VOXSUP: A Social Engagement Framework

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What Does Voxsup do?

- Social media marketing, targeted advertisements.
- Geo-location based targeting.
- Real-time analytics for Facebook, Twitter, Blogs, LinkedIn, YouTube, Google+, Instagram, custom sources, private networks based on BIG data and deep analytics.
- Competitive Analytics positioning.
- Data and segment services.
- Targeting/re-targeting for ad networks, targeting for offline media.
- Social E-Commerce.

How Does Voxsup Platform work?

- Benefits & Applications:
  - Fan and Customer acquisition with unprecedented cost efficiency.
  - Brand awareness/reach.
  - Lead Generation.
  - Conversions.
  - Competitive analysis.
  - Advocates and ambassadors.
  - Exploit networks.

The core technology includes deep multilingual sentiment analysis and real-time influence discovery.

Voxsup Social Profile

- Understand Sentiment Distributions for each Campaign.
- Interactively analyze each campaign.
- Why some campaigns work well and why others may not.

Voxsup Theme Canvas

- Filter based on counts / sentiment strength.
- Customize the time period interactively.
- Customize the phrase/feature set interactively.
- Drill down on each phrase for relevant comments.
- E.g., People seem to be more positive "serum" (greener).

Voxsup Precise Interests

- Identify precise segments for targeting.
- Overlay demographic and geographic targeting.
- Use Voxsup Advertising engine to place social ads and sponsored stories.
- Tailor message using coupons, offers & deals.

Voxsup Global Viewpoint

- Understand global presence.
- Compare, manage, and identify best practice.
- Understand and analyze together.
- Engage locally or globally.