

Features and Limitations for Marketing with AI Project

Name	ID
Lama Khaled Ismail Kamel	20206055
Nada Ahmed Mohamed Shawky Selim	20206115
Menna Hussein Ahmed	20206159

Tool Name: Emplifi Social Marketing Cloud

Website: <https://emplifi.io/products/social-media-marketing>

Features:

1. Social media listening

Listening across social media, news websites, forums, and more for a complete view of your customers and what they are really saying. Monitor conversations in over 100+ languages and engage with social audiences in real-time, tying key Listening insights to social performance

2. Social Analytics

A custom dashboard that contains different social media data analysis e.g. view time, average reach for a video, number of comments throughout the years, Cross Network Performance (performance in all social media platforms) all in real-time.

3. Automated Reports

Schedules and sends regular reports to track the progress of campaigns.

4. PrimeTime

An algorithm that predicts ideal content posting time.

5. Sentiment analysis

Provides sentiment analysis in more than 100 languages

6. Ad report

Shows money spent/earned on an ad, number of clicks, cost per click, and click-through rate.

7. Crisis Management and spike alerts

User can create spike alerts based on targeted keywords, sentiment, priority, and number of mentions, user can also assign people to receive the alert in order for them to resolve the issue.

Tool Name: SentiOne

Website: <https://sentione.com/>

Features:

1. Listening component

- Social listening: To better understand what do your customers think about your brand through brand monitoring on social media (Facebook, Twitter, Instagram, YouTube, Reddit, Tumblr, and TikTok) and other online sources like blogs, websites, news portals, review sites (Google Reviews, TripAdvisor, Amazon, and many more). This also allows you to identify the right influencers to work with.
- Online data analytics: Allows you to check campaign performance, get instant audience insights, check how your competitors are doing compared to you, and predict industry trends.
- Automated reports: Generate reports in ready to use templates in various file formats, and select when you want those reports to be sent to you. The reports can be available in English, Spanish, German, Polish, Czech or Hungarian.
- Crisis prevention: To prevent social media crises and be quickly notified about mentioned anomalies through email without the need to manually monitor your brand.

2. Automation component: This tool also provides chatbot services for companies so they can

- build their own chatbot without coding
- Analyze their bot's performance
- Test their chatbot
- Integrate automation and AI for customer service

Tool Name: Meltwater

Website: <https://www.meltwater.com/en>

Features:

1. Social Listening & Analytics

Similar to the previous tools on top of monitoring newspapers and podcasts so along speech recognition, textual and sentimental analysis are included to help businesses understand how customers feel about their brand.

2. Media Intelligence

Pair insights with intuition to drive your business forward. Using your gained insights to benefit the brand by finding emerging trends before they go mainstream to better understand your audience or spotting sentiment shifts and spikes to avoid brand PR crisis.

3. Consumer Intelligence

Discover what your customers really think, want and need. By applying AI, data science, and market research expertise to a live feed of global data sources, unstructured data are transformed into scientific predictions. Moreover, it provides Smarter Audience Segmentation that segments audiences based on behaviours, attitudes, influences and more.

Limitations:

We noticed with the previous tools most lacked arabic support and even if it did exist as with emplifi it only covered standard and egyptian arabic so we decided to include more arabic dialects from 17 countries in our tool.

Furthermore, in two of these tools only textual analysis was used on data gathered from facebook posts , tweets, newspapers, etc. In the third one (meltware) both text and speech analysis were explicitly mentioned but speech analysis was performed only on podcasts, so we thought to also include youtube videos/shorts, tiktoks, and Instagram reels to the videos analyzed as it will give a more complete picture of the brand being analyzed.