

## Homepage

The homepage will give you a helpful overview of the information in your project. You will automatically be taken to the project you visited most recently.

If it's your first time logging into the platform or if you've recently reset your browser history, you will be taken to the biggest project in your account (the one with the most queries and rules setup).

## Getting started

The getting started guide supports you through the steps of setting up brand monitoring, from connecting your social accounts, to collecting conversation. You will be provided with useful resources and tools as you complete the steps.

### Getting started guide BETA

#### Brand monitoring

GIVE FEEDBACK

Set up your social

Collect your conversations

Visualise your data

Discover, track and share brand insights.

Segment your data

Personalise your dashboards.

Get notified

Keep up to date with any changes.

Start exploring

Get the most out of Consumer Research.

2 steps

3 steps

2 steps


2 steps

## Brandwatch Search

## Quick search

Get quick insights on a brand, person or topic.





Start typing for AI-powered suggestions



For new users, or any user pushed for time, [Brandwatch Search](#) should be your first resource.

This AI-powered search engine gets you digging into our vast data resources in an instant, bypassing the need to build complex searches and visualizations. Our AI technology helps you identify the exact entity you wish to search for, as you type in your search terms, which immediately excludes irrelevant results and ensures a more accurate search.

## What do you want to do today?

 <b>Set up my data</b> Optimise your search to target relevant conversations.	 <b>Analyse my data</b> Explore your data and share insights.	 <b>Segment my data</b> Get deeper insights by targeting topics and keywords.	 <b>Manage my alerts</b> Get alerted when your data changes.
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This section of the homepage provides quick links to view and create queries, dashboards, segment your data using tools and create alerts.

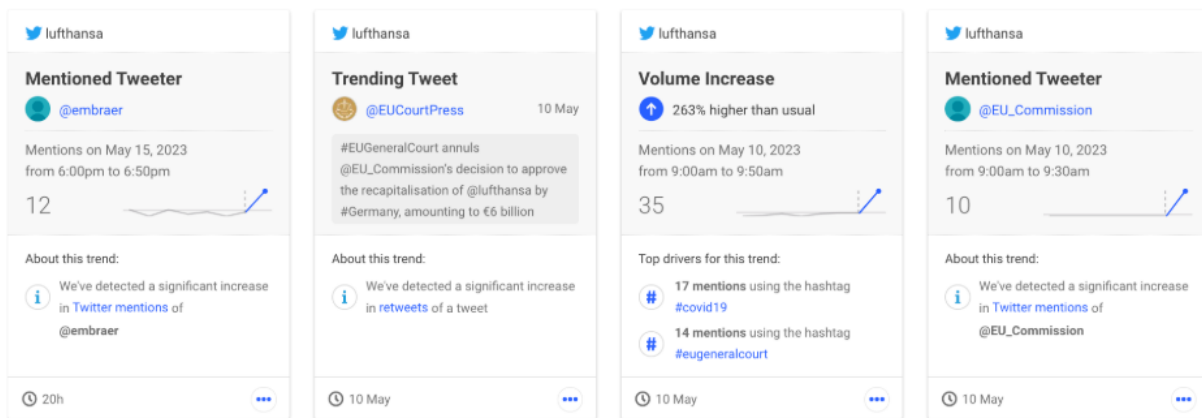
## Data peaks

**Note:** Only [Admin](#), [Regular](#) and [Admin+](#) users can see this section. If you're not an admin, but would like to see this section, ask your account admin about the right user permissions for you.

**Data peaks** will help you keep up to date with changes in your data. We'll tell you if there has been any unusual activity in any of your queries, so you will know what's happened since you last logged into your account and if there's anything that needs your attention.

## Data peaks

Powered by [Iris](#) ⓘ | [Edit feed](#) ▼



There are several things that could cause a card to appear in data peaks:

- **Volume Increase:** There has been a sudden spike in volume for your query.
- **Negative Sentiment Shift:** Net sentiment has suddenly shifted to become overwhelmingly negative.
- **Positive Sentiment Shift:** Net sentiment has suddenly shifted to become overwhelmingly positive.
- **Trending Country:** There has been a sudden spike in volume, specifically originating from one country.
- **Trending Post (Tweet):** There are a lot of people rapidly reposting (retweeting) one post.
- **Trending Story:** There are a lot of people rapidly sharing links to the same story.
- **Trending Hashtag:** There has been a sudden spike in mentions using the same hashtag.
- **Mentioned Poster (Tweeter):** There has been a sudden spike in @mentions of the same X (Twitter) handle.

These cards will be created automatically, based on all active queries that are in your project.

If you'd like to explore the information further, you can do so by clicking on the lower right hand corner of the card and automatically creating a dashboard based on this card.

 Wawa

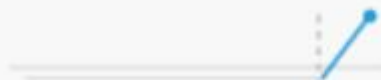
## Trending Story



<https://www.restaurant.org/Artic...>

Mentions on May 28, 2019  
from 9:00am to 9:59am

5



About this trend:



We've detected a significant increase  
in [mentions](#) sharing a link from  
[www.restaurant.org](http://www.restaurant.org)

 2h



Explore Query in a new Dashboard

Create Signal from this Query

Receive signal notifications, share  
with others and apply filters.


From here, you can also choose to setup an email [Signal](#) which will notify you by email of changes in this query in the future. Any signals you've setup, including any filtering that is applied, will also be shown in data peaks.


## Help and support

The bottom section of the homepage is dedicated to learning more and accessing help and support.


- [Improve your skills with Brandwatch academy training courses](#)
- [Explore sample projects](#)
- [Help center](#)
- [Brandwatch community](#)

### Learn more



**Improve your skills** 

Learn how to get the best data with our Brandwatch Academy training courses.



**Explore sample projects**

Need inspiration? Browse and download our pre-built projects.

### Help and support



**Need help** 

Get detailed advice from our FAQs and articles.



**Join our community** 

Discover insights and inspiration from other Brandwatch customers.