

Socialgist

*Powering access to online conversational content for
social media listening, analytics and learning
since 2000*

www.socialgist.com

People talk online just like they do offline

I really love your thinking 🙌

I'm not sure, sounds a bit off

You people are crazy

There is more to this than you are calling out, LMK if I can help

You may want to consider an alternative like.....

I'd prefer to see the package green

I really like the blue XYZ, should I buy one?



I really love your thinking 🤔

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Why does this matter?



- Every platform is unique and creates variable style
- Attitude changes depending on conversational focus
 - Cultures impact communication style
 - Language nuances drive meaning
- Post are full of links, unique social short forms and emoticons

And most importantly?

Because over 80% of online posts do not directly *contain* a point of reference.

If not “connected” to the topic, their value is lost.

How We Help?

We connect the human to human discussions so you can work your magic!

- Access to 30M+ global sources of Human to Human conversations about anything and everything
- Always on: continually indexing and connecting 500M+ daily messages from 190+ countries and 45+ languages
- Access via REST API, Streaming API or Full feed depending on your architecture needs



Primary Sources



Message Boards

Millions of communities covering every topic vertical



Blogs

Billions of blog posts from 20MN + authors



Millions of new videos and video comments discovered daily



News

Coverage from over 45,000 global, national, and regional publications



Consumer Reviews

Billions of consumer reviews from 200+ commercial and travel sites



550 MN posts/daily for China's most popular public network

Specialty Sources



With 80 million unique monthly views, this largest collection of premium forums including 500+ automotive communities



2Channel is Japan's largest and most popular public social community



Access V Kontakte, Russia's largest social network



The largest financial platform for traders, investors, and investor relations



250,000 Chinese message boards featuring the DISCUZ! platform



Tips & reviews from 75 million global locations

Data Distribution (XML or JSON)

REST API (Web Service)

Request-Based API (near real-time updates with historic access)

Persistent-Query API

Real-Time “Streaming HTTPS” based on user defined filters

Full Feed

Real-Time feed of all content indexed HTTPS stream or FTP)