

IPSOS SYNTHESIO SERVICE DEFINITION DOCUMENT

Jan 2026

IPSOS SYNTHESIO | Market-Leading Social Consumer Intelligence Platform

Dashboards



SaaS Products (DIY or Managed Service)

→ Core Dashboards

Ongoing monitoring of social, search and review data via our dashboards. Create shareable, custom report pages to keep track of what matters to you.

→ Signals GenAI

Prompt any data corpus with insight-based prompts to reveal instant insights in 3 clicks, in under 60 seconds. Your easy access, Plug & Prompt solution.

Insight Solutions (Reporting Services)

→ Use-Case Insight Solutions

Grounded in research frameworks, designed to address your most common business use cases. Our frameworks are grounded in Ipsos rigor, developed through partnerships with MIT and Columbia NY to surface insights on Trends, Innovations, Market and Brand Intelligence and more.

Signals GenAI



Insight Solutions



Global Presence with an Unparalleled Data Ecosystem

25 markets

181 languages

300 experts

800+ million social sources

Search, Review and Behavioural data

At Ipsos Synthesio, we champion the unique blend of Human Intelligence (HI) and Artificial Intelligence (AI) to propel innovation and deliver impactful, human-centric insights for our clients.

Synthesio AI-powered capabilities helped us to integrate social data into the innovation process and enhanced our trend analysis processes. **Natalia Leao, Nestle IMS**



Ipsos Synthesio



What makes us special?

The Ipsos advantage

The global scale, local context and subject matter expertise brands need to navigate uncertain times

Technology built by researchers for researchers

The Ipsos Synthesio platform combines generative AI-powered insights, machine learning, NLP, and proven Ipsos research frameworks and tools

Data diversification is key to making data-driven decisions at scale

Ipsos Synthesio integrates search, social, survey and first- and third-party data for richer insights

Dedicated data scientists and academic rigor

Develop, refine and perfect AI-powered techniques like topic modeling, LLMs and semantic analysis in the Ipsos Synthesio platform

Client-centric teams

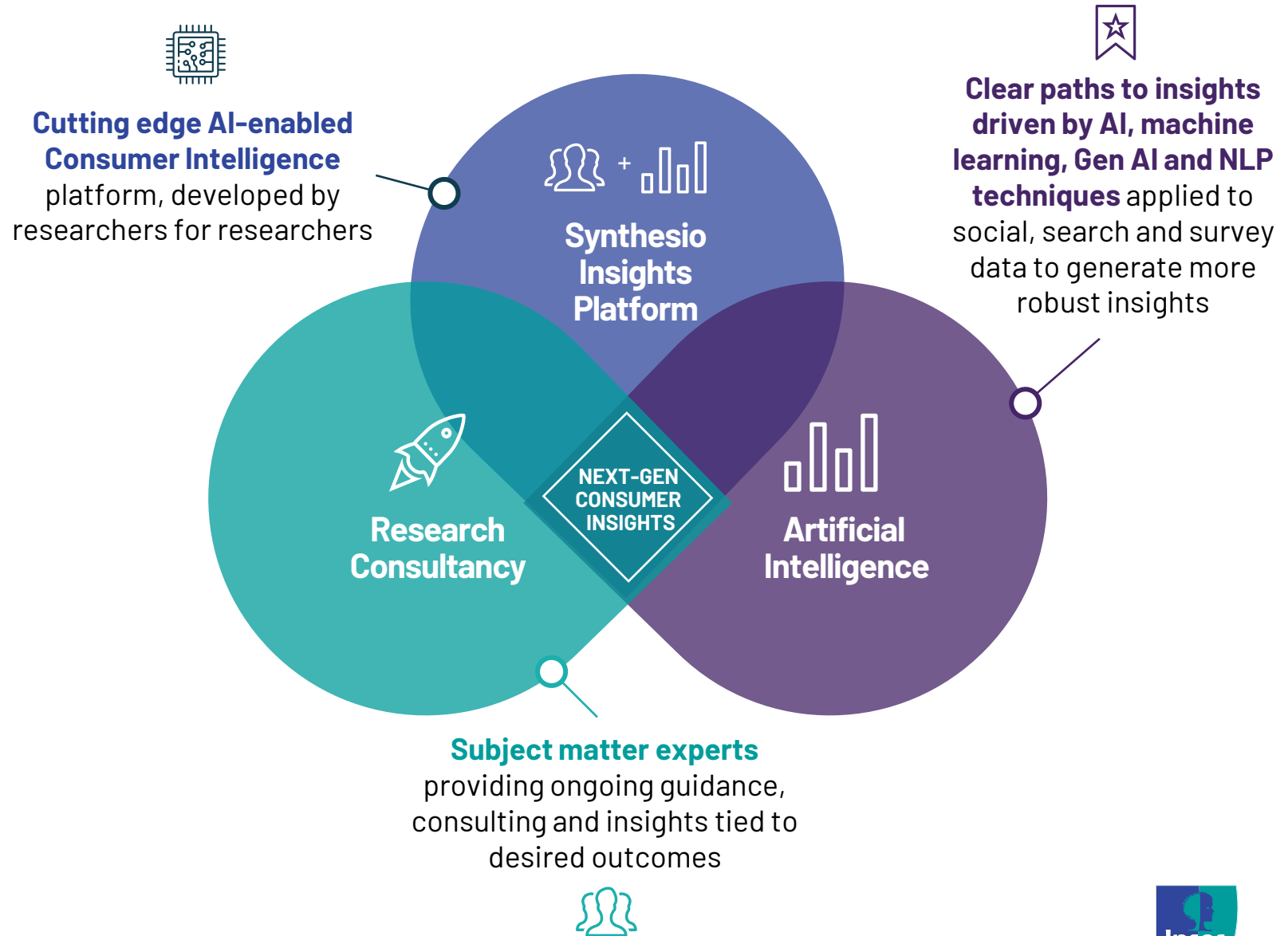
Our solutions and teams are customized to meet clients needs now and as they evolve over time

Access to the trove of Ipsos Research

Context and learnings from research across Ipsos add depth to digital insights

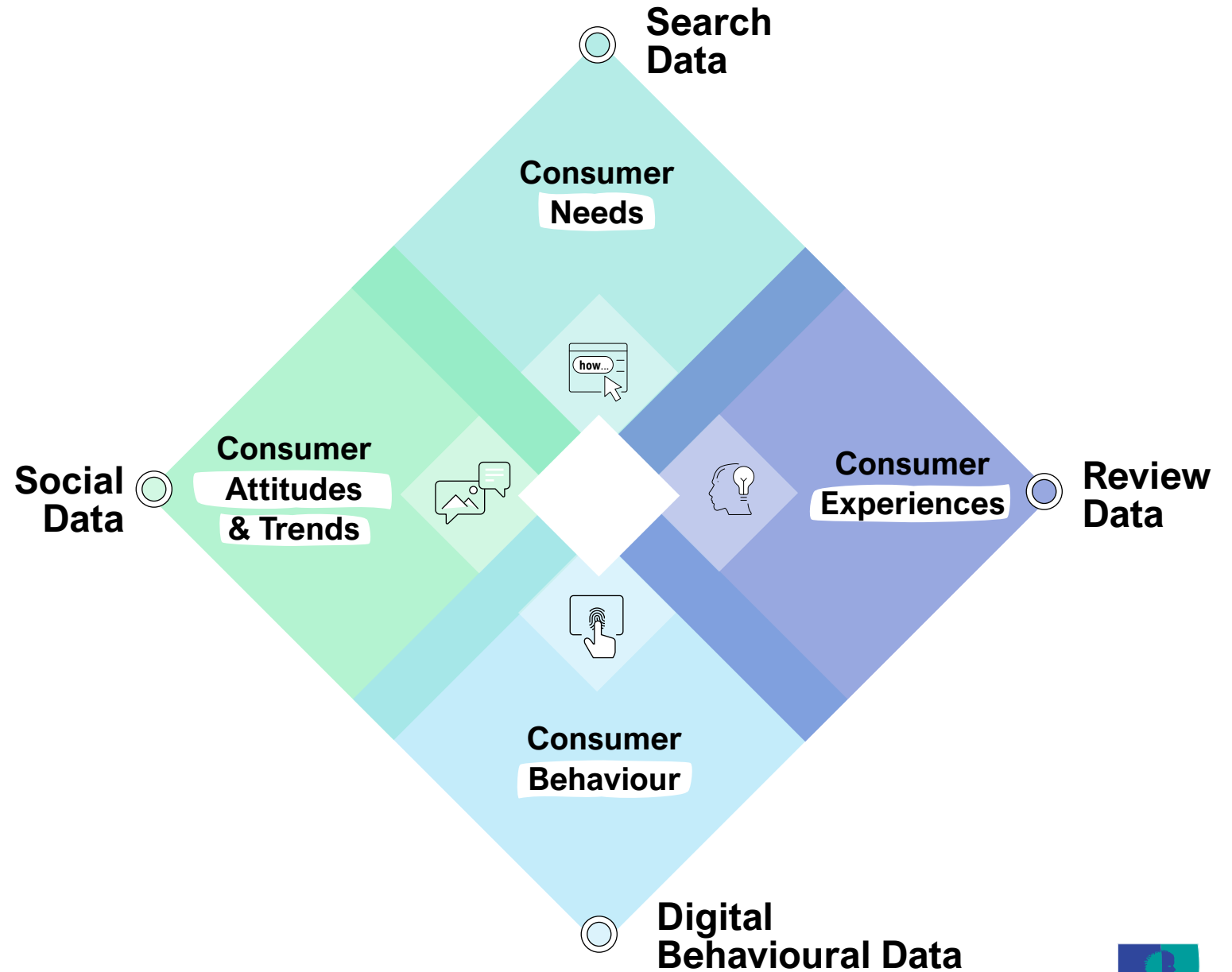
Ipsos Synthesio Service Pillars

At Ipsos Synthesio we synthesize social, search and review data to drive better business decisions **powered by AI, data science & proven research expertise.**



Breaking Down Digital Data Silos

Ipsos Synthesio platform customers have access to an unparalleled data ecosystem with systematic access to **social, search, review and behavioral audience data** empowered through our Semantic & Generative AI engine and global access to dedicated insight professionals on a global scale.





Grounded in Human Intelligence

Harnessing the power of AI & HI to provide truly human-centric insights.

Ipsos' proven market research rigor

- 5 decades of experience
- ESOMAR awarded approaches
- 5,000+ enterprise clients
- 100 offices across 90 countries
- Ranked #1 Most Innovative Market Research Company (GreenBook)

Grounded in academic rigor

Our integrated insight solutions are grounded in Ipsos frameworks developed through partnerships with MIT and Columbia NY.

Platform analytics designed by research data scientists

Our SaaS products and analytical solutions have been informed and designed by Ipsos data scientists, providing the best analytical lenses for your insight needs.

Harnessed by human-centric researchers

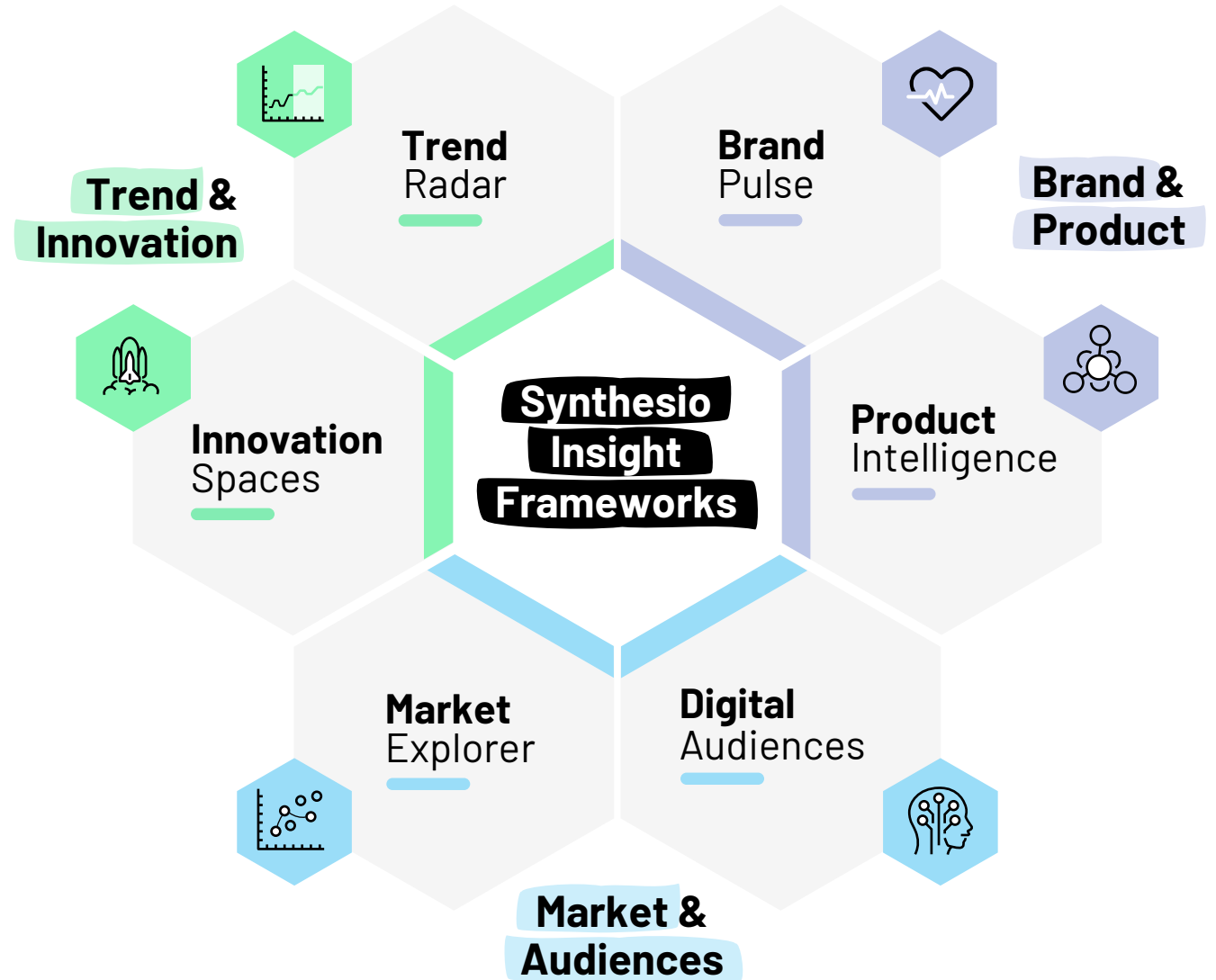
Our global hub of researchers provide the blend of tech understanding and deep, human understanding.

We apply our deep knowledge of human attitudes, mindsets and behaviors to online consumer-generated content to provide truly human-centric insights.

Ipsos Synthesio Insight Frameworks

Analytic frameworks are the backbone of turning digital consumer data into impactful insights.

We leverage and apply decades of **Ipsos subject matter expertise** and IP to the digital intelligence domain through **dedicated analytic frameworks** to ensure best in class research rigor and insight impact.



Our SaaS products provide dynamic, immersive analysis and reporting

Capture and Explore

- Listen
- Analyse
- Report
- Signals GenAI

Advanced Data Modules

- Ratings & Reviews
- Search Data
- Private/Client Data
- Chinese Data

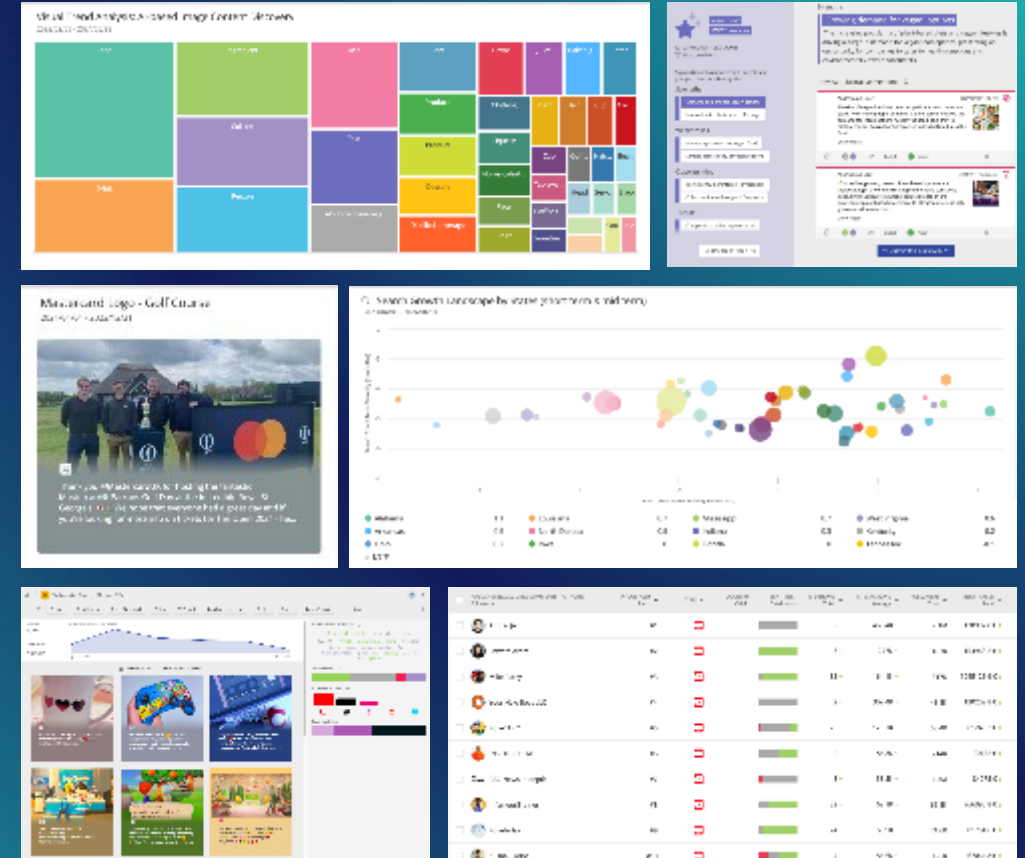
Advanced Analytics

- Topic Modelling
- Vision AI
- Semantic AI
- Audience, Publishers and Influencers
- Metrics and Custom Metrics

Dashboard Management

- Alerts
- Query Management

Platform in action



Ways of Working with Us

Platform + Ad Hoc Reports

This is most relevant if you subscribe to the Synthesio platform and see value in always on Social Intelligence.

In addition to the always on social media listening, you want ad hoc reports (monthly overview, deep dives on specific business questions, quarterly deep dives etc) to help answer business questions on a scheduled/ planned basis.

Platform + Ad Hoc Reports + Retainer

This is most relevant if you subscribe to the Synthesio platform and see value in always on Social Intelligence.

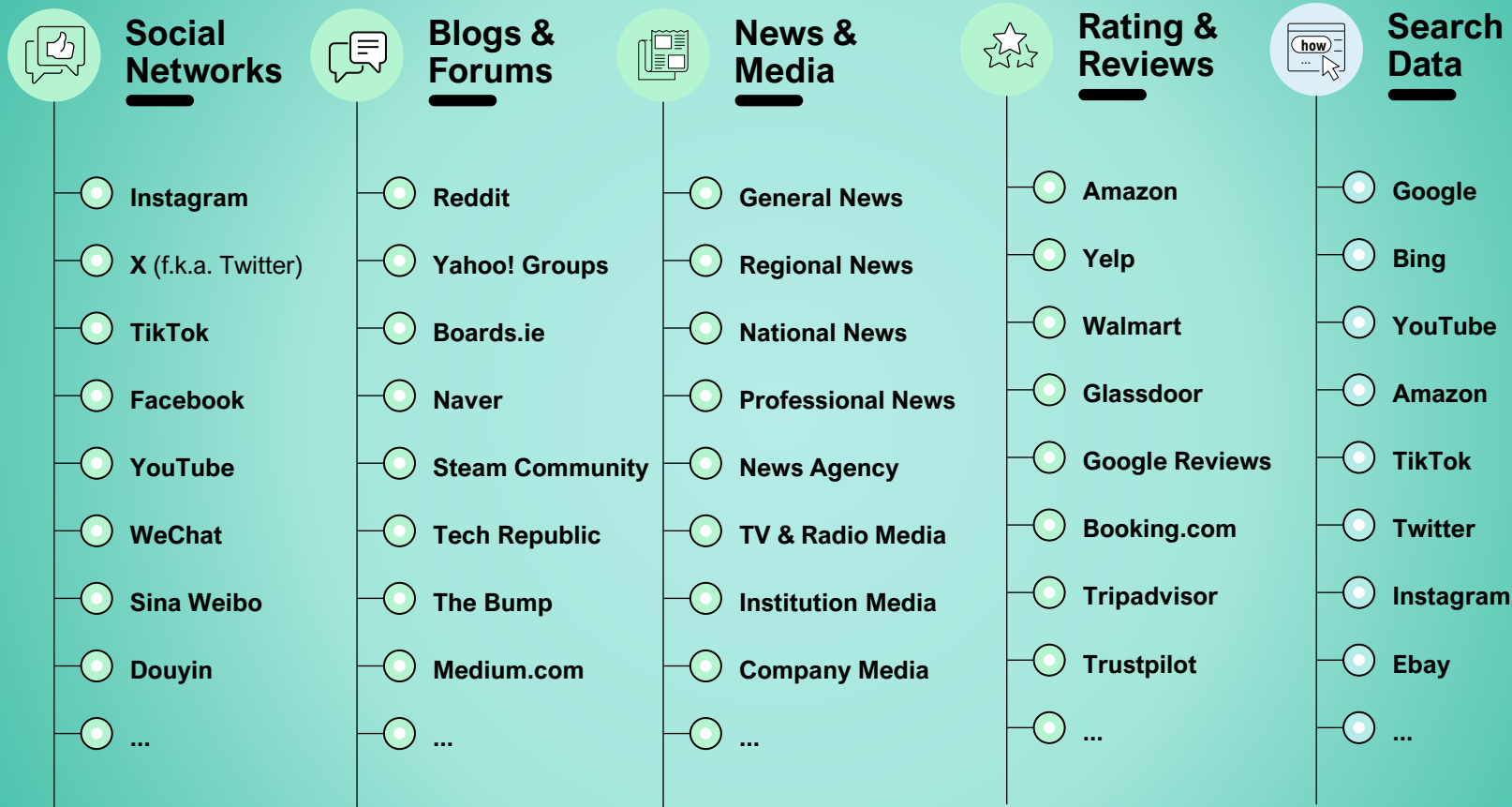
In addition to the always on social media listening, you want ad hoc reports (monthly overview, deep dives on specific business questions, quarterly deep dives etc) to help answer business questions on a scheduled basis. In addition, you understand you may need additional analysis on ad hoc business questions, further investigative work on scheduled reports, ad hoc campaigns etc and hence having a bank of consulting hours will support you beyond ad hoc reports.

On-Demand Signals GenAI & Report Services

We offer a wide range of ad-hoc Platform access and Insight Service options if you do not need a long-term subscribe to Synthesio platform.

Plug & Prompt: Leverage the power of Generative AI applied to social data for 2 months on your topic of interest.

Reporting Service: Expert-led Insight Reporting that address your bespoke insight needs grounded on proven analytic frameworks.



Our comprehensive data coverage

Top rated by Forrester for data sources, domains and languages, and analytics and reporting.

The broadest set of offline and online data sources provides you with the complete picture.

Example Use Cases

Wellbeing

Ipsos Synthesio can improve wellbeing in several ways:

1. Mental Health Support Social Analysis
2. Community Support Social Analysis
3. Access to Information
4. Crisis Intervention
5. Promoting Positive Messaging
6. Identifying Trends
7. Feedback Mechanism

In summary, Ipsos Synthesio will help to improve wellbeing by providing in-depth analysis on conversations around mental health support, community support, access to information, facilitating crisis intervention, sentiment analysis, identifying trends, and serving as a feedback mechanism for continuous improvement in public health initiatives.

Health and Wellness (H&W)

Ipsos Synthesio can play a crucial role in facilitating Health and Wellness activity

1. Public Sentiment Analysis
2. Issue Identification
3. H&W Monitoring
4. Misinformation Mitigation
5. Community Engagement
6. Economic Insights
7. Crisis Response

In summary, Ipsos Synthesio will provide support within H&W by analysing public sentiment, identifying issues, countering misinformation, engaging communities, and facilitating crisis response, essential components for successful efforts.

Equal opportunity

Ipsos Synthesio can play a significant role in creating more equal opportunity by:

1. Identifying Barriers through social and search
2. Amplifying Underrepresented Voices
3. Monitoring Diversity Initiatives
4. Promoting Access to Resources
5. Fostering Collaboration
6. Tracking Progress

In summary, Ipsos Synthesio will help to create more equal opportunity by identifying barriers, amplifying underrepresented voices, monitoring diversity initiatives, promoting access to resources, fostering collaboration, and tracking progress towards greater equity and inclusion.

Climate Change

Ipsos Synthesio's service and capabilities can aid the understanding of the narrative around Climate change in several key areas:

- Understanding Public Sentiment
- Identifying Trends and Concerns
- Monitoring Misinformation
- Engaging Stakeholders
- Tracking Initiative Impact
- Promoting Behaviours Change
- Crisis Management

In summary, Synthesio can be instrumental in understanding public sentiment, identifying trends, countering misinformation, engaging stakeholders, tracking initiative impact, promoting behaviour change, and facilitating crisis management, all crucial aspects of understanding the narratives around climate change.

Tackling economic inequality

Ipsos Synthesio can contribute to tackling economic inequality in several ways by helping public bodies:

1. Identifying Issues
2. Amplifying Voices
3. Monitoring Policy Impact
4. Raising Awareness
5. Supporting Grassroots Movements
6. Encouraging Corporate Responsibility

In summary, Ipsos Synthesio would serve as a valuable tool for understanding, amplifying, and addressing the root causes of economic inequality by identifying issues, amplifying marginalised voices, monitoring policy impact, raising awareness, supporting grassroots movements, and encouraging corporate responsibility.

SAAS PRODUCT OVERVIEW

Signals GenAI

Actionable insights in mere minutes.

The latest Generative AI innovation from Ipsos Synthesio, Signals GenAI, offers unparalleled access to real-time, actionable social insights through 3 simple clicks.

Discover 🔭, explore 🗺️, ideate 💡 within your core categories, trends, topics and use cases - or explore ancillary categories and white space opportunities.

↓ Features



Rapid Insights Generation:

Transform millions of social data signals into ready-to-use insights in less than 60 seconds.



Scalable & Secure:

AI-driven insights grounded in millions of consumer conversations and processed in a confidential and secure environment.



Validated Insights Prompts:

Over 40 pre-built, validated prompts designed by Ipsos experts, ensuring high precision and relevance.

↓ Benefits



One-Click Actionability:

Move beyond time-consuming data crunching. Signals GenAI provides instant, impactful insights.



Ipsos Expertise:

Guided prompts leverage decades of Ipsos subject matter expertise across research modalities, delivering credible, actionable insights.



Affordable & Flexible:

Democratizes social insights with a more affordable commercial model for ongoing or on-demand access.

↓ Use Cases



Discover:

Uncover emerging trends, shifting attitudes, and rising needs in real-time from millions of consumer signals.



Explore:

Explore categories, topics, or trends with various insight lenses to inform brand and product strategies.



Ideate:

Generate ready-to-action ideas for innovation and communication initiatives grounded in consumer needs and trends.

"If we could have used Signals Gen AI earlier, it would have **saved us a year** in our quest to understand the importance of mental wellbeing in beauty. And we have only scratched the surface, maybe 20% of the tool's potential."

● Global CMI Lead, L'Oréal

Quick Search – Value Proposition

*“Quick Search is our new solution that offers the **fastest way to surface insights on any topic** within Synthesio’s publicly available social data*.*

*Perfect for use as inspiration alongside your main dashboard to quickly discover new insights, **outside of your existing scope**.*

*With zero setup or training required, Quick Search is **ideal for all levels of experience**.”*

Optional build:

*“As well as providing standard quantitative metrics and mentions, Synthesio’s Quick Search also provides rich, qualitative insights using our **validated Signals GenAI insight prompts**. Compare topics and change lenses to get curated **headlines you can quickly share** with others.”*

For existing/regular users:

- Get ‘quick answers’ to questions beyond your dashboard scope
- Use to engage and inspire more stakeholders with the power of social
- Reflect and revise – ongoing informing of program scope by capturing adjacent category insights

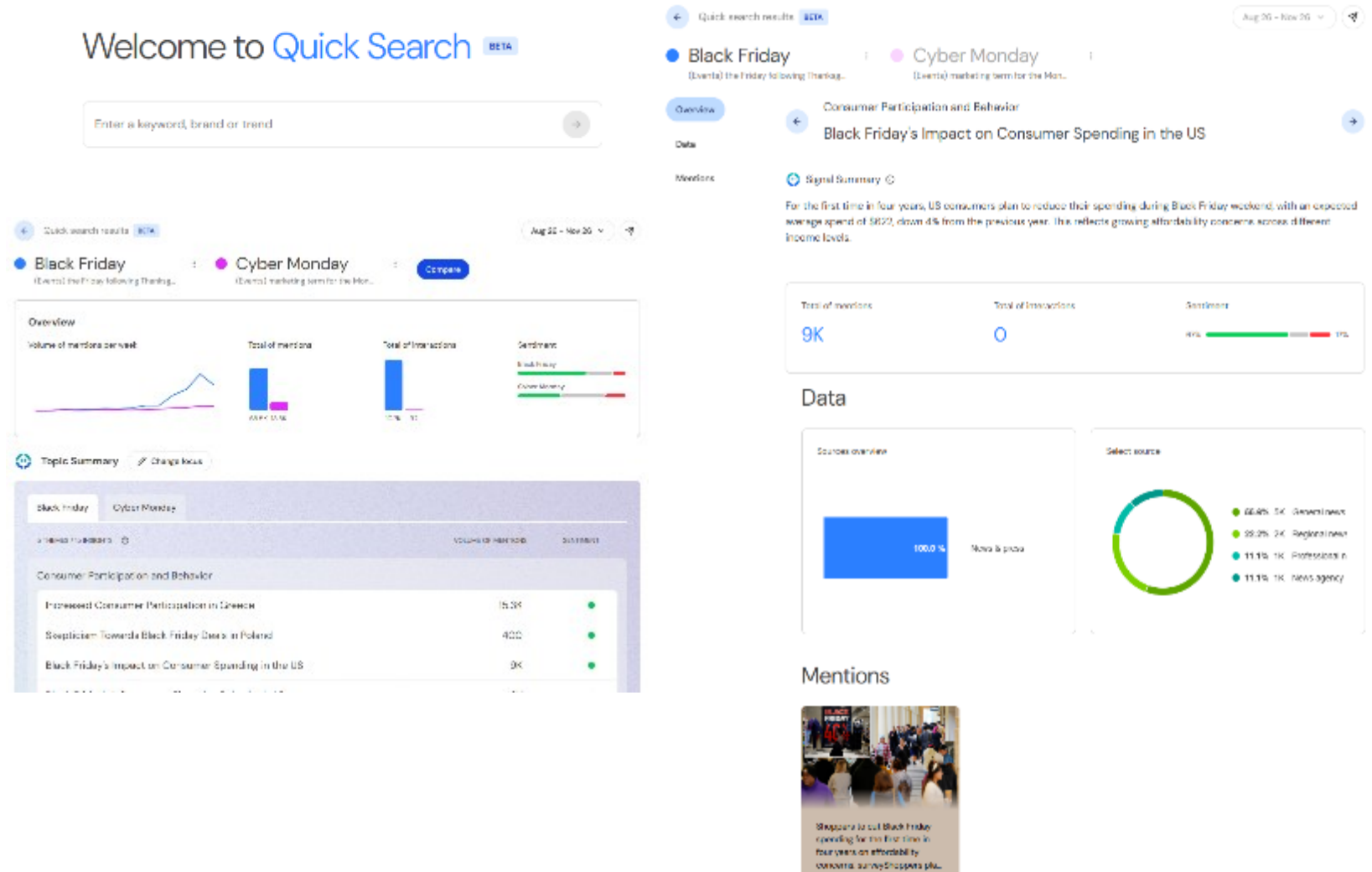
For novice/new users:

- A simple entry point to make sense of unstructured social conversation
- Get headline insights in the hands of your teams, instantly
- Use to inform the setup of your main curated dashboard

Key features of Quick Search

Key features

- **Quant KPIs:** post volume, interactions, sentiment, sources
- **Recent insights:** prioritises recent signals from past 3 months
- **Signals GenAI “insight lenses”:** pain points, unmet needs, market barriers, habits/routines, reputational risks, trending brands/ingredients, and more
- **Mention view:** click into original posts behind the insight
- **Compare** up to 3 topics at once
- **Shareable links;** share insights with other Synthesio users



Own your narrative in the age of AI with **Ipsos Synthesio GEO**

The Challenge

Understanding What People Are Looking For



Consumer search behaviour is shifting, and you need to understand what they're searching for within your industry.

Is My Brand's Messaging Right?



Your brand's information may be invisible, misrepresented or tied to outdated content that no longer reflects your positioning.

Is My Brand Visible?



Competitors are dominating LLMs like ChatGPT and you may not even know it.

Our Solution



① Understand What Consumers Are Asking

Extract real consumer questions from Google and social media to simulate LLM prompts.



② Assess The Information LLMs Give

Pull GenAI responses at scale to see how your brand and your competitors show up.



③ Measure Brand Visibility in LLM Responses

Measure share of voice, brand image, themes, and gaps within AI-generated responses.



④ Identify Key Sources

Understand which content sources power GenAI answers and inform your business strategy.

The Benefit

- 1 Understand Your Brand Visibility In The AI Landscape**
Measure and monitor your brand's share of visibility.
- 2 Focused Content Strategy**
Discover key questions that impact LLM results that feature your brand.
- 3 Be A Market Leader in the LLM Space**
Position your brand advantageously in LLM app interactions.



Product feature

Audiences, Publishers and Influencers

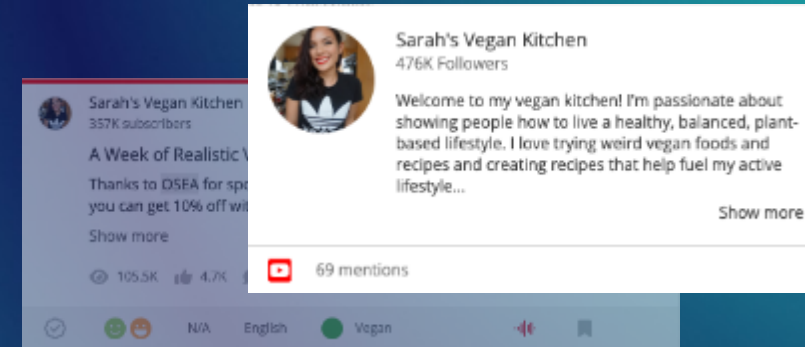
What are Publishers?

Publishers feature allows you to identify key influencers, publishers and wider audiences within your industry. Create 'Social Panels' from influential authors on a given topic for easy monitoring of brands or topics that matter most to you.

Use Publishers to:

- Create 'Social Panels' through author lists of the most influential authors
- Monitor mentions and sentiment from these panels to measure brand reputation
- Track the performance of marketing campaigns and measure their impact on brand visibility and engagement
- Identify accounts that best align with your brand and resonate with your target audiences to support future partnerships, influencer ROI and maximise brand reach

Feature in action



Filter by: All (100)	Filter by: All (100)	Filter by: All (100)	Filter by: All (100)	Filter by: All (100)	Filter by: All (100)	Filter by: All (100)	Filter by: All (100)
Author	Rank	Score	Score	Score	Score	Score	Score
Andrei Jikh	#1	100%	100%	100%	100%	100%	100%
Shweta Arora	#2	100%	100%	100%	100%	100%	100%
Willie Ensey	#3	100%	100%	100%	100%	100%	100%
Wendy New York	#4	100%	100%	100%	100%	100%	100%
Patricia J. P.	#5	100%	100%	100%	100%	100%	100%
INSIDE RUSIA	#6	100%	100%	100%	100%	100%	100%
ABC News in Seattle	#7	100%	100%	100%	100%	100%	100%
Infomaniac	#8	100%	100%	100%	100%	100%	100%
Pukko	#9	100%	100%	100%	100%	100%	100%
Ruscha Jodice	#10	100%	100%	100%	100%	100%	100%

Search a list	PUBLISHERS Total	ACTIVE PUBLISHERS Total	MENTIONS Total	INTERACTIONS Average
Detractors	3	0	0	0
Advocates	4	0	0	0

Analyze the top influencers and their impact



Product feature

Alerts

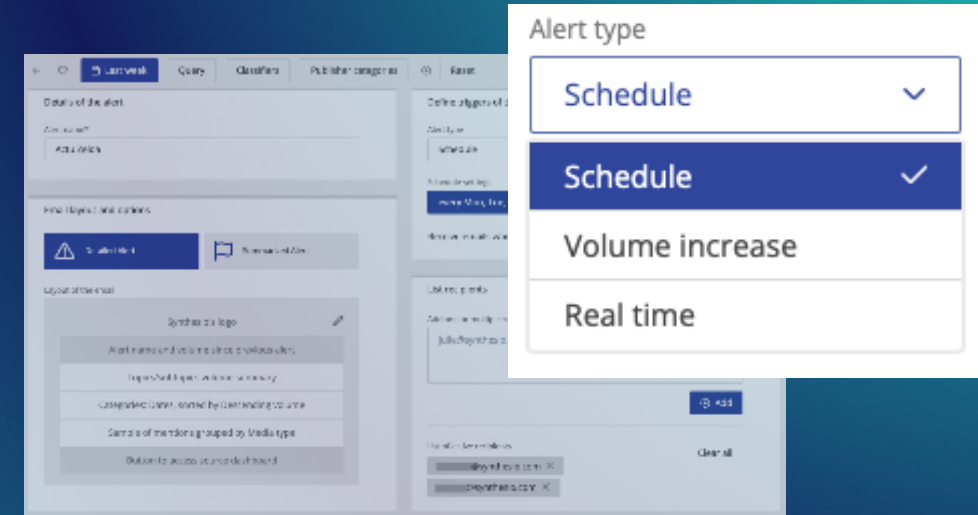
What are Alerts?

Keeps teams informed about critical conversations and trends with customizable, real-time notifications delivered directly to their inbox.

Use Alerts to:

- Receive timely alerts about sudden spikes allowing for proactive reputation management.
- Stay ahead of potential crises by setting up alerts for specific keywords or phrases, enabling rapid response and mitigation.
- Identify emerging issues and trends early on by configuring alerts.

Feature in action



Create your own email alerts
so you don't miss the latest
impacting conversations



[] Product feature

Queries management

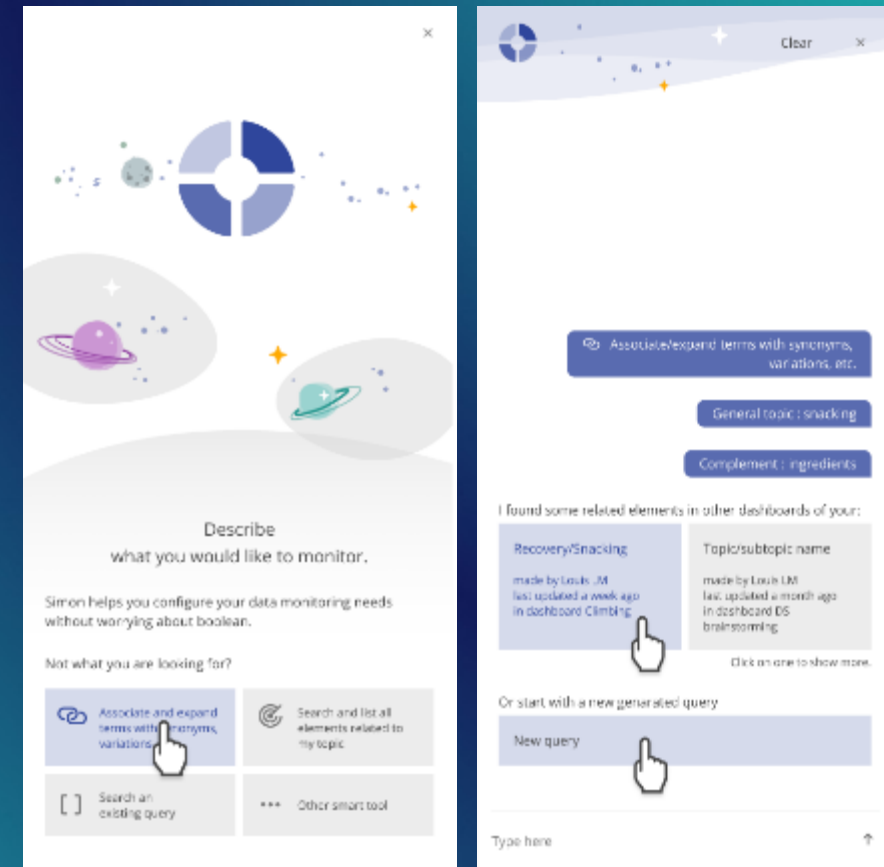
What is Query Manager?

Our Query Manager enhances data organization and analysis by enabling efficient query creation, collaborative knowledge sharing, and flexible data segmentation through AI-powered features.

Use Query Manager to:

- Adjust your data scope as your project evolves
- Easily create effective queries with AI assistance, eliminating the need for complex Boolean logic and saving valuable time
- Standardize design approaches and foster knowledge sharing across teams, ensuring consistency and efficiency in your insight gathering

Feature in action





Product feature Listen

What is Listen?

Use our Listen feature to immerse yourself in real-time, social, search, review and visual content on your topic. Apply filters to seamlessly segment your content and dive into conversations from key audiences of interest.

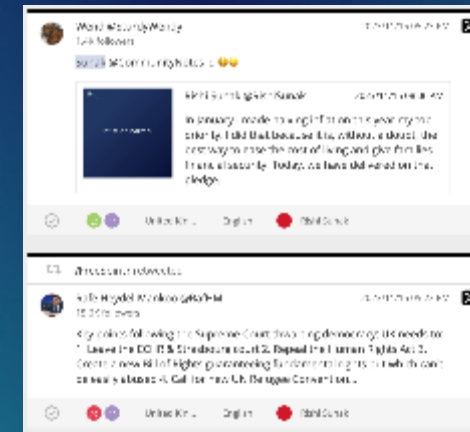
Use Listen to:

- Understand conversation on a given topic or trend from a niche audience or influencer group.
- Segment your data in a meaningful ways via:
 - geography, language, date,
 - audience demographics, specific accounts, source,
 - sentiment, emotion, star rating,
 - keyword, topic and more!
- Immerse yourself in all your content in one page and gain an initial understanding of your data: content, volume, channel breakdown, keywords and overall sentiment.

Feature in action



Use > 40 filters to identify impacting mentions



Adapt mentions display to the type of content you are analyzing



Product feature Analyze

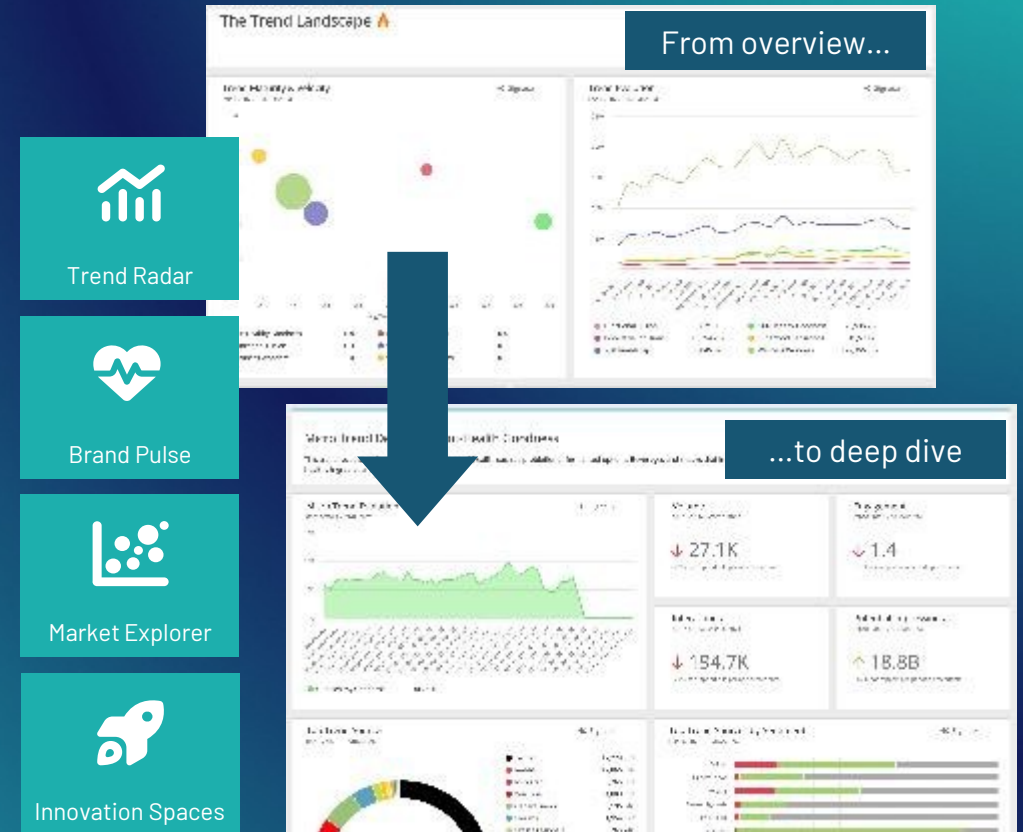
What is Analyze?

Our Analyze tab allows you immerse in your data using pre-templated, editable report pages that align with our 4 core insights frameworks. Pre-defined templates provide you with a starting point to understand your data, with the flexibility to add / remove and adjust widgets based on your preferences.

Use Analyze reports to:

- Access one-touch reports for you and your stakeholders
- Track ongoing brand health, campaigns and category context over time with **Brand Pulse**.
- Identify emerging trends and patterns with **Trend Radar**.
- Explore consumer attitudes, behaviours and market opportunities with **Market Explorer**.
- Uncover new innovation opportunities and whitespace areas with **Innovation Spaces**.

Feature in action



Answer your top business questions with the analyze module



Product feature Report

What are Reports?

Empower your teams by generating BI-style, customizable, insights reports with strong data visualization to summarise findings from your data. Collaborate on these reports or enjoy seamless sharing through our export functionality.

Use Reports to:

- Create BI-style, fully customizable reports using our library of data visualisations
- Narrate your data story using our text-based widgets and titles, or add your own images and logos to bring it to life
- Apply filters to visualize the data across different segment
- Equip your teams with standardized outputs for tracking metrics, campaign performance and impact of business decisions

Feature in action

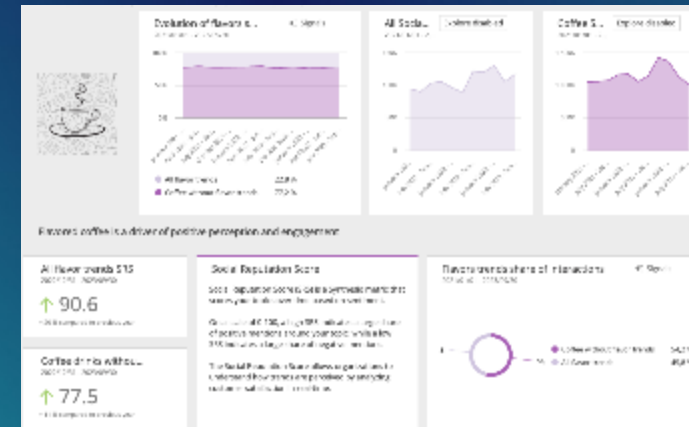
Flavored drinks trends analysis

7 pages



☐ NAME	LAST MODIFICATION
☐ Trends footprint in the category	2024/03/28
☐ How consumers navigate the flavored drinks trends?	2024/05/20
☐ Emerging flavor associations	2024/03/25
☐ Trendy taste deep dive	2024/03/25

Organize your reports per countries, use cases or teams



Customize your reports with charts, images & texts



Share with your team
(PDF, Mail, Excel etc.)



Product feature

Metrics by Ipsos & Custom metrics

What are Advanced Metrics?

Empower your businesses to go beyond standard social listening metrics with Ipsos' expert-designed metrics or create bespoke metrics enabling deeper insights tailored to your specific business needs.

Use Ipsos Metrics to:

- **Maturity Metrics**

Provides the total volume of mentions over the last 52 weeks, to help you understand the size of the topic or trend.

- **Velocity Metrics**

Understand the Short Term (12 weeks), Mid Term (26 weeks) or Long term (52 weeks) velocity of a topic or trend. Velocity provides the % increase or decrease in the volume of conversation over the period of interest vs the previous period. Combine Velocity with the Maturity metric to best understand the impact of a topic or trend.

Use Custom metrics to:

Create tailor-made metrics aligned with your business needs and built onto your online reporting experience.

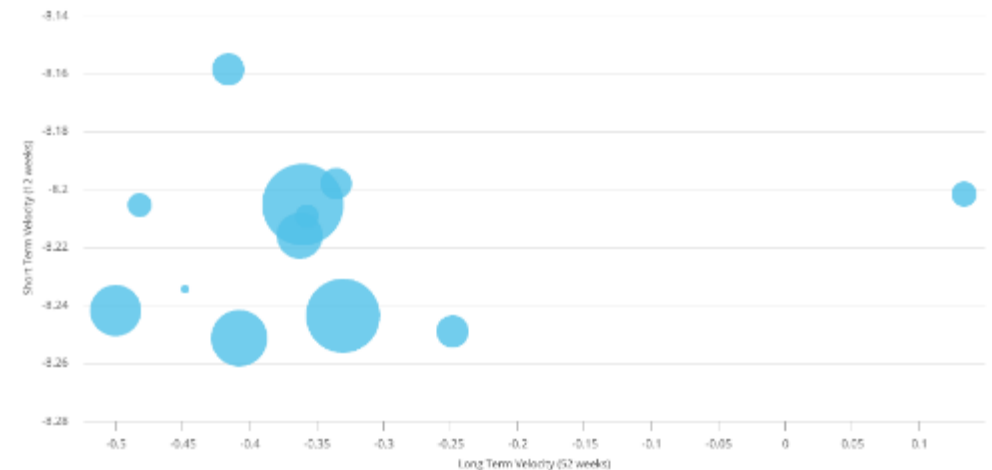
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Feature in action

Nano Trends (Ingredients) by Maturity & Velocity

2022/05/23 - 2024/05/26



The velocity metric allows to identify trending ingredients



Product feature

Ratings & Reviews

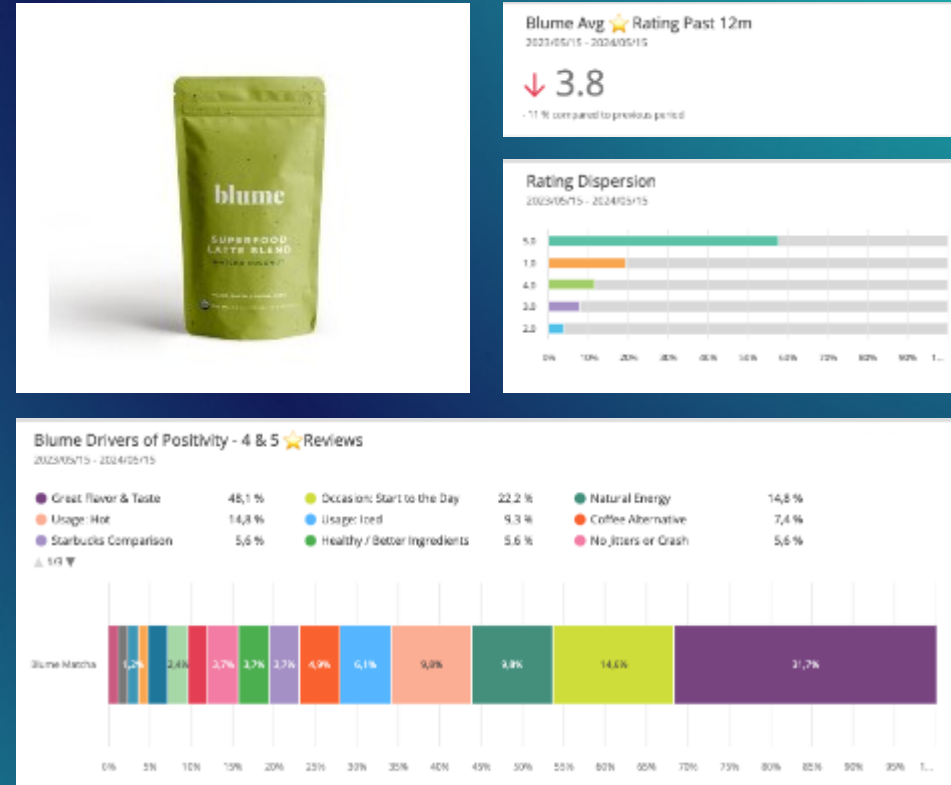
What are Reviews and Ratings?

As 98% of shoppers read online reviews before visiting a local business, it's important to understand the customer experience. Combining data from reviews and social media, Ipsos Synthesio gives you a holistic understanding of how people feel about your brand.

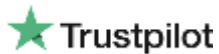
Use Reviews to understand:

- Strengths and weaknesses of your / competitor products or business
- Key descriptive languages adopted within your category or industry
- Factors driving positive and negative product experience
- What needs are being met and what pain points still exist - how are competitors addressing these?
- How do product descriptors and consumer reviews align - how can you optimise positioning of your offer?
- Monitor the impact of any re-formulation or packaging changes

Feature in action



Create tailored-made report page to track and analyze reviews



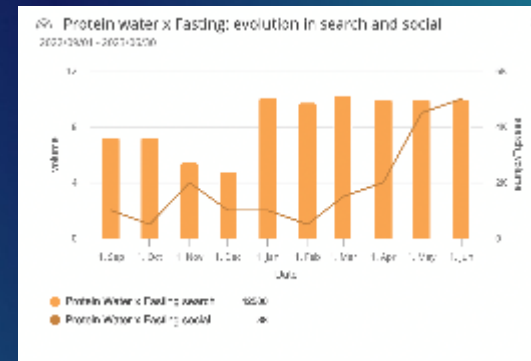
What is Search data?

Ipsos Synthesio provides access to noise-free search data from major sites like **Google and Amazon, Play Stores, E-bay, Amazon and many more**. Define a set of search terms or take inspiration from your social data, then collect historical data and integrate it directly into the platform alongside Social and Review data.

Use Search data to:

- Identify topics of interest that people may not always post on social
- Identify rising trends across any category with the potential for future forecasting
- Measure impact of campaigns, product and content launches or news items at driving consumer or public interest
- Explore considerations at different parts of the consumer journey or path-to-purchase
- Triangulate with social data to gain a holistic view of engagement and interest on a topic. Understand the dynamics of your category by the speed at which things appear in search vs social content
- Compare growth in interest on a topic between states or regions

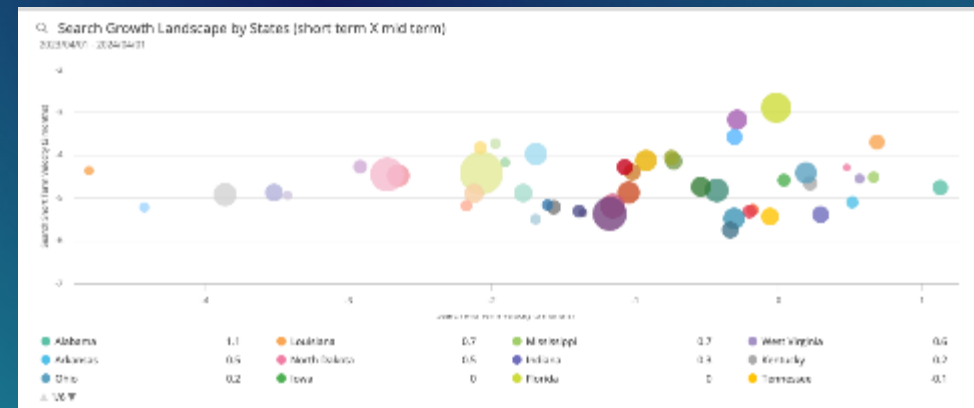
Feature in action



Analyse search vs social volumes



Uncover insight w/ Topic Modeling



Analyze the most growing US states in terms of searches around Coffee



Product feature

Private data

What is Private data?

Private data is any client-owned data that you want to incorporate into the platform, to *supplement* what we provide at Ipsos Synthesio. This often includes **emails, blog content, forums, owned survey responses**, review data or search data.

Use Private data import to:

- Triangulate data from various sources into a single platform for a comprehensive customer perspective.
- Unify all your internal customer data, enriching it with powerful data-science to reveal deeper insights into customer behaviour and needs.
- Leverage Ipsos Synthesio's data-science capabilities to uncover hidden patterns and generate actionable insights.

Feature in action

Create a new import

Import data from your account

Blog
Email
Forum
Aggregated survey
Review
Search
Survey

Select a type from the list

Map your data			
COLUMN NAME	DATA PREVIEW	FIELD TYPE	VALIDITY
title	Any place to buy a ches... People of this forum wh...	Title	✓
content	A friend of mine is budd... I have a Honda that I'm ... I've only ever bought ca...	Content	✓
date	2020/06/24 2020/06/25	Date	✓
author	AFloccSult Cowed303 NewGenjutsu	Author	✓

Create filters from the columns of your file for your analysis

Product feature Topic Modeling

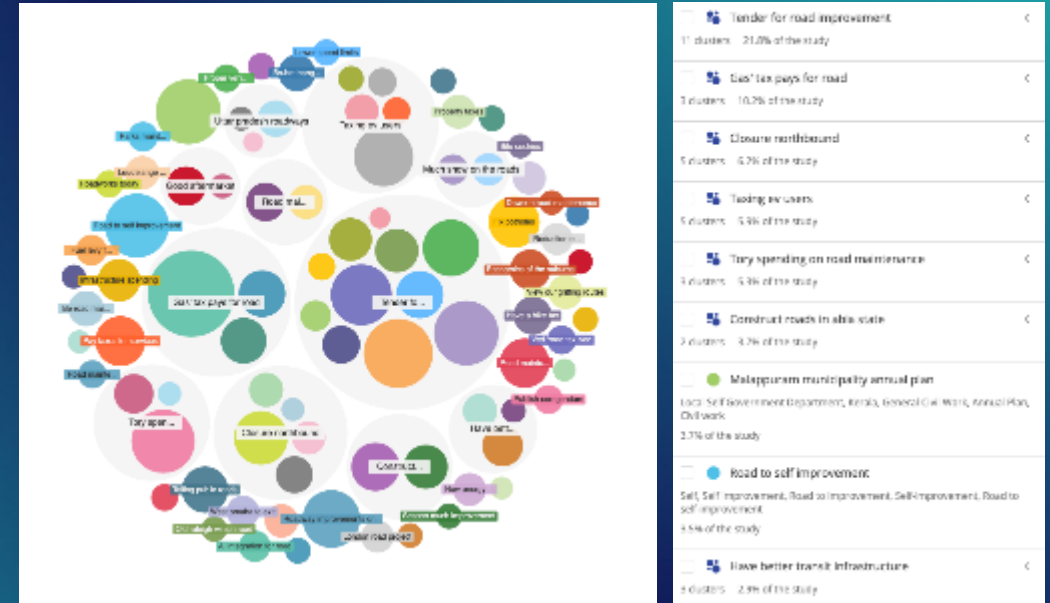
What is Topic Modelling?

AI analysis of your social or search data to reveal and quantify the full range of topics being discussed. Similar topics are grouped into clusters and may be merged or renamed as required. Apply filters during setup to segment the conversation by audience.

Use Topic Modelling to:

- Unearth the 'unknown unknowns' within social or search data
- Visualise the main topics of conversation, and validate any existing hypotheses
- Category: Understand key topics driving category conversation
- Brand: Understand audience brand associations
- Trends and Innovation: Identify consumer needs, behaviours and potential innovation opportunities
- Content creation: Discover 'hot topics' to inspire content

Feature in action



Topic Modeling can be run on the fly to uncover top clusters of consumer conversations



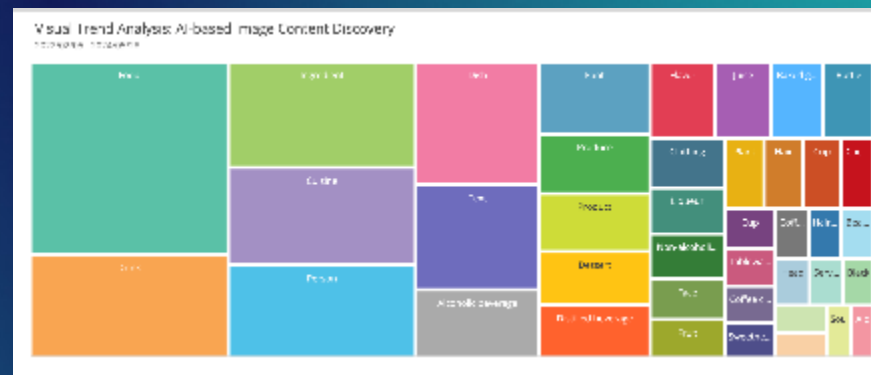
What is Vision AI?

Our VisionAI capabilities allow you to identify images containing specific brand logos or scenes by applying filters for image-based social data including Instagram, X and many more . Our database cover >2000 brands and the ability to add more.

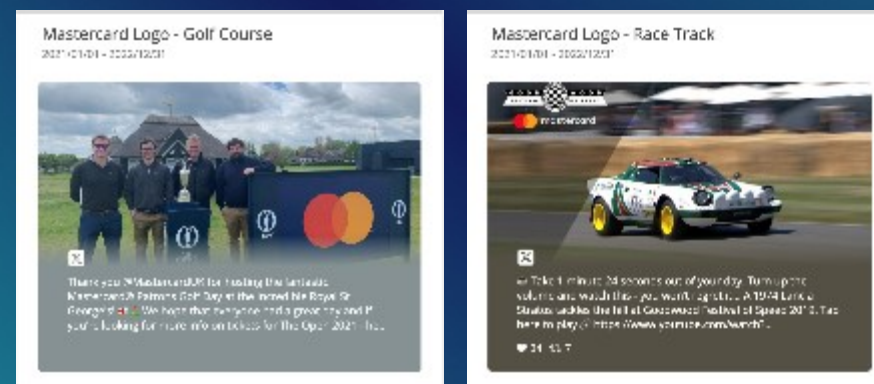
Use Vision AI to:

- Use scene recognition to understand key 'moments' within a category, to aid behavioural understanding and product positioning
- Identify consumption or usage occasions for your brand vs competitors
- Protect your brand and identify potential brand misuse or unplanned associations
- Identify new opportunities for brand placement and partnerships

Feature in action



The scene recognition categorize image in real-time



Analyze your logo usage on different contexts



Product feature

Semantic AI

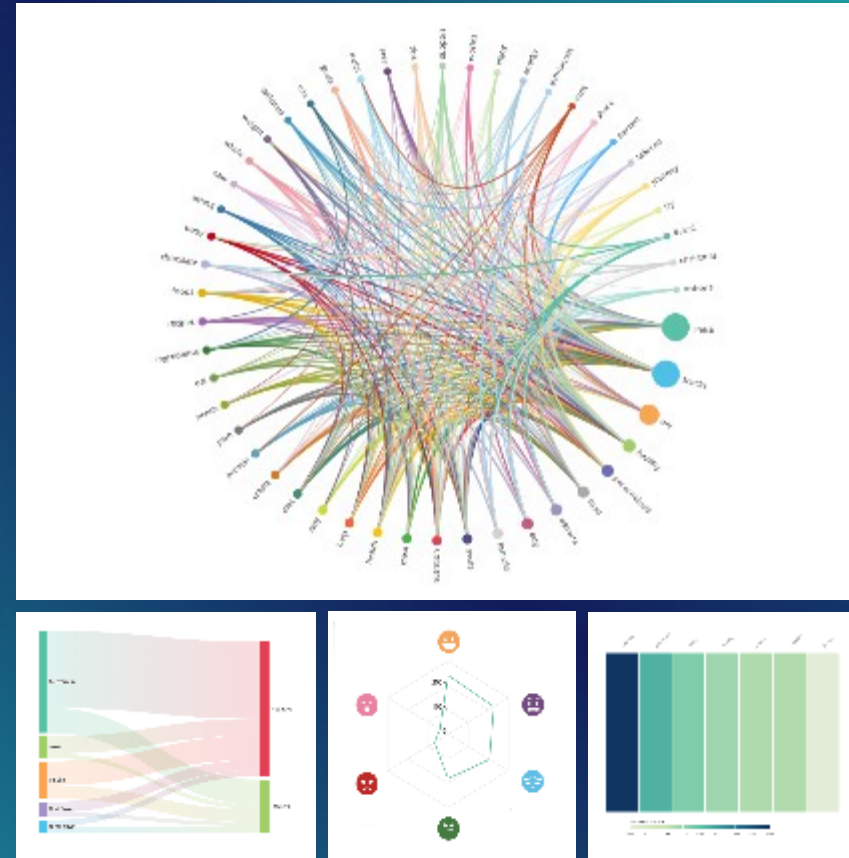
What is Semantic AI?

Leverage our best-in-class semantic AI capabilities to reveal granular components and patterns within your data. Semantic AI allows for fully automated, bottom-up discovery and incorporates **sentiment and emotional analysis**, **noise detection** and language components such as **entity categories** (Organisations, Countries, Identities, Products, Facilities, People and Places) and **text analytics categories** (Things and Ideas, Expressions, Actions, Descriptions and Proper Names).

Use Semantic AI to:

- Identify nano-signals such as 'kombucha' that are trending within your category
- Explore sentiment surrounding specific topics, keywords and brands
- Surface granular brand and category associations
- Understand interconnections and patterns between keywords, or how strength of association varies by brand or day of the week

Feature in action





Product feature

Advanced tagging combining mention Fragment and Sentiment

What is Fragment?

On the top of the defined topics / sub-topics structure and classifiers flexibility, Fragment is an advanced tagging manager system to create groups and layers of analysis and reporting combined with sentiment tagging.

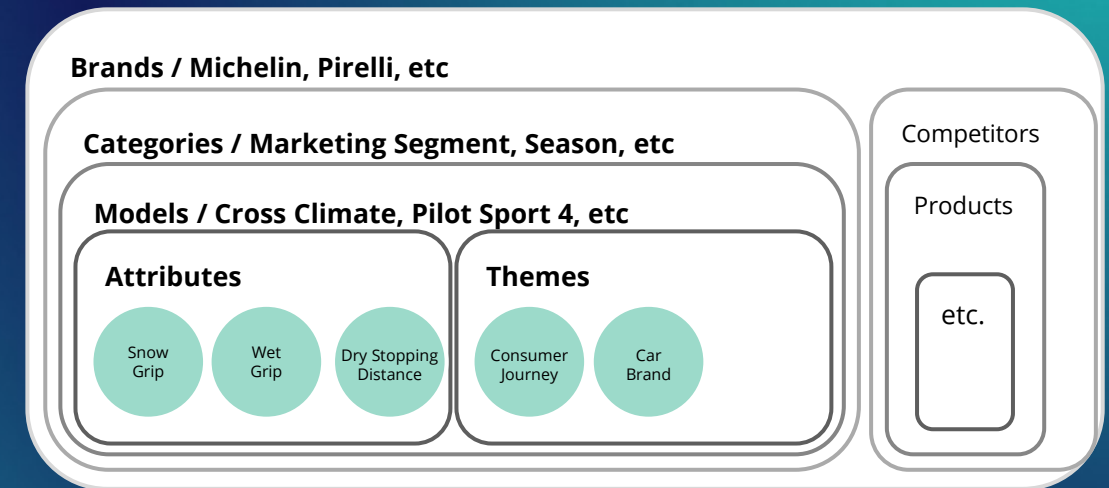
Based on manual codification, it enables a granular view at brand, product, product categories and attributes level.

Use Fragment to:

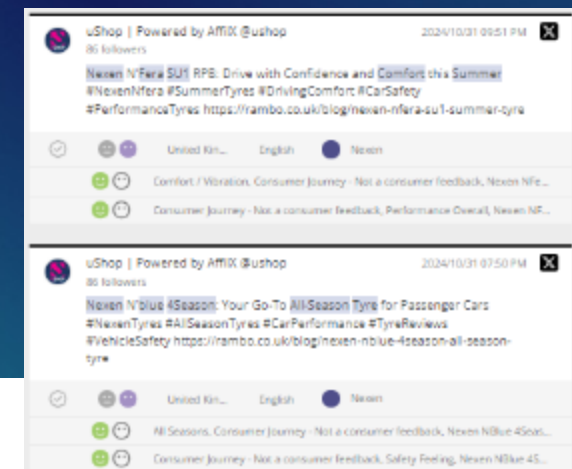
- Apply a granular and deep product taxonomy including brand and competitors, product categories and dimensions like price, experience, performance and various product attributes.

Feature in action

Example of Fragments applied to the tyre industry:



Human codification interface enabling granular identification associating mention fragment and related sentiment.





Product feature

Automatic Sentiment Analysis ASA

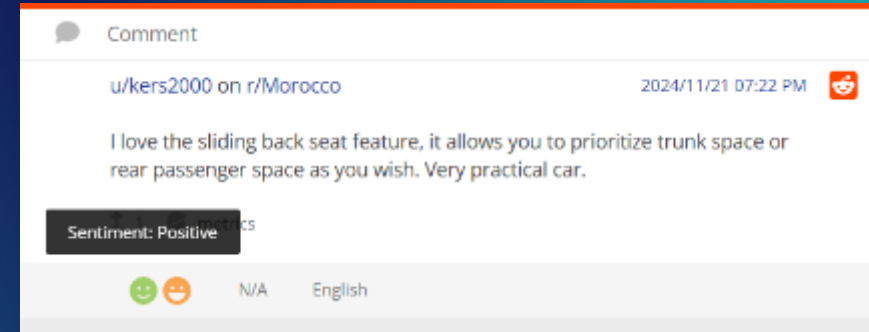
What is ASA?

Using machine learning algorithms, Ipsos Synthesio automatically assigns a sentiment to each of the mentions that lands on its platform. The sentiment ranges from positive to negative with neutral as the middle position.

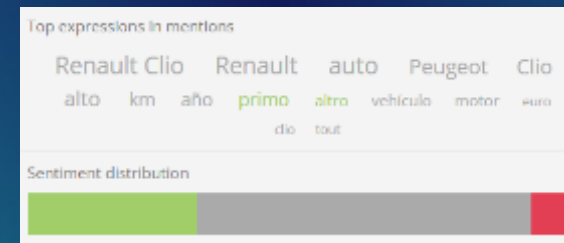
Use ASA to:

- Assess the tonality of given mention
- Calculate the percentage of positive / negative mentions on a given topic (feature, product, brand, event, etc)
- Filter content on a specific sentiment, for example, focusing on negative mentions to explore pain points, unmet needs, friction points
- Benchmark against competition: rank car models based on the tonality of their conversations

Feature in action



Sentiment is an enrichment that automatically assigned to any mention collected



Aggregated sentiment can then be a metric that is followed across time

☐	Neutral	26,400
☐	Positive	13,400
☐	Negative	3,800

Sentiment is also a filterable criteria to explore conversations



Product feature Summarize

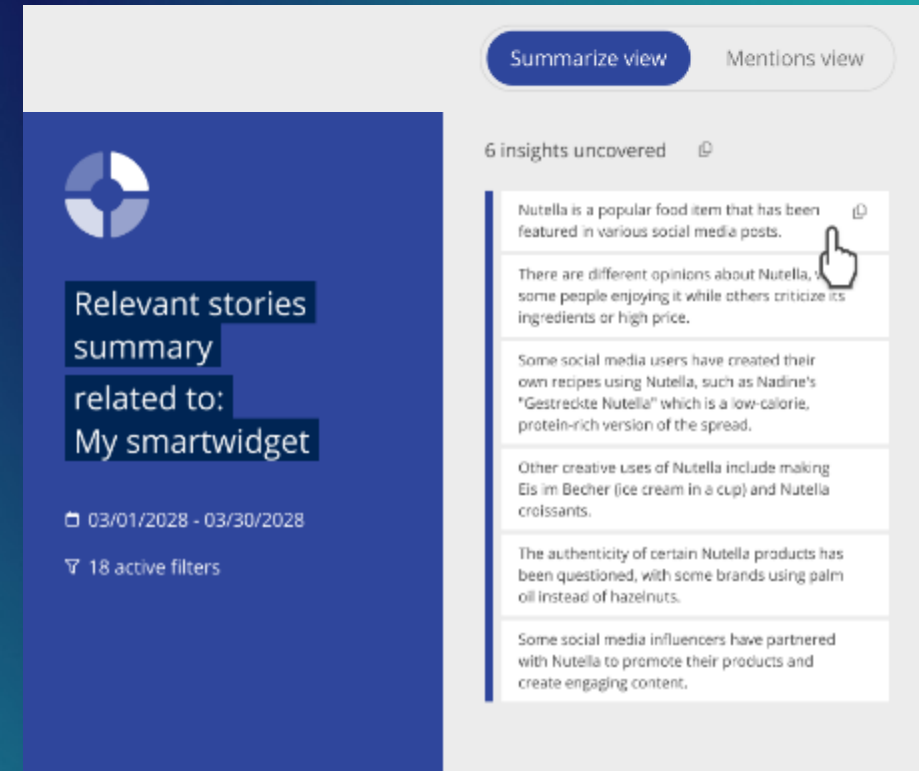
What is Summarize?

Our summarize tool is a generative-Ai powered summarization feature. It takes any given corpus of conversation and automatically summarizes the main topics of discussion within.

Use Summarize to:

- Quickly grasp the conversations associated to your brand, products, event, etc
- Summarize content coming from specific channels, for example what is being discussed on Youtube.
- Get the key talking points in the case of a bad buzz or crisis to quickly communicate insights to management – couples well with our alerting function

Feature in action





Product feature

Shareable links & reports

What are Shareable links & reports?

The features enable the scheduling and distribution of information in PDF format or via Shareable URLs.

Shareable URLs are designed to generate links accessible by anyone for any report page, with read-only mode to display the ongoing flow of data. It allows for the definition and updating of link validity periods (up to 1 year) & disabling of existing links. You can schedule emails with public links, and customize delivery frequency, timing, email subject, and context for **Shareable reports**.

Use Shareable links & reports to:

- Facilitate and streamline the sharing of insights by distributing reports directly to relevant stakeholders across your organization
- Enhance engagement and drive adoption using shareable links, ensuring easy access to essential information without login barriers.
- Enhance security and control over shared data with customizable link settings

Feature in action

Manage shareable URLs

Shareable URL name

New shareable URL

Define a validity period

1 year (From 2024/12/02 to 2025/12/02)

Hide advanced settings

Number of mentions displayed

☐ Activate the filter bar

☐ Restrict report viewing with

Export Main KPIs & key insights

Choose a format before exporting your page.

Select format ☒ PDF ☐ PNG ☐ CSV ☐ XLSX

Cancel

Export



Product feature

API

What is the API?

The API allows to download the data and metadata associated with their dashboards.

Use the API to:

- **Feed your third-party BI Tools:**

Having an in-house database and a BI tool can allow you to add your data to the mix. Want to view sales data alongside your campaign data to see your boost in sales? With the mentions API, you can integrate all your internal data points with the data provided by Synthesio.

- **Feed your Command Center:**

Analytics provide us the high-level details on counts, sentiment, reach, etc. The clients in-house command center allows for clicking into specific metrics and letting the actual mentions to come up. This requires multiple real-time calls to pull the data as the user clicks different parameters.

Feature in action



Power BI



THANK YOU

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