

SocialLens Product Guide

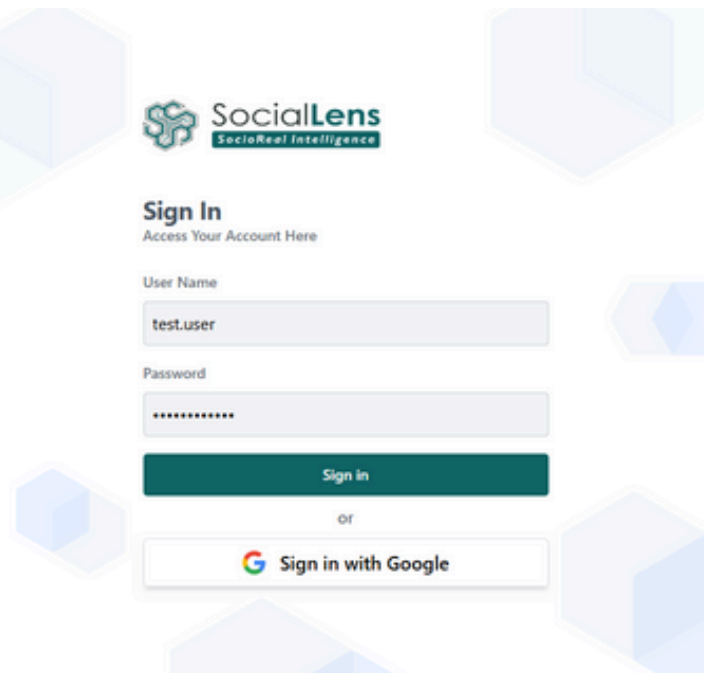
Introduction

SocialLens is our advanced, AI-intuitive, integrated platform, with customizable dashboards that are customer-centric across multiple industries and geographies. SocialLens specializes in text analytics, sentiment analysis, and personal identifier masking—ensuring privacy without compromising insight by leveraging advanced AI models. SocialLens is a regulatory-compliant offering that provides 100% online coverage of languages globally.

Getting started with SocialLens

Step 1: Log In

Sign in to the SocialLens platform using your Email ID.



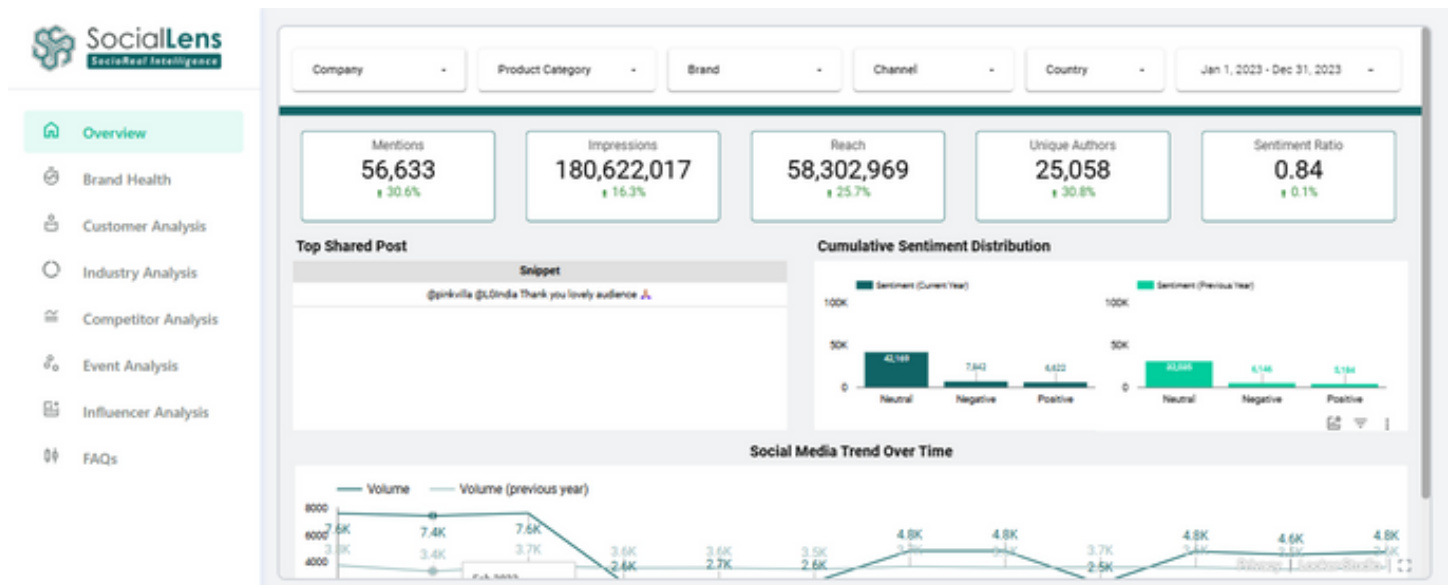
The image shows the SocialLens login page. At the top left is the SocialLens logo, which consists of a stylized 'S' icon followed by the text 'SocialLens' and 'SocioReal Intelligence' in a smaller font below it. Below the logo is the heading 'Sign In' and the subtext 'Access Your Account Here'. There are two input fields: 'User Name' with the text 'test.user' and 'Password' with masked characters '*****'. Below these fields is a green 'Sign in' button. Underneath the button is the word 'or' and a 'Sign in with Google' button featuring the Google logo.

Step 2: Check the overview section

In the overview section, you can access the social media Trend Over the Years by selecting

1. Time and date
2. Country
3. Channel
4. Brand
5. Product Category
6. Company

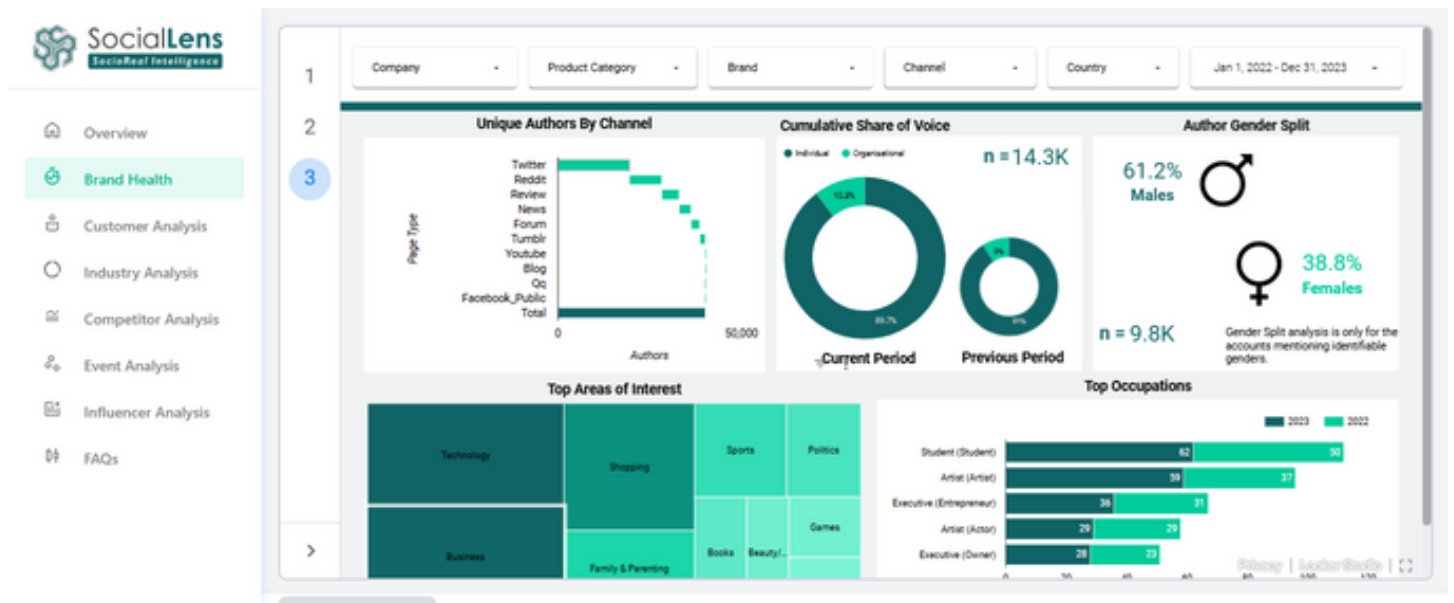
Check out each section and select accordingly.



Step 3: Check out brand health section

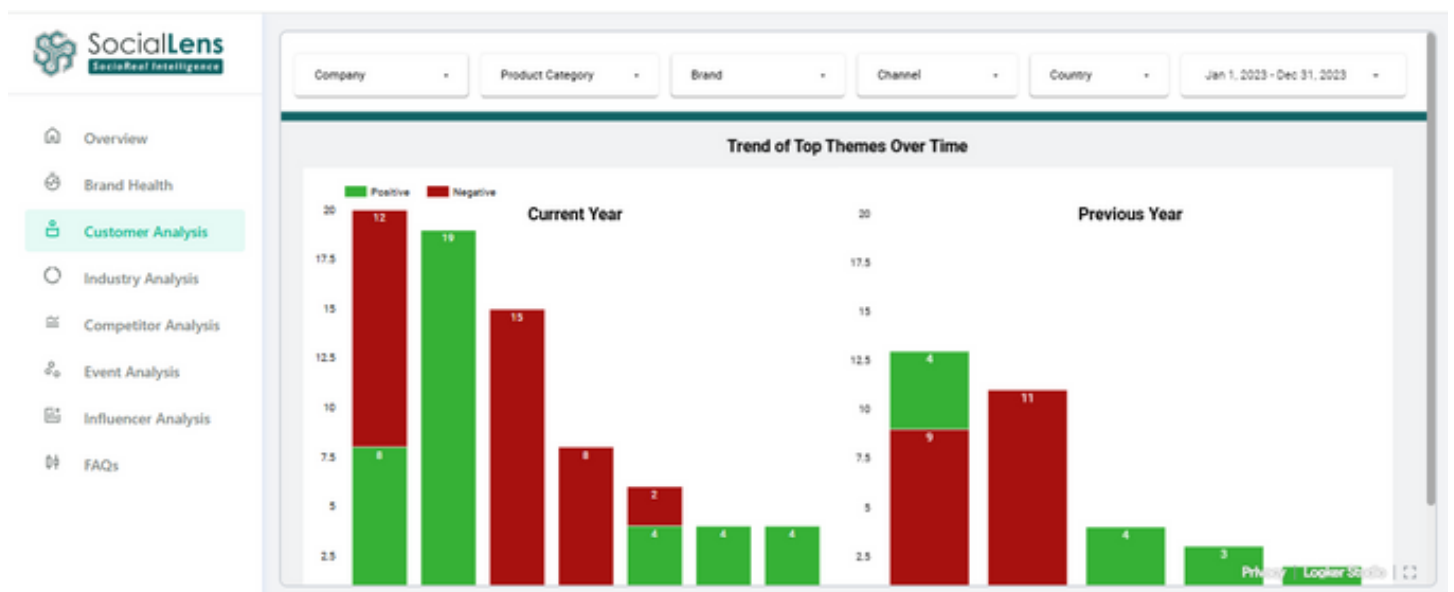
Here you can check a few unique details like

1. Authors By Channel
2. Author Gender Split
3. Top Areas of Interest
4. Top Occupations
5. Cumulative Share of Voice



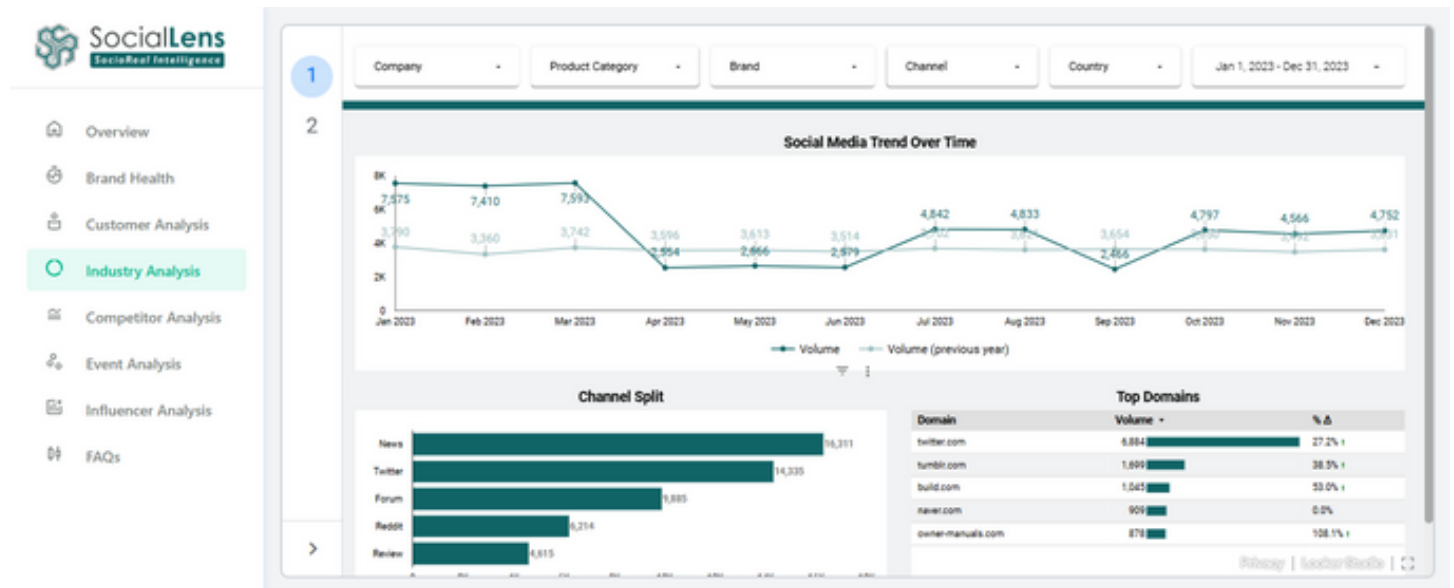
Step 4: Check out the Customer Analysis section

Here you can check the Trend of Top Themes Over the Years



Step 5: Check out the Industry Analysis Section

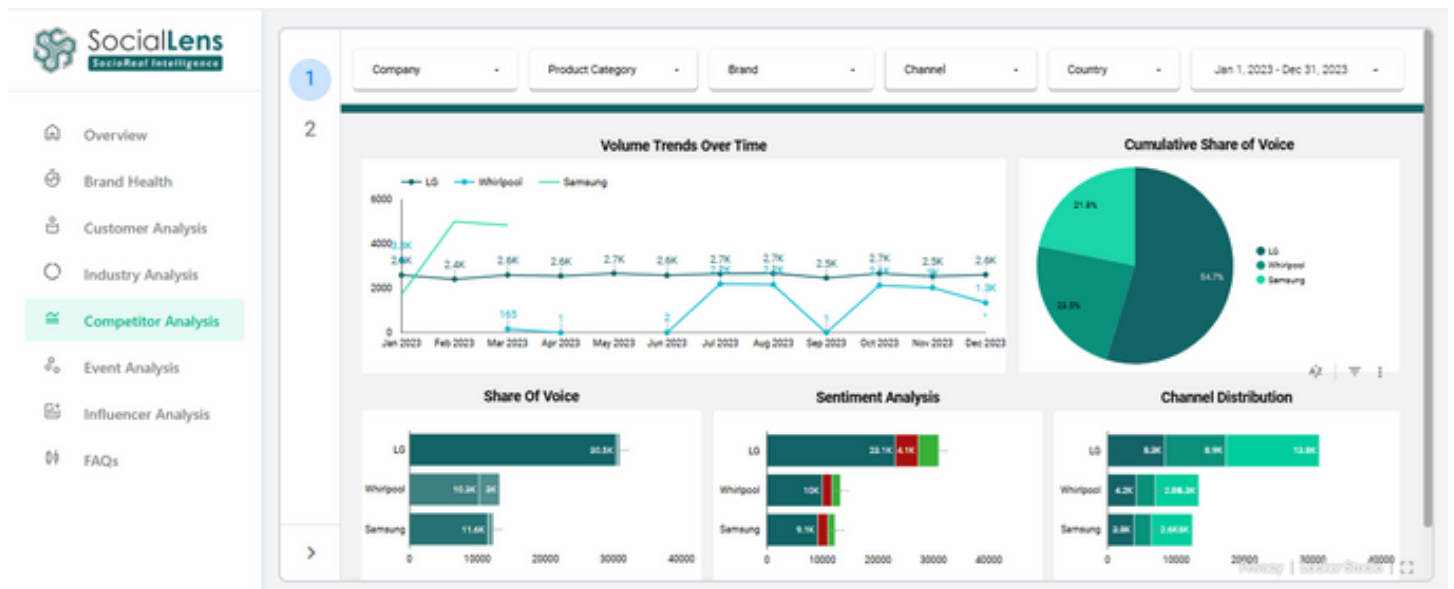
Here you can check the social media Trend Over time by volume, channel split and Top Domains.



Step 6: Check out the Competitor Analysis Section

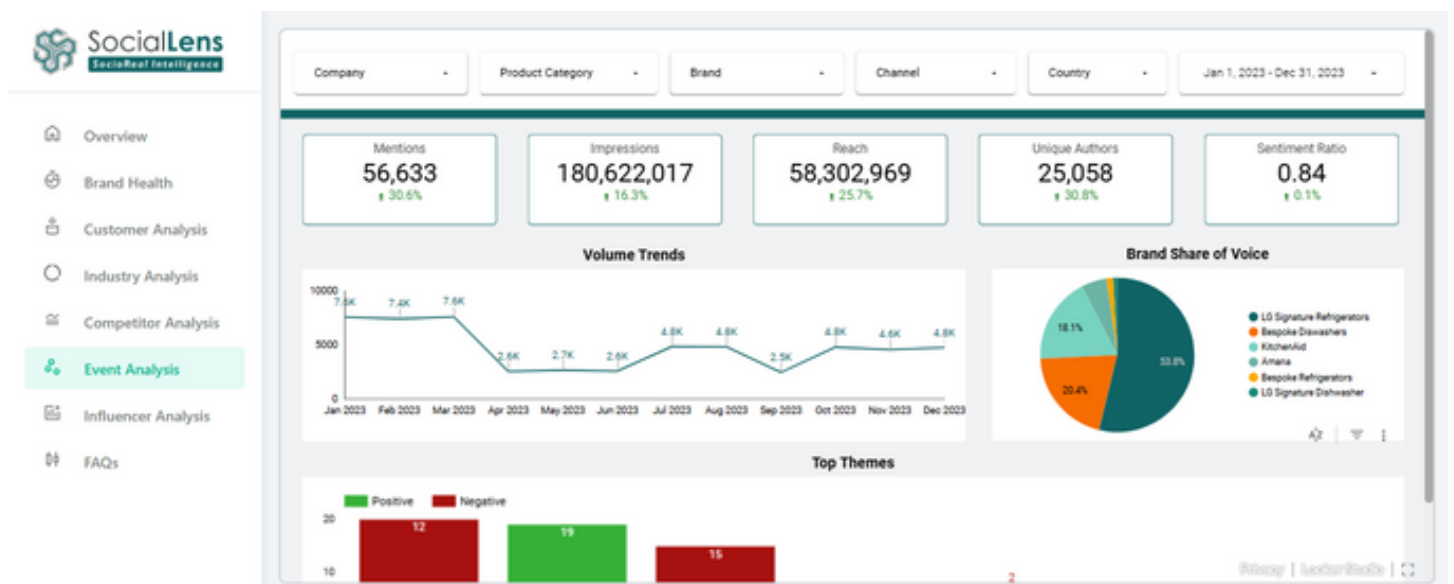
In the competitor analysis section, you can check out the following

1. Volume trends over time
2. Cumulative Share of Voice
3. Share of Voice
4. Sentiment Analysis
5. Channel Distribution



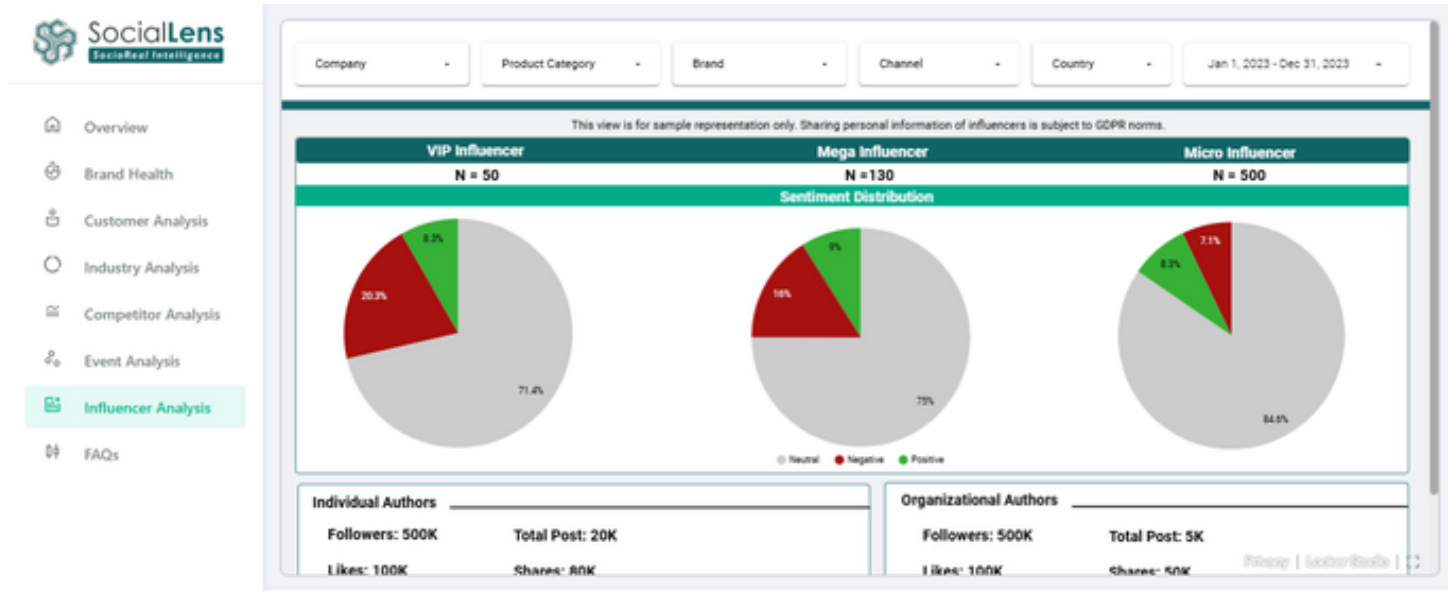
Step 7: Next comes the Event Analysis section

Here you can check volume trends, brand share of voice, and top themes.



Step 8: Next comes the Influencer Analysis Section

Here you can check the percentage of VIP Influencer, Mega Influencer, and Micro Influencer. Also, there is the option to check the individual and organizational authors.



Step 9: FAQs

Here you can ask the questions focused on each analysis.

The screenshot shows the SocialLens Frequently asked questions (FAQ) page. The left sidebar contains navigation links for Overview, Brand Health, Customer Analysis, Industry Analysis, Competitor Analysis, Event Analysis, Influencer Analysis, and FAQs. The main content area is titled "Frequently asked questions (FAQ)" and lists two questions under the "Overview" section. Below the questions are expandable sections for Brand Health, Customer Analysis, Industry Analysis, and Event Analysis.

Frequently asked questions (FAQ)

Overview

1. Show me the social media reach trend for year 2023.
2. Which company has the higher positive sentiments percentage out of the 2?

Brand Health +

Customer Analysis +

Industry Analysis +

Event Analysis +

Now, you have completely understood how you can make the most use of SocialLens.