

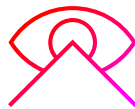
## Monitor social media and online discussions

Do you know how consumers discuss your brand online? Do you know if they react to your competitors' campaigns or to yours? Do you notice when negative reviews or slander concerning you start to spread?

Social media monitoring can tell you all of these things and more. On top of that, the data from online discussions can be extremely useful for marketing analyses and for setting up communication strategies as well.

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### SocialWatch provides you with:



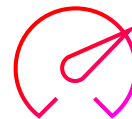
#### OVERVIEW

of what has been written about you, your competitors, and market in general



#### KNOWLEDGE

for making important decisions about your communication.



#### SPEED

to catch up and keep pace with trends and to react to mentions of you



### “SocialWatch is the most reliable tool for social media monitoring in Czech.”

– Martin Kubelka  
Digital Acquisition Coordinator, Nespresso

### The best gate leading out of the online maze



#### Specialists in the Czech and Slovak markets

We specialize in monitoring Czech and Slovak Internet and handle these languages perfectly.



#### Top-quality data

We've been collecting data for several years now; we have the largest database of sources and we catch the highest number of mentions. SocialWatch even lets you review this data up to five years back.



#### Total control

Monitoring is easy to set up and we are always ready to help you with more complex keywords.

## What can SocialWatch do?

- Monitor Facebook, Twitter, Instagram, news servers and their discussions, discussion and community forums
  - Manual & automated exports to Excel or CSV
- E-mail notifications when a certain number of specific keywords emerge
  - Connection to the database through API and the option to evaluate the results using your own tooling
- Basic charts showing the curve of mentions and an interface to work with them
  - Advanced filtering based on several options for better analyses

facebook

iDNES.cz



DV TV

LUPA<sup>CZ</sup>

Novinky.cz



Aktuálně.cz

IHNED.cz



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## Who gives us likes?

NESPRESSO



eMerite  
SOCIO

**Would you like to monitor social media and online discussions too?**  
**Contact us:**

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