This SiriusView compares leading vendors within the b-to-b social media intelligence (SMI) space. SMI solutions automate the monitoring and analysis of social media data and provide workflow and response management capabilities. For b-to-b organizations, an ability to integrate social intelligence with other contact and account data is a key differentiator for SMI solutions.

The need for social media intelligence (SMI) has increased during recent years as social media adoption rates and the number of social media sites that b-to-b organizations must track have grown. Organizations require reliable SMI tools to discover, monitor and make sense of social signals being sent by buyers, customers, influencers and even competitors. This intelligence is now foundational for a successful marketing strategy, as social media has become a more meaningful proxy for the marketplace. With accurate SMI, guesswork and assumptions can be replaced by fact-based decisionmaking.

Although organizations can gather a limited amount of intelligence through manual searches on individual social channels, this method is labor-intensive and not scalable. Investing in SMI solutions helps automate and scale social monitoring, response and analysis, allowing an organization to broaden its social intelligence capabilities to encompass more social channels and conversations while deepening its capabilities by improving its analysis of social media data.

Technology and Market Overview
Selecting the right SMI tool(s) is critical to accessing, integrating and analyzing social data. SiriusDecisions has observed that many b-to-b enterprises deploy multiple tools or rely on an agency to satisfy all of their cross-functional SMI requirements. This can add complexity and confusion to SMI processes, but is often necessary. Although some SMI suites strive to offer the full range of functionality that an organization requires, agency and best-of-breed tools are likely to perform better at specific functions (e.g. analytics, listening). The SMI tool category is well established, but the landscape continues to shift as players enter and exit the market, capabilities increase and new approaches take hold. SiriusDecisions has defined the following baseline of functionality that customers should consider when evaluating SMI solutions:

- **Monitoring.** SMI tools must collect, aggregate and present social media data (e.g. sentiment, share of voice, activity, reach) from social media sites, communities and blogs through a dashboard interface. Data should be collected and displayed in real time, and the tool also should provide historic data persistence and the ability to identify influencers.

- **Response management.** These features enable the SMI tool to provide notifications of social media posts based on criteria defined by users (e.g. service issues with an offering), assign responses to team members for followup or resolution, and track and report on the response workflow.
• **Analytics.** All SMI tools include analytics beyond basic reporting, particularly on demographics and sentiment. While these analytics historically required the purchase of additional services from the vendor, some SMI tools now include advanced statistical analytics on text as standard functionality (e.g., incorporating contextual clues to properly measure sentiment in tweets) as well as quantifying posts or conversations and uncovering word patterns.

**Key Trends**

Monitoring the social universe is the foundation of an optimized social intelligence strategy. This core requirement is recognized throughout the SMI vendor landscape, as evidenced by the following key trends:

• **Social media functionalities merging into suites.** Like other technology markets, SMI is being transformed by acquisitions and consolidation as large, established vendors create integrated marketing technology stacks. For example, Salesforce.com acquired Radian6 in 2011 and recently integrated it with Buddy Media to form the Salesforce.com Social Studio. Oracle acquired Collective Intellect in 2012 and rebranded it as its Social Engagement & Monitoring Cloud Service within its larger Social Marketing Cloud. Most recently, the merged Vocus and Cision (now known as Cision) acquired Visible Technologies in September 2014 and media intelligence firm Gorkana in October 2014. While Visible Intelligence is still being offered separately from the Vocus Social Media solution, we expect these solutions to be integrated. Integrated social suites attempt to meet all the social needs of the enterprise under one roof, presumably reducing implementation and ongoing costs and complexity for users and delivering a more seamless experience. However, some buyers might find these integrations unnecessary to meet their current needs or may decide that a point solution is a better option.

• **The value of social intelligence beyond marketing.** As social intelligence is now generating a substantial (and growing) proportion of market intelligence, it should be considered in all situations where market intelligence is required, both within the marketing organization (e.g., campaign strategy, persona insights) and by other business units. Sales organizations, for example, use SMI to gauge customer or prospect health, while product organizations derive competitive intelligence, new product feedback and crowd-sourced insights to drive product development. This broad range of usage presents both an opportunity and a challenge for social operations teams. As social experts, they can increase their contributions by providing social insights across the enterprise or may lose their perceived value if other groups become adept and gathering and applying SMI.

• **Lack of aligned targeting and segmentation.** If cross-functional organizational alignment is weak, SMI is prone to the same deficiencies as the rest of the marketing program mix (e.g., lack of audience insights, siloed approach, failure to present usable, actionable insights). When used for in-depth study of target audiences, SMI and search are effective, low-cost ways to begin audience-centric marketing without doing expensive market research. However, SMI tools are often used in a brand-centric manner, supported by little or no primary buyer research or investigation into industry, competitive or buyer-centric issues or terminology. The absence of audience insights – and a lack of agreement across product, marketing and sales on who target audiences are – can render the SMI tool substantially less valuable.

• **Buying signals.** Many organizations aim to use SMI tools to boost their demand creation efforts, but to date most have seen a relatively modest demand creation impact. Some SMI vendors are focusing on increasing the connection between social media and the buying process by detecting language associated with an inclination to buy and responding with marketing tactics deployed via a marketing automation platform (MAP). The length and complexity of b-to-b buying cycles may make identifying clear buying signals difficult, but this capability has been welcomed by a significant number of organizations.

**Methodology**

**Criteria for Inclusion**

Vendors that have been evaluated and profiled using our Sirius Indicator typically are included in a SiriusView. Other vendors must meet a set of criteria related to product/solution maturity and overall vendor health, including:

• **Category offering.** The vendor must offer a product/solution that meets our definition for social media intelligence technology.

• **History.** The vendor’s product/solution must have been available for at least one year.
• **Revenue floor.** The vendor must have at least $5 million in annual revenue (which can include product and service revenue) or must be growing at a rate that demonstrates market viability.

• **Customer base.** The vendor must have at least 10 active b-to-b customers.

### Scoring Dimensions and Values

Technology vendors are evaluated based on their briefings and demos (including specific use cases requested by SiriusDecisions), interviews with select customers, our own hands-on use of a tool, and data and information from client inquiries and benchmarks.

Each vendor is scored across three scoring dimensions: functionality, essential elements and vendor strength. Each scoring dimension includes two categories, as described below. All scores are on a scale of 0 to 5:

0 = Capability not present
1 = Far below what SiriusDecisions considers industry standard
2 = Below what SiriusDecisions considers industry standard
3 = Meets what SiriusDecisions considers industry standard
4 = Above what SiriusDecisions considers industry standard
5 = Far above what SiriusDecisions considers industry standard

### Functionality Dimension

The following categories and score weights are used to score vendors on functionality:

• **Features (score weight: 70 percent).** The presence of functionality is the starting point in choosing an effective solution; vendors that score highly in this category demonstrate a wide range of functionality that is capable, robust and scalable and integrates into a broader technology ecosystem.

• **User experience (score weight: 30 percent).** Vendors that excel in this category create a user experience that belies the deep functionality present within its system. Vendors scoring highly in this category demonstrate not only usability but also a history of balancing system evolution with user experience needs.

### Essential Elements Dimension

The following categories and score weights are used to score vendors on essential elements:

• **Deployment (score weight: 50 percent).** Getting maximum value from technology relies on a vendor’s ability to create an effective implementation and continuous improvement plan based on the buyer’s technical environment, process maturity and marketing skill level. Where there’s a lack of vendor services, a robust partner network is needed. Integration with other sales and marketing technology is also a critical implementation issue.

• **Enablement (score weight: 50 percent).** As organizations expand globally, it is increasingly important that their vendors provide support during local business hours and in an appropriate language. We also look at ongoing training in terms of best practices, management support and administration. Vendors that incorporate best practices into products and services help customers negotiate potentially unfamiliar territory.

### Vendor Strength Dimension

The following categories and score weights are used to score vendor strength:

• **Vision (score weight: 30 percent).** Vendors always have current or potential gaps in their architecture and go-to-market roadmap, which makes it critical to have a vision for future evolution and the ability to execute on it in a consistent manner. An additional component of this category is understanding whether the vendor’s vision is embedded in its strategy and operations, or tied to specific individuals.

• **Viability (score weight: 70 percent).** A vendor’s market position and experience are also relevant considerations, including longevity, financial health, size, management, customer references, industries penetrated and partner network. The dynamics of the vendor’s organization (e.g. level of sales/marketing alignment), along with its ability to demonstrate transparent and ethical operations, also contribute to the viability score.

### Vendor Placement

Vendor placement on the Overall Score axis of a Sirius View is determined by the sum of the functionality, essential elements and vendor strength scores, while placement on the y axis is determined by the vendor’s primary customer base: small and medium-sized businesses (SMBs – revenue below $1 billion) or enterprises (revenue above $1 billion).
Note that the relative placement of providers does not indicate that they are objectively “better” or “worse” for all purposes; rather, this placement simply enables organizations to select providers to evaluate based on their specific needs. Regardless of the overall score a vendor receives, it can be placed in one of two bands, depending on its market focus:

- **SMB.** Vendors in this band provide the expected features indicative of the specific technology category, and less than 30 percent of their customers are enterprises, whether by choice or as a reflection of the vendor’s evolution. Vendors in this band often rank high from a usability perspective but may offer limited implementation services and technical support hours, as well as an underdeveloped or absent partner network.

- **Enterprise.** Vendors in this band may provide advanced features in addition to the core elements expected within the specific technology category, and at least 30 percent of their customers are enterprises. While these features can be of significant value to best practice organizations, they may be too advanced for some organizations. Vendors in this space also provide a full set of services and capabilities to support customers (e.g. global support hours, rich set of best practice services, mature partner network).

### Vendor Overviews

For each vendor below, we list individual scoring components and customer mix, and note up to four areas of differentiation relative to other SMI vendors. We also indicate two areas that the SMI vendor should look to address in its near-term product or service roadmap.

#### Oracle: Social Engagement and Monitoring Cloud (SE&M)

Formerly Collective Intellect, Oracle SE&M forms part of Oracle’s Social Cloud. Customers can purchase the Social Relationship Management (SRM) offering, which includes the Social Marketing (SM) and SE&M products, or purchase SM and SE&M separately. SE&M is available in four standard packages: Essential, Select, Advanced and Elite. Pricing begins at $1,000 per month, which includes unlimited users (searching capabilities only) and five users for engagement (search and response capabilities). Users can perform an unlimited number of searches with limits on results based on package level.
Overall score: 11.2
Customer mix: 15 percent b-to-b; 60 percent enterprise, 40 percent SMB
Functionality: 3.7
Essential elements: 3.4
Vendor strength: 4.1

When to Consider
Large enterprises that are currently Oracle customers can benefit from SE&M's native integration with Oracle Marketing Cloud (formerly Eloqua), Oracle Commerce Cloud (formerly ATG and Endeca) and future integrations with Oracle Marketing Cloud (formerly Responsys, Compendium, BlueKai) and Oracle Sales Cloud. The solution is robust and capable of operating in globally dispersed organizations that require monitoring in multiple languages. SE&M's current customer base is 85 percent b-to-c, and 75 percent have annual revenue of $500 million or more. Small organizations with less complex SMI needs or no need for language differentiation may be better served by other, less expensive platforms.

Differentiators
Global focus. Oracle is moving aggressively to expand the functionality and footprint of SRM and SE&M. A large part of this strategy is making both monitoring and the user interface available in a growing number of languages (currently 34) to serve the needs of global organizations. Monitoring (including sentiment analysis) is available in 18 languages. Additionally, data centers and support centers around the world support Oracle's global focus.

Functionality. SE&M provides users with robust functionality, including monitoring more than 40 million social media channels, blogs and Web sites, and its semantic API allows users to analyze unstructured data (e.g. call center transcripts, community reviews). Using various techniques, such as Bayesian spam filtering, cleansing and de-duplication, the tool then applies natural language processing, latent semantic analysis (an advanced form of statistical language modeling) and additional proprietary algorithms to pull the most relevant data based on user-led parameters. It does not apply de-duplication rules to retweets, which are considered relevant to determine share of voice and social buzz. The solution includes automated alerts and workflows, and provides response capabilities directly to Twitter, LinkedIn and Facebook.

Vision. Oracle continues to pursue an active acquisition strategy to enhance its Marketing and Social Cloud offerings. It has also formed partnerships with social advertising vendors Kenshoo, Nanigans and Shift to establish integrations for users. In July 2014, Oracle's partnership with LinkedIn gave users publishing, workflow and analytical capabilities on LinkedIn through SRM, strengthening Oracle's b-to-b relevance. Oracle says the majority of new Social Cloud customers purchase the SRM platform, and many longtime SM and SE&M customers have upgraded to the full SRM platform. Oracle's strategy includes encouraging these customers to utilize more of the Marketing Cloud's offerings and make it their single, integrated marketing technology platform.
Vendor strength. Although Oracle SRM has been available only since late 2012, the company’s 2013 financials and $5 billion in research and development expenditures for fiscal year 2014 demonstrate its strong positioning for success. With enhanced capabilities and integrations planned for SM&E and an increased focus on Oracle Marketing Cloud, Oracle’s market standing, experience and strong partnerships reinforce its standing in the SMI space.

Challenges
Influencer score. Currently, influencers are measured only by Klout scores and Twitter influence, and influencer retweets are not calculated into this score. While useful, this influencer scoring method is not as sophisticated as those that factor in the influencer’s followers. Oracle is strengthening its influencer scoring, and its short-term roadmap calls for the identification of influencers utilizing customizable weighting of social metrics across LinkedIn, Pinterest, Instagram, WeChat and Tumblr. The vendor also plans to include the ability to create influencer-tracking topics.

Complexity and target market. SE&M is a feature-rich tool suite targeted at large, international companies with complex SMI needs, including a need for localization. It is not designed – or particularly well suited – for smaller organizations operating in single geographies with limited resources and less-complex SMI needs.

Salesforce.com: Radian6
Salesforce.com formed Social Studio (part of the Salesforce Marketing Cloud) in 2014 by integrating Radian6 (acquired in 2011) and Buddy Media (acquired in 2012). In addition to the Salesforce Marketing Cloud, Salesforce.com’s portfolio includes Sales Cloud, Service Cloud, Sales Cloud Platform, Marketing Cloud, Analytics Cloud, and Community Cloud. Radian6 can be purchased separately or bundled into Social Studio. It is available in Basic, Professional, Corporate and Enterprise editions. Pricing for Radian6 Basic Edition includes unlimited users and 20,000 mentions (social posts) monthly. Within each edition, pricing increases based on the number of mentions that the customer’s searches return.

<table>
<thead>
<tr>
<th>Customer Mix</th>
<th>Pricing</th>
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<tr>
<td>&lt;$100M annual revenue: Did not disclose</td>
<td>1 user, 10 search terms: $1,000+ per</td>
</tr>
<tr>
<td>$100M-$500M: Did not disclose</td>
<td>month</td>
</tr>
<tr>
<td>$501M-$999M: Did not disclose</td>
<td>5 users, 20 search terms: $1,000+ per</td>
</tr>
<tr>
<td>$1B+: Did not disclose</td>
<td>month</td>
</tr>
<tr>
<td>Operations</td>
<td>15 users, 50 search terms: $1,000+ per</td>
</tr>
<tr>
<td>Revenue: $4.1B</td>
<td>month</td>
</tr>
<tr>
<td>Employees: 15,000</td>
<td>100 users, 500 search terms: $1,000+</td>
</tr>
<tr>
<td>Customers: 150,000</td>
<td>per month</td>
</tr>
</tbody>
</table>

Client Roster
Caterpillar, Cisco, Dell, Symantec

Sites/Social Channels Monitored
650 MM

Languages Monitored
50

Pricing
1 user, 10 search terms: $1,000+ per month
5 users, 20 search terms: $1,000+ per month
15 users, 50 search terms: $1,000+ per month
100 users, 500 search terms: $1,000+ per month

Overall score: 10.8
Customer mix: Not disclosed
Functionality: 3.8
Essential elements: 3.2
Vendor strength: 3.8

When to Consider
Salesforce.com does not publicly release the number of customers that have purchased each of its products; however, it has verified that more than half of Fortune 100 (large enterprises) companies use Radian6 in some capacity. Existing Salesforce Marketing Cloud customers (Professional Edition and above) have access to Social Studio and may find its use appealing, even if they have another SMI tool in place. SiriusDecisions clients have noted Radian 6’s
strengths in brand monitoring, its expansion in natural language processing, and positive interactions related to Salesforce.com support of the tool. However, clients have expressed concern over ease of use and setup, sentiment analysis and pricing (i.e. search limitations). The tool may not be well suited for smaller enterprises with less sophisticated social media needs.

**Differentiators**

**Customized dashboards.** Radian6’s dashboard can be customized with more than 40 widgets and displays aggregated monitoring results in real time. It provides a view of social media items that match a search topic profile; posts are tagged by type and include the total number of comments, total views (depending on media type), and unique comments. Dashboards can be configured to show share of voice, share of conversation, trends, sentiment, demographics, top phrases, top tags and other statistics. Users can get more detailed information – down to the individual comment or conversation – as needed. The Radian6 Insights ecosystem includes tools that can be purchased to enhance social analytics capabilities.

**Enterprise scale.** Radian6 provides real-time analysis of more than 650 million sources (including blogs, forums, news, video and social media) in 50 languages and includes access to real-time Twitter data (100 percent of tweets on predefined topics). Salesforce.com has partnerships with Facebook, LinkedIn, Twitter, VK.com (V Kontakte-Russia), Google+, Weibo (Sina, Tencent) continues to extend into more social networking platforms. Custom-designed social media crawlers allow for broader and faster coverage than RSS feed tracking. Radian6 also can provide customers with historical data metrics as far back as 2008. It integrates with Google Analytics, Webtrends and Adobe Omniture/ SiteCatalyst and offers an API to link into other customer systems. Radian6’s native integration into the Salesforce.com SFA and Service Cloud allows users to create and route social cases, leads, contacts and posts directly inside Salesforce.com.

**Vision.** With its acquisition of ExactTarget, Salesforce.com officially jumped into the marketing technology stack wars. Subsequently, it has been adding functionality to the Salesforce Marketing Cloud and continues to build out integrations to make components of the platform more interoperable. This has allowed Salesforce.com to move into the marketing buying center and open new revenue streams.

**Influencer scoring.** Radian6’s interactive dashboard allows influencers to be sorted and ranked by metric (e.g. number of posts, followers or comments). Influencers can be identified and calculated automatically or manually, then stack-ranked and numerically scored. Radian6 provides a default rating for each influencer. Using the equalizer settings, users can adjust an influencer’s ranking in response to behavioral observation (e.g. excessive posting on social media). Users can tag posts and sources cited by influencers and easily track new conversational directions they uncover during searches. Additionally,
influencers can be segmented in numerous ways (e.g. by reach, retweets, campaign, size of business).

**Challenges**

**Pricing.** Radian6’s starting price is attractive for many companies, especially because there are no limits on the number of users or quick searches. However, because the cost increases if saved searches and results exceed 20,000 posts, organizations using Radian6 must monitor usage to avoid additional fees. This pricing model makes it difficult for some companies to budget and differs from the market standard (i.e. a specified number of users with unlimited searches and returns). Salesforce.com does give customers advance notice if their results are exceeding limits and assists them in determining the most appropriate package levels for their organization’s needs.

**Ease of use.** SiriusDecisions’ clients often view Radian6 as a tool for data analysts. The tool's learning curve is steeper than that of many of its competitors. It is not geared toward companies with casual social media users, but toward companies with multiple dedicated social media users and power users.

**SDL: SM2**

SDL provides software and services for Web content management, marketing automation, language translation, content creation, social media and analytics. SM2 is a component of SDL's Social Analytics solution (together with Customer Commitment Dashboard). SM2 was formed after SDL's 2012 acquisition of Alterian. It can be purchased as a standalone offering or bundled within the Social Analytics solution.

**Overall score:** 8.9

**Customer mix:** 60 percent b-to-b; breakdown between enterprise and SMB customers was not disclosed

**Functionality:** 2.8

**Essential elements:** 2.8

**Vendor strength:** 3.3

**When to Consider**

SM2 monitors and analyzes in more languages than most other vendors, but it monitors fewer social properties than its competitors (thousands compared to millions). It provides a large portfolio of services and support and a robust analytics offering that is suitable for larger enterprises with dedicated social focus around the buyer’s journey. The complexity and price of the solution may preclude smaller companies from receiving value. In addition, enterprises that emphasize multilingual customer support might consider other vendors, as support and the SM2 user interface are currently available only in English.

**Differentiators**

**Customer journey.** SM2 assembles social data and maps it to an eight-stage customer journey (awareness, connection, evaluation, shopping, deployment,
product experience, support, commitment). Using patented algorithms and matrices, it combines an author score, conversation tone classification (positive or negative), the author’s historical tendencies, and volume of conversations to associate social media content with a journey stage. Social identities are progressively mapped to known contacts, providing additional insight into buyer behaviors.

**Language focus.** SDL employs 900 linguists and ethnographers (second only to the U.S. federal government, according to the company), which aids with language and technology integrations that enable more accurate analysis of social data through improved machine learning. SM2 currently detects 60 languages, scores in 26 languages and provides sentiment analysis in 21 languages. SDL’s Pro Insight service combines market researchers, software engineers, marketing and sales personnel, and four data scientists for in-depth analysis of social data sets.

**Reporting.** SM2 aggregates, organizes and visualizes social data sets in multiple ways, including daily volume, share of voice, basic/advanced themes, demographics, domains, author tags, map overlays, sentiment, tone and content emotions. Dashboards provide insight into trending, brand affinity, messaging effectiveness, product, brand and audience understanding, cultural and human shift identification, and other key outcomes of data analysis (as defined by the customer and SDL). Dashboards, reports and visualizations can be shared easily across an organization, and SM2 automatically assembles reports that can be used for client delivery.

**Services.** SM2 provides both an agency and technology approach for its SM2 customers. Training and support, included with every subscription, are delivered by SDL’s in-house training and support team. Available services range from planning, setup, configuration, implementation and administration to ongoing filtering, sentiment auditing, reporting, KPI tracking and research. The SDL Ramp program for onboarding gradually transfers knowledge, expertise and tactical program execution to customers. A support account manager provides monthly support status overviews, answers technology questions and resolves issues.

**Challenges**

**Self-service.** SM2’s self-service capabilities are limited; currently, customers rely on substantial vendor involvement for initial implementation and establishing parameters for searching, scoring and reporting. SDL’s roadmap includes making improvements to self-service reporting.

**Native integrations.** SiriusDecisions has observed organizations increasingly integrating SMI tools with MAPs, SFA platforms and Web analytics platforms to enhance prospect and buyer profiles. SDL does not provide any native integration with these types of system, though it does provide an API that can be used to configure, manage and extract results for social analytics.
**Sysomos: Heartbeat**

Sysomos offers two social intelligence products: Heartbeat and Media Analysis Platform. Heartbeat is a real-time monitoring, engagement and measurement tool, while Media Analysis Platform provides a more open-ended, ad hoc experience that includes unlimited searches, filtering and access to historical data to conduct in-depth analysis and generate reports. This analysis focuses on Heartbeat.

**Overall score:** 9.0  
**Customer mix:** Did not disclose  
**Functionality:** 3.3  
**Essential elements:** 2.6  
**Vendor strength:** 3.1

**When to Consider**

Sysomos Media Analysis Platform can be thought of as a library (a wealth of information with an unlimited ability to explore), whereas Heartbeat is like a single book that provides specific information. SiriusDecisions’ marketing customers have commented that Sysomos products are user-friendly and intuitive. However, enterprises that are looking for unlimited search and querying or a larger suite of capabilities contained within one integrated product may consider other vendors.

**Differentiators**

**User experience.** The Heartbeat user interface allows configuration and customization by non-technical marketers and includes visualizations (i.e. word clouds). Sysomos’s proprietary BuzzGraph provides a visual representation of the strength of the relationships among search terms that are associated with a user search, which is useful for search engine optimization efforts. These visual elements’ drag-and-drop functionality allows users to easily populate content and reports (presentations or documents).

**Social engagement.** In June 2014, Sysomos announced a partnership with social media management vendor Spredfast, providing customers with both tools with the Spredfast Engage button inside the Heartbeat interface. Users can send content discovered in Heartbeat directly to Spredfast for social engagement with customers, buyers and influencers.

**Influencers.** Heartbeat helps users identify and score influencers based on the results of structured queries created jointly by the customer and Sysomos. Sysomos ranks each influencer with an authority score (1 to 10), based on the quality of the influencer’s content and the authority score of his or her followers. Within the Heartbeat interface, influencers are associated with all of their known social properties. Users can simply click on an influencer to view his or her social profile pages, blogs and Web sites.
Integration. Heartbeat offers native integration with Salesforce.com and can be configured to set up data/report pushes and populate workflows (e.g. tweet responses) into Salesforce.com record. Native integration with Google Analytics allows users to view and compare social and Web site data and analytics. Sysomos also provides open APIs that enable organizations to integrate social media content and text analytics into other applications (e.g. SFA, MAP) and use its sentiment and text analytics engine within their own emails and databases.

Challenges
Pricing. Unlike the Media Analysis Platform (and most competitors), Heartbeat’s pricing structure limits the number of influencers that users can track and the number of searches and tags they can include. Search and influencer criteria must be established – with vendor guidance – during a pilot phase that allows the customer to tweak the results as needed before launch. These limitations may hinder price-sensitive users who need a higher volume of ad hoc searches and influencer tracking than is allowed.

Inter-product integration. Sysomos frequently adds product enhancements for both Heartbeat and Media Analysis Platform and updates its customers regularly. However, customers cannot use a single product to perform multiple actions typically required by a b-to-b social media team (e.g. ad hoc querying, in-depth analytics, response management). The overlap between these offerings leads to confusion and difficulty in understanding the differences in their functionality and value propositions. Heartbeat and Media Analysis Platform are built on different architectures and are not readily integrated with each other, making data and results sharing more cumbersome.

Visible Technologies: Visible Intelligence
Note: Vocus and Cision, both of which were acquired by GTCR in May 2014, acquired Visible Technologies in September 2014. The new entity is known simply as Cision. At the time of publication, Visible Intelligence is still being offered as a separate solution from Vocus’ Social Media product. Therefore, both solutions are covered in this report.

Visible Intelligence is priced per workspace and user, and includes unlimited searches and search results. Pricing depends on user type: Workspace users (full access), Dashboard-only users (access to dashboards, including click-through results, but no new search creation privileges) and Engagement-only users (access to engagement functionality, but no dashboard or search privileges). Add-on modules for engagement and premium content (e.g. subscription mainstream news) are available.

Overall score: 9.5
Customer mix: 40 percent b-to-b; 80 percent enterprise, 20 percent SMB
Functionality: 3.6
Essential elements: 2.8
Vendor strength: 3.1
When to Consider
Visible Intelligence is a robust SMI tool that serves the needs of large enterprises and their agencies with sophisticated social media teams. Continued investment in R&D drives a regular cadence of new features and functionality. Smaller enterprises or those without dedicated and experienced social media teams may find the tool's functionality excessive for their immediate needs. Although on Visible's product roadmap for 2015, enterprises with immediate needs for multilingual user interfaces and customer support may benefit from looking at competing products.

Differentiators
Services and support. Visible Technologies provides initial implementation services, training and continuing support, including training via live and recorded online sessions. Onsite training is available for an additional charge. Access to the Insight Services offering, which provides digital and social media training with both regional and vertical expertise, can be purchased as individual or recurring reports and studies, or as hourly consulting. Visible Intelligence users receive a response to issues within four hours of submission during standard support hours. Advanced training provides program goal planning, workflow and guidance recommendations, identification of core metrics and analytics, and progress tracking.

Data filtering. Visible Intelligence's cleansing and filtering options include a multi-phase methodology for identifying and eliminating spam. The tool removes duplicate social media posts (e.g. posts being republished on sites for prominence) and organizes data (e.g. by content author, site or date); both capabilities are critical for performing more detailed analysis on the effectiveness of social media marketing. Users can upload – or import via API – their owned content (market survey text responses, community site posts) directly into Visible Intelligence for filtering and analysis. Users also can create sophisticated searches – including inclusions, exclusions and proximity – as well as filters to identify the most relevant results.

Features. Visible Intelligence actively monitors more than 250 million sites in 56 languages, providing sentiment analysis for 11. Its user interface displays dashboard, search, monitor, analyze and engage functionalities by tabs. The monitor tab allows users to drill down into individual searches to glean specific data and pivot through trend, author, or site views, while the analyze tab allows users to instantly compare multiple searches via Visible Intelligence's social analytics engine. Users can further segment data with a category overlay, which provides an additional search layer on top of existing searches or dashboards. Results can be displayed in many ways (e.g. charts, graphs, heatmaps, relevance relationships). Proprietary influencer identification is combined with a Klout score to measure current influence and influence at posting time. The platform displays geolocation maps (indicating post location) and color-codes in red, green or white to indicate whether the influencer's postings about the organization are generally negative, positive or neutral.
Dashboards. The platform includes more than 50 standard reports and dashboards, providing a graphical view of the aggregation of collected data. Dashboards use widgets and drag-and-drop capabilities for user customization. Customers can also purchase V-IQ, a social performance dashboard built for executives or large teams that combines information from Visible Intelligence with data and metrics from other sources selected by the customer (e.g. SFA system, performance metrics).

Challenges
Native integrations. Visible Intelligence has APIs that organizations can use (through the vendor’s services arm) to exchange information with other enterprise systems and databases, and it has an out-of-the-box connection with Oracle Siebel CRM. Data can be exported from and imported to other systems. However, configuring APIs can become time-consuming, which can limit cross-functional insights for nurturing and lead identification.

International appeal. The vast majority of Visible Technologies’ customer base is in the revenue band with more than $500 million in annual revenue. Companies of this size tend to be multinational and multilingual, with varied local support needs, but the vendor’s current customer support and user interface are available only in English. (Currently, 60 percent of Visible Intelligence users are based in North America.) This language limitation may inhibit the vendor’s growth and present challenges for global enterprises with multilingual needs.

Vocus: Social Media
Note: Vocus and Cision, both of which were acquired by GTCR in May 2014, acquired Visible Technologies in September 2014. The new entity is known simply as Cision. At the time of publication, Visible Intelligence was still being offered as a separate solution from Vocus’ Social Media product. Therefore, both solutions are covered in this report.

Vocus Social Media, part of the vendor’s PRWeb Suite, tracks and analyzes more than 500 million posts from all major social outlets. Annual costs are roughly $50,000 for large enterprises, $12,000 for medium-size organizations and $3,000 for small organizations. All packages include access to the Vocus database of media contacts, outlets and opportunities, as well as limited email distribution, implementation, support and training services.

Overall score: 9.6
Customer mix: 50 percent b-to-b; vendor did not disclose enterprise vs. SMB mix
Functionality: 3.4
Essential elements: 2.9
Vendor strength: 3.3

When to Consider
While standalone social media monitoring and intelligence tools are plentiful, Vocus is one of the few platforms to offer an aggregated view across traditional
SiriusView

media and social media channels. Its addition of MAP functionality is attractive to new and existing customers with basic MAP requirements and a clearly defined focus on PR monitoring. Enterprises looking for a standalone SMI solution or those with heavy integration needs into existing MAP or SFA systems may not receive the full value of Vocus’s suite options and may be better served by other vendors.

**Differentiators**

**Media integration.** In 2010, Vocus introduced social media monitoring capabilities that enable organizations to integrate tracking, reporting and analysis of key mentions, issues and influencers across all media channels. The integrated interface monitors every media channel that the organization leverages, tracking a wide variety of mentions and brand metrics (e.g. share of voice, reach, prominence, impact, sentiment) and compares this performance against the competition. Monitoring results include traditional media – with more than 130,000 news sources scanned, including print, television and radio – and 35 million blogs and social properties.

**Vision.** Vocus recently positioned itself to capitalize on the MAP market’s rapid growth in the SMB and b-to-c segments with its Marketing Suite solution. The suite includes Buying Signals, a Twitter-only monitoring product that looks for posts that display buying signals. Vocus is also extending the capabilities of Marketing Suite’s embedded social media monitoring tool beyond brand metrics to offer more intelligence about behavior across social channels and the impact of social media activity on reputation programs.

**Influencers.** The Vocus Media Database provides contact and briefing information (including social media handles) for journalists and social media pundits; this information is monitored daily and updated as needed by Vocus’s media research staff. This information provide a solid starting point for companies that are just beginning to develop an influencer strategy. A proprietary algorithm is used for native social media influencer identification. The algorithm, which is currently only available for Twitter, provides content suggestions based on individual influencers’ characteristics.

**Viability.** Vocus is a well-established company with a strong customer and revenue base. It has shown resilience and an ability to adapt to changing marketing needs (e.g. the advent of the Web, social media and marketing technology suites). Its recent acquisition by GTCR demonstrates that it has an attractive solution set and will infuse it with a higher cash flow that may increase product development and speed to market.

**Challenges**

**Integration.** Currently, PRWeb does not offer any native integration with MAP, SFA or Web analytics platforms. (Vocus Marketing Suite incorporates native integrations with Salesforce.com for the Pro and Enterprise editions.) SiriusDecisions has observed that organizations are increasingly integrating
SMI tools with these platforms in order to enhance prospect and buyer profiles. Vocus does not have an API, so users must export data (e.g. via XML, CSV or Excel) or have Vocus perform the export for an additional fee.

**Recent acquisitions.** Vocus’ recent acquisition by GTCR resulted in organizational restructuring and the dismissal of an unconfirmed amount of Vocus employees. Vocus and Cision’s subsequent acquisition of Visible Technologies added a new layer of change. As with any acquisition, changes in management, operating procedures and expectations produce a period of transition and instability (perceived or real), which may affect product roadmaps and customer service. While the GTCR acquisition bolsters Vocus’ long-term viability and the Visible Technologies acquisition may provide more social intelligence capabilities, SiriusDecisions recommends that prospective buyers carefully monitor any new developments and consider them in their purchase decisions.