AMOBEE

SENTIMENT AND TRENDS

Unrivaled insights and seamless media activation with Amobee Brand Intelligence

Get your finger on the pulse of digital trends, monitoring the ebb and flow of 60 billion content engagements a day – across all channels and devices.

Uncover real-time market trends and audience insights across digital channels

Find out exactly how consumers feel about your competitors through data captured on the infinite web. Identify patterns of consumer sentiment on social, mobile and video to fully understand your own strength and position compared to others.

DID YOU KNOW:

1

Amobee Brand Intelligence ingests in > 60 billion digital content engagements everyday – across all channels and devices.

2

Amobee Brand Intelligence is more than a social listening tool. You can analyse and activate audience insights in near-real time on Amobee DSP.

3

Data refreshes every 15 seconds to deliver real-time audience insights!

Access on-demand research tools

Understand anything from overarching ecosystem to granular audience-level insights using aggregated data from the bidstream, major social platforms and our panel of 50 million consumers worldwide.

Gain competitive advantage

Analyse market insights and strengthen positioning by understanding how your brand compares to the competition. Surface and correlate competitive topics, trends, audiences, brands, sentiment, events and content consumption.

Consumer sentiment tracking

Uncover and monitor interest in your brand by analysing content engagement across all channels and devices. Discover trends and consumer sentiment via analysis of more than 60 billion digital content engagements each day.
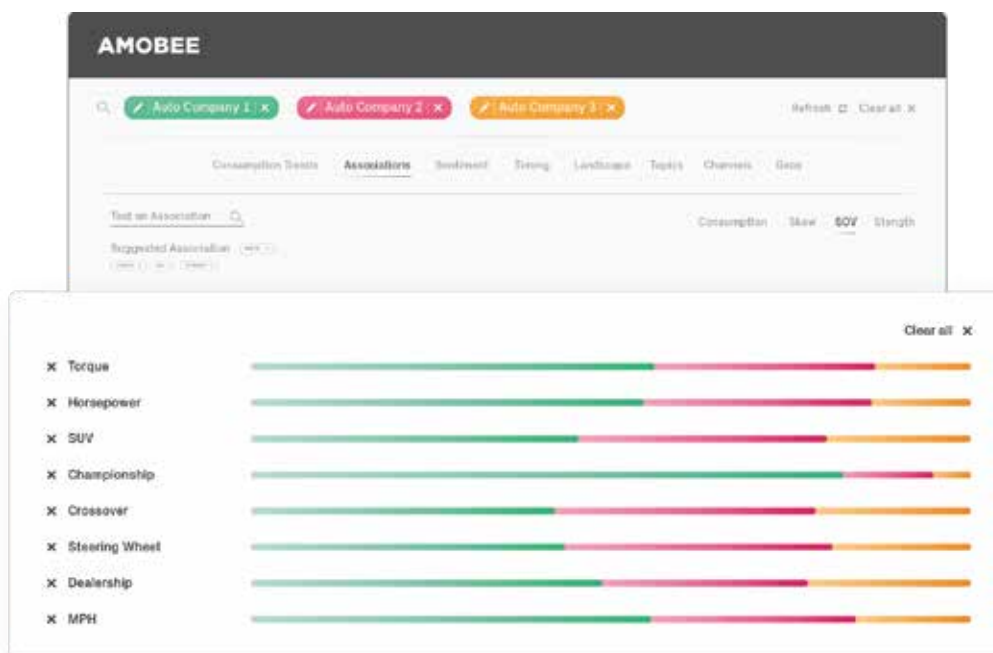
Amobee can help you to uncover key attributes of your target audience for a more comprehensive and real time dynamic targeting.

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Get started with Amobee: sea-marketing@amobee.com