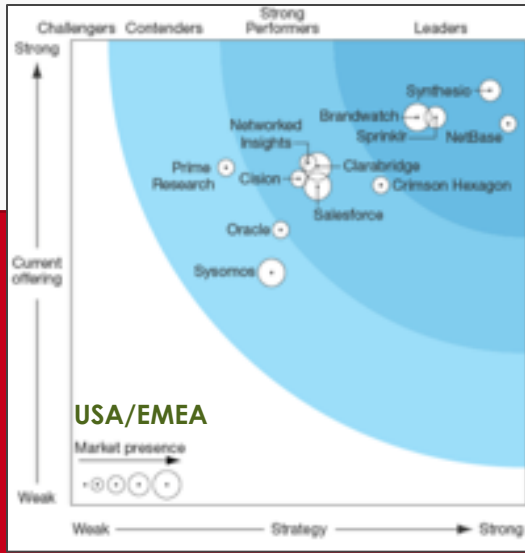


No Matter Where in the World People Talk About Your Brand, Synthesio Hears It

- **Write** queries in different languages to monitor activity around the world
- **Filter** dashboards and widgets by language, region or country
- **Translate** mentions in a click with built-in Google Translate
- **Access** 24/7 global customer support to ensure proper query and dashboard configuration
- **Source** data from non-crawled websites with the guidance of our expert data sourcing team
- **Only social listening platform** to provide Arabic and WeChat analysis

Top Score For Our Product in Every Market



FORRESTER

	Forrester's weighting	Brandwatch	Clision	Clarabridge	Crimson Hexagon	NetBase	Networked Insights	Oracle	Prime Research	Salesforce	Sprinklr	Synthesio	Syomos
CURRENT OFFERING	50%	4.17	3.51	3.64	3.44	4.10	3.68	2.96	3.63	3.43	4.17	4.48	2.50
Data sources	10%	4.80	3.40	4.05	3.85	3.20	3.75	3.35	3.50	3.75	4.25	5.00	1.50
Data processing	20%	3.70	3.75	3.85	3.95	4.90	4.20	2.10	3.95	3.20	4.25	4.25	2.45
Dashboard functionality	20%	4.25	3.80	4.50	2.80	3.00	3.30	3.50	3.95	4.05	4.05	4.00	3.30
Integration	20%	4.00	4.00	4.00	2.00	4.00	2.00	3.00	1.00	3.00	5.00	4.00	2.00
Consulting, analysis, and support services	20%	5.00	3.00	3.00	5.00	5.00	5.00	3.00	5.00	3.00	3.00	5.00	3.00
Research reporting	10%	3.00	3.00	2.00	3.00	4.00	4.00	3.00	5.00	4.00	4.00	5.00	2.00
STRATEGY	50%	3.80	2.50	2.70	3.40	4.80	2.80	2.30	1.70	2.70	4.00	4.80	2.20
Corporate strategy: Enterprise customer listening focus	50%	4.00	3.00	3.00	4.00	5.00	3.00	3.00	1.00	3.00	3.00	5.00	2.00
Customer retention	10%	2.00	2.00	4.00	2.00	3.00	3.00	0.00	4.00	0.00	5.00	5.00	0.00
Product road map	40%	4.00	2.00	2.00	3.00	5.00	2.00	2.00	2.00	3.00	5.00	4.00	3.00
MARKET PRESENCE	0%	4.10	2.40	4.50	2.80	2.80	3.00	2.80	2.30	4.50	3.90	3.30	4.10
Customers	70%	5.00	3.00	5.00	3.00	3.00	3.00	3.00	2.00	5.00	4.00	4.00	5.00
Revenue	20%	2.00	1.00	4.00	1.00	2.00	2.00	3.00	3.00	5.00	3.00	3.00	2.00
Customer growth rate	10%	2.00	1.00	2.00	3.00	3.00	5.00	1.00	3.00	0.00	5.00	1.00	0.00

All scores are based on a scale of 0 (weak) to 5 (strong).



FORRESTER

	Forrester's weighting	Brandwatch	Digidid	Kantar Media CIC	Oracle	Salesforce	Synthesio	Syomos
CURRENT OFFERING	50%	4.13	3.56	3.02	2.96	3.43	4.48	2.50
Data sources	10%	4.80	3.00	3.60	3.35	3.75	5.00	1.50
Data processing	20%	3.50	3.50	3.40	2.10	3.20	4.25	2.45
Dashboard functionality	20%	4.25	3.80	3.40	3.50	4.05	4.05	3.30
Integration	20%	4.00	4.00	2.00	3.00	3.00	4.00	2.00
Consulting, analysis, and support services	20%	5.00	3.00	3.00	3.00	3.00	5.00	3.00
Research reporting	10%	3.00	4.00	3.00	3.00	4.00	5.00	2.00
STRATEGY	50%	3.80	3.10	3.50	2.30	2.70	4.80	2.20
Enterprise customer listening focus	50%	4.00	3.00	4.00	3.00	3.00	5.00	2.00
Customer retention	10%	2.00	4.00	3.00	0.00	0.00	5.00	0.00
Product road map	40%	4.00	3.00	3.00	2.00	3.00	4.00	3.00
MARKET PRESENCE	0%	2.80	2.50	2.80	3.20	2.80	3.30	3.90
Customers	70%	3.00	3.00	3.00	4.00	4.00	4.00	5.00
Revenue	20%	2.00	2.00	3.00	2.00	5.00	2.00	2.00
Customer growth rate	10%	3.00	0.00	1.00	0.00	3.00	1.00	0.00

All scores are based on a scale of 0 (weak) to 5 (strong).

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Synthesio is recognized for:

- Focus on metrics that tie to business results
- Ability to align social listening data with a firm's other business data
- Enabling clients to quickly mature their Social Listening programs
- Strong ecosystem of partnerships and extensive API
- SUPERIOR GLOBAL COVERAGE

"Lauded for its account management, customer references speak highly of Synthesio's services — one said, 'We selected Synthesio because we had a gut feeling we'd be a number one priority. We were right.'"

The Forrester Wave™: Enterprise Social Listening Platforms, Q1 2016

Social Data Science

THREE PRIMARY OBJECTIVES:

1

**Spam detection of Twitter accounts
and general Data Quality check**

2

Demographics of users across multiple networks

3

Automatic Sentiment Analysis