Models: Advanced Data Classification for Social



## WHAT ARE CONVERSEON'S PREBUILT MODELS?

Converseon's Prebuilt Models are based on a blend of subject matter expertise and cutting-edge technology: high-quality training data, algorithmic innovation, and expert input from data science and business stakeholders. We deliver reliable and accurate natural language processing (NLP) models that are optimized for social media and consumer-generated data and that can help users answer key research and business questions such as, "how many of my clients trust my brand?" and "how many detractors share negative views about my product?"



## HOW ACCURATE IS IT?

To deliver on the promise of sharper insights, these models need to be highly accurate. Before deployment, our models are continuously tested and improved until they attain optimal F1 scores (F1 is a measure of the model's performance that averages precision and recall, where 1 is best and 0 is worst.)

Once deployed, clients can continuously test models to ensure optimal performance. As a result, the accuracy of these models approaches and at times surpasses human performance, while segmenting and classifying your data at a scale that only technology can provide.



## WHY IT MATTERS

The need for high-quality, reliable insights from social media data is prevalent, but they are not as easy to extract as we would like...

- The amount of data in the world was estimated to be 44 zettabytes at the dawn of 2020.
- By 2025, the amount of data generated each day is expected to reach 463 exabytes globally.
- Google, Facebook, Microsoft, and Amazon store at least 1,200 petabytes of information.
- 4.62 billion people around the world now use social media.
- Ad spending on social media is projected to reach over \$173 million in 2022.

We discovered that many practitioners are short on time and not yet experts in gleaning accurate insights. That's why we built machine learning (ML) models that automatically, quickly, and reliably segment your data to help you collect better insights.



**The goal is to turn data into  
information, and information into  
insight.**

**CARLY FIORINA, FORMER EXECUTIVE,  
PRESIDENT AND CHAIR OF  
HEWLETT-PACKARD CO.**





## KEY BENEFITS

- Automatically and quickly extract reliable social media and consumer insights specific to your brand's industry without the need for experience in data science or analytics
- Ability to effectively prioritize and invest by cutting through the data deluge and noise to home in on the data and initiatives "that matter"
- Choose from eight different models to generate data specific to your business's needs ranging from sentiment (emotion) to innovation
- Understand the value and impact of actions before you take them



## PROOF POINT

**Why do I need prebuilt ML models to extract customer insights from social media data?**

Social media datasets that drive real business value are like "diamonds in the rough": they must be cleanly and efficiently mined from large, unruly data feeds. Only prebuilt ML models have the accuracy, immediate availability and scalability required to do this.

Take, for example, social media conversations generated by true consumers and existing customers. According to the MIT Sloan Management Review, "Companies [...] buy social media data from vendors, but few of the source posts come from consumers; many have been written by the manufacturer's marketing agency, e-commerce sellers, or robots. [...] Just 10% of posts provided by a data vendor were written by an actual consumer." But, "machine learning can [...] help with [...] unclean data." Without an ML-powered approach, isolating these customer and consumer conversations would be impossible.

Converseon's prebuilt "Voice-of-Customer" models corroborate the finding above. When applied longitudinally across millions of social media posts about major companies in seven industries, the models showed that on average under 20% of those posts were customer-generated.



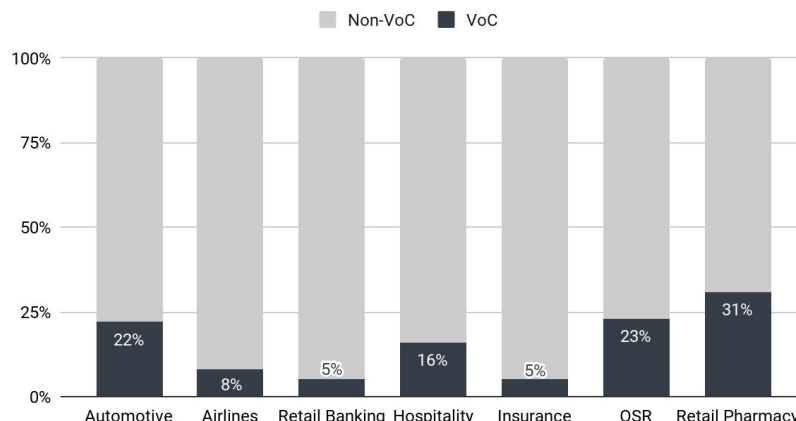
## INDUSTRIES WE SERVE

To reach this unprecedented level of accuracy, our models are built for specific industries. The language that characterizes the nuanced differences between industries is thereby accounted for, ensuring a solution that is both highly accurate and highly generalizable within a specific domain. Covered industries include but are not limited to:

- Airlines
- Automotive
- Beauty
- Energy
- Enterprise Technology
- Financial Services
- Food & Beverage
- Health & Wellness
- Hospitality
- Insurance
- Media
- Pharmaceutical
- QSR (Fast Food)
- Retail
- Ride-Sharing

New industries and models are added on an ongoing basis.

Share of Customer Voice in Industry Conversations





## HOW IS IT PRICED & LICENSED?

Converseon's Prebuilt Models are licensed via a minimum 12-month subscription, with the number of models and the volume of processed (classified) data directly impacting the annual cost. "Fair use" includes processing up to one million (1M) text records per model, per month.

Prebuilt models may be delivered to end users via API integration with supported third-party listening platforms, via integration with client data environments, or via the Conversus platform.

For pricing, please inquire: [sales@converseon.com](mailto:sales@converseon.com)



## WHAT OUR CLIENTS SAY

**"The combination of Converseon's custom NLP and predictive modeling has helped us accelerate, evolve and drive broader adoption of our social listening efforts. In addition to advancing our social listening capability, Converseon ML models have made our social listening data more trustworthy and relevant, allowing us to complete our research with confidence."**

**JOHNSON & JOHNSON**

## PREBUILT MODEL LIBRARY



### SENTIMENT (& EMOTION)

Sentiment and emotion are cornerstones of social listening and measurement. Converseon's models take these measurements to a new level, unlocking their true business value. Thanks to ML techniques and an industry-specific approach, these models consistently identify far higher volumes of positive and negative sentiment and reduce neutral categorization by as much as 80% when compared to generic, one-size-fits-all sentiment approaches.



### ENVIRONMENT, SOCIAL & GOVERNANCE (ESG)

Accurately measure the success of ESG initiatives and stakeholder perceptions both for your brand and competitors. Measure the perception of a company as a good corporate citizen, or as a poor corporate actor. To what extent does the company address the needs of a broader set of stakeholders? Is the company believed to be living up to its commitments, talking without acting, or worse, is it "x"-washing?

This model can also be made available with additional ESG (environment, social, governance) sub-attribute segmentation, allowing users to drill down to explore a wide range of topics and issues driving stakeholder perceptions of company ESG.



### TRUST/DISTRUST

Keep a constant eye on whether people rely on, believe in and trust your brand. What is the public and consumer confidence in the company and its products? Use it to measure the success of campaigns, spot potential crises and discover customers looking to leave. For example, do people trust what the company says? Critically, these models capture conversation where trust-related words aren't explicit. For example: "I use the product with my baby to help her sleep better."



### VOICE OF CUSTOMER (VoC)

Social data is filled with noise from the press, employees, random chatter, bots and ads, making it hard to isolate what your real customers are actually saying (According to MIT Sloan Management Review and Converseon's own findings, legitimate VoC content comprises just 10-20% of social data collected by brands for consumer & customer insights.)

Use this model to precisely and comprehensively isolate true customer-generated content, discover your customers' and prospective customers' true perceptions of your brand and product(s), and understand what experiences and interactions drive those perceptions.

## CUSTOMER CARE

Most customer care teams are flooded with constant irrelevant noise. Eliminate delays in your response time by using our model to surface genuine customer problems, questions and customer service conversations that need immediate attention.

## ADVOCACY/DETRACTION

Discover people recommending your brand or product or promoters who share positive word-of-mouth messages with others. Compare the number of advocates with your competitors or simply monitor them over time.

## DETRACTION

Detraction works as an opposite to advocacy. It captures conversation where consumers express strongly negative views about brands or products, often advising against brand or product adoption.

## INNOVATION

Measure perception towards a company as being innovative or stagnant. Use this model to measure perceptions of innovation for your brand and competitors. Is your brand perceived as being on top of the latest trends and ideas in your industry, and first to market with new products? How do you compare to your competitors?

## Custom Models Available

**Don't see what you need on this list? Converseon's custom models are ideal for addressing your brand's specific challenges.**

## WHO BUILT THIS

Converseon, a well recognized leader in NLP and social intelligence since 2008 with support of key partners and data science experts. Result of multi year investment partnering with industry leaders and brands in reputation measurement, data and frameworks.