

Iris Content Insights in Benchmark

Note:

This feature is currently in an open beta and opt-out only. Visit the section below for instructions on how to [opt-out of AI features](#).

About Iris content insights

Iris is Brandwatch's AI. It uses cutting-edge proprietary and third-party integrated AI models to help you work faster and smarter. Iris content insights leverage third-party, generative AI technology to provide a summary of post content in Benchmark.

Iris content insights in Benchmark boost your team's productivity by automatically generating a summary of your or your competitors' content from a select time period. You and your staff can learn the key takeaways of post content from a specified date range in seconds rather than spending the time to analyze it manually. Third-party generative AI technology also becomes familiar with your content over time, assessing the tone and style of posts and identifying industry-specific terminology to return helpful summaries of your and your competitors' content. [Post insights](#) are also available for a brand's Facebook and Instagram channels.

Using content insights

You can access Iris content insights in Benchmark by clicking on the **Get AI Content Insights** button in the top-right corner of your Brand Insights dashboard.

The screenshot shows the Brandwatch Benchmark dashboard. On the left is a sidebar with navigation options: DASHBOARDS, Brand Insights (selected), Content Analysis, CHANNELS, Slots available (0/50), UNMETRIC, and Legacy Benchmark. The main area is titled 'Brand Overview' and contains a table comparing four brands: omega, Nike, Adidas, and Apple. The table has columns for BRAND, POSTS, FANS, FAN GROWTH, TOTAL ENGAGEMENT, and AVG ENGAGEMENT PER POST. Each cell shows the current value, a change indicator (up/down arrow), and a percentage change. A blue button 'GET AI CONTENT INSIGHTS' is located in the top right of the main area.

BRAND	POSTS ↑	FANS	FAN GROWTH	TOTAL ENGAGEMENT	AVG ENGAGEMENT PER POST
omega	25 ▼ -10	12.7K ▲ 0.64%	0.63% ▲ 65.41%	29,09K ▼ -56.04%	1.16K ▼ -38.45%
Nike	24 ▲ 7	4.95M ▲ 1.64%	1.53% ▼ -45.57%	3.21M ▲ 9.48%	133,63K ▼ -22.45%
Adidas	2 ▼ -2	136,18K ▲ 0.2%	0.2% ▼ -27.27%	55,14K ▼ -37.84%	27,57K ▲ 24.32%
Apple	0 0	17,32K ▲ 0.13%	0.12% ▲ 30.8%	0 0%	0 0%

Note:


Iris usually takes 20-40 seconds to generate and return your content summary, but may take up to a minute and a half depending on the content. Iris will return a content insight summary based on the brands and time period you have selected for your Brand Insights dashboard. Be sure to update your dashboard to include your desired brands and date range before using the content summary.

After you click **Get AI Content Insights**, Iris will automatically generate a content summary for your dashboard:


Iris Content Insights

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Powered by OpenAI. This summary is based on the latest posts from each brand for **9 MAY 2023 - 15 MAY 2023**.

 Audi


Audi is committed to innovation and excellence, as showcased by their advanced lighting technology and design in the Audi Q4 etron and Q5 models. The digital daytime running lights and customizable headlight signatures offer a unique experience, while the digital OLED taillights in the Q5 increase visibility on the road. Audi is also pushing the boundaries of design and performance with their AI-powered design tool, FeiGAN, and showcasing their latest AI technologies at the Cloud Expo 2023. Additionally, Audi is taking visitors on a journey into the future of personalized spaces with their multisensory environment, the Personal Sphere, at the OMR Festival in Hamburg.

 Land Rover

The captions describe various aspects of the Range Rover Sport and Defender 75th Limited Edition vehicles. The Defender is described as "emotionsgeladen" (emotionally charged) and "standfest" (stable), while the Range Rover Sport is referred to as a "Lichtblick" (ray of hope) and "Gipfelstürmer" (summit conqueror). The Range Rover Sport is also mentioned in several captions, including "Count down," "Start lines," and "Locked in," suggesting a focus on performance and racing. Finally, the captions encourage readers to learn more about the vehicles and their capabilities, with links provided for further information.

 BMW

The BMW Instagram account features a variety of posts showcasing the brand's latest models and campaigns. The posts include images and videos of BMW cars, such as the 1987 BMW M3, the BMW iX1, and the BMW M4 Competition Coupé. The account also promotes BMW Films' latest project, "THE CALM," starring Uma Thurman and Pom Klementieff, and directed by Sam Hargrave. Additionally, the account features posts about BMW's electric vehicles, including the BMW i7 M70 and the BMW i4 M50. The captions often include information about the cars' fuel consumption, CO2 emissions, and electric range.

 Toyota

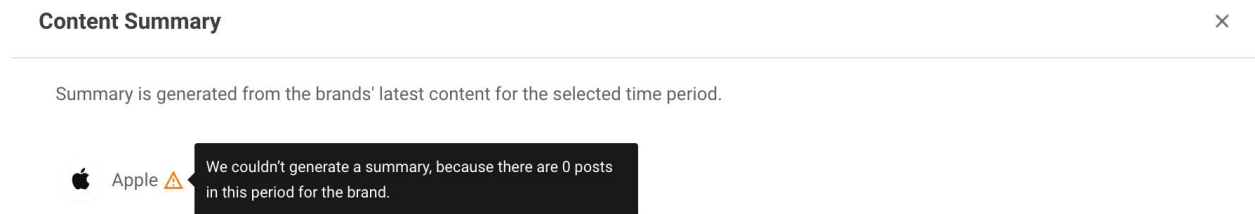
Toyota has been showcasing its range of vehicles across various categories, from SUVs to sedans and sports cars. The Toyota RAV4 PHEV and Yaris Cross Hybrid Car are designed for those who love to break free and enjoy dynamic days. The Toyota GR Supra and GR86 Sports Car are built for power and performance, while the Toyota Crown Sedan is a mobile palace. The Toyota Hilux Pickup is perfect for outdoor adventures,

CLOSE

CONTINUE TO CONTENT ANALYSIS

Note:

If Iris is unable to detect posts for a brand within the selected time period, it will display an error message at the top of the window.



Once your content summary is generated, you can click the **Continue to content analysis** button in the lower-left corner of the summary window to analyze the content in detail in Benchmark's Content Analysis dashboard.

Post insights

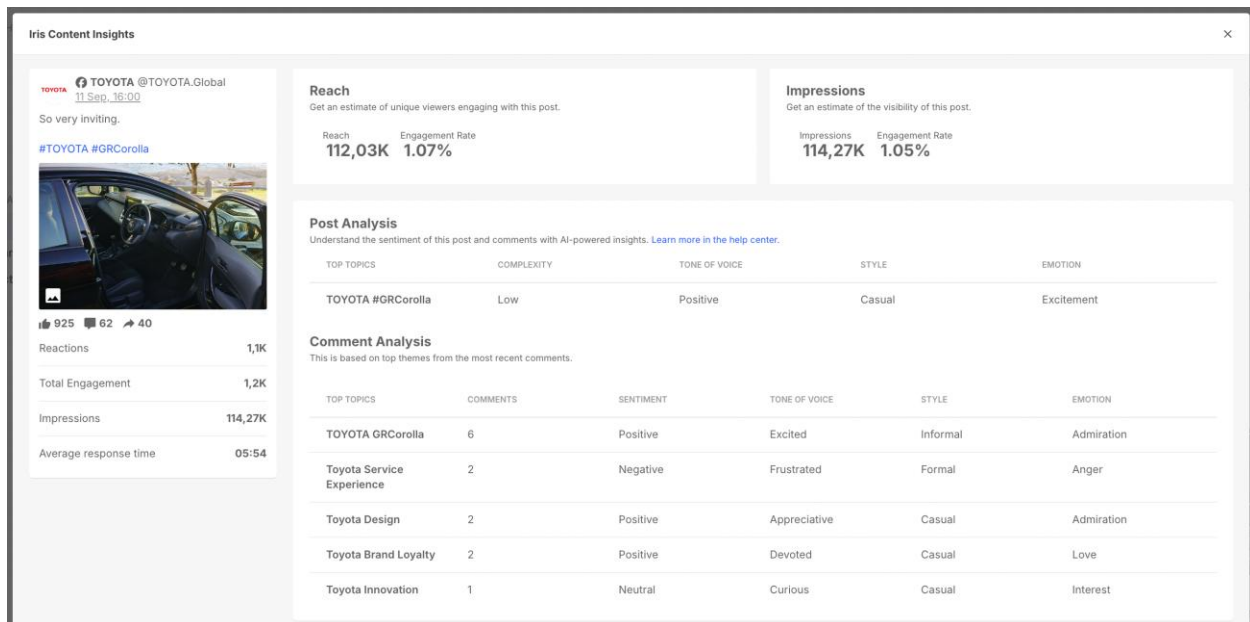
In addition to the content summary available for all networks, post insights are available for a brand's Facebook, Instagram, and X (Twitter) channels. To access post insights, select **Content Feed** from the left-hand navigation sidebar in Benchmark. Then, select the **wand icon** on any post (to the right of a post in list view or in the bottom-right corner of a post in card view).

DATE	POSTS	REACTIONS	COMMENTS	SHARES	TOTAL ENGAGEMENT
3 Dec 23:28	Reason # 11: Why wouldn't you want that FEELING on the inside too? BMW... BMW @bmw	23,19K	69	-	23,25K
3 Dec 23:00	A true eye-catcher on the road. 📸 tomklopperphoto (IG) for #Mbcreator #... Mercedes-Benz @MercedesBenz	1,44K	47	29	1,52K
3 Dec 21:00	Dive into a dream with the Power Nap program, inspired by rogerfederer. #... Mercedes-Benz @MercedesBenz	22,43K	113	-	22,54K
3 Dec 19:00	There is no better destination than the drive itself. #MercedesBenz #Merce... Mercedes-Benz @MercedesBenz	2,88K	66	55	3K
3 Dec 18:35	Something classic for the tree this year? 🌲 Made using AI. #BMW #Christ... BMW @bmw	155,2K	489	-	155,69K
3 Dec 17:00	Every embrace starts with a journey. #MercedesBenz #HappyHolidays Mercedes-Benz @mercedesbenz	38,55K	163	-	38,71K
3 Dec 16:21	Decorating for the holidays the #BMW way. Made using AI. https://t.co/kJY... BMW @BMW	0	0	0	0
3 Dec 16:21	Decorating for the holidays the #BMW way. Made using AI. BMW @BMW	9,77K	433	624	10,83K

Facebook post insights

Post insights for a Facebook post will include:

- Metrics for **Estimated Reach** with engagement rate and **Estimated Impressions** with engagement rate.
 - Engagement Rate = (Engagement/Impressions)*100
 - Engagement Rate (Reach) = (Engagement/Reach)*100
- **Post analysis** where Iris will analyze the content of the post and extract Topics, Complexity, Sentiment, Tone Of Voice, Style, Emotion.
- **Comment analysis** where Iris will analyze the latest 50 comments and group them by Sentiment, Tone Of Voice, Style, Emotion.
- A **Word Cloud** widget for comments with the list of comments on the right. The comments list will display the comment creation date. The comment author will remain anonymous.

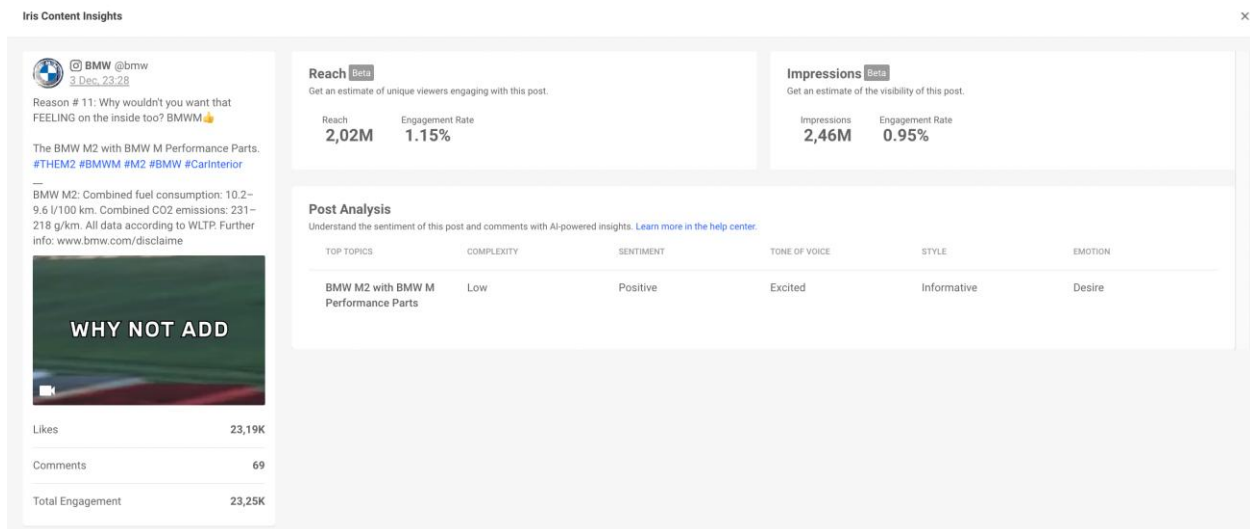


Instagram post insights

Post insights for an Instagram post will include:

- Metrics for **Estimated Reach** with engagement rate and **Estimated Impressions** with engagement rate.
 - Engagement Rate = (Engagement/Impressions)*100
 - Engagement Rate (Reach) = (Engagement/Reach)*100

- **Post analysis** where Iris will analyze the content of the post and extract Topics, Complexity, Sentiment, Tone Of Voice, Style, Emotion.



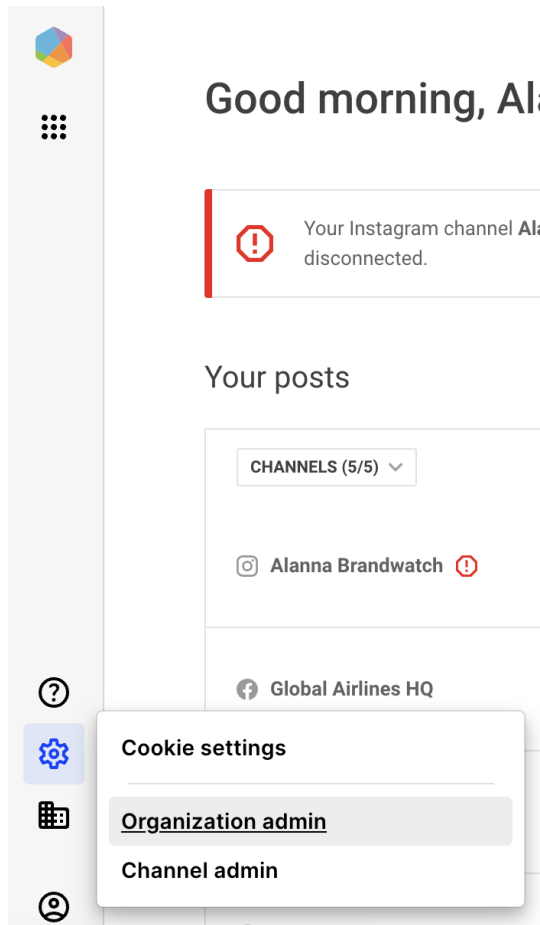
X (Twitter) post insights

Post insights for an X (Twitter) post will include:



- Metrics for **Estimated Reach** with engagement rate and **Impressions** with engagement rate.
 - $\text{Engagement Rate} = (\text{Engagement} / \text{Impressions}) * 100$
 - $\text{Engagement Rate (Reach)} = (\text{Engagement} / \text{Reach}) * 100$
- Post analysis where Iris will analyze the content of the post and extract Topics, Complexity, Sentiment, Tone Of Voice, Style, Emotion.
- Comment analysis where Iris will analyze the latest 50 comments and group them by Sentiment, Tone Of Voice, Style, Emotion.
- A Word Cloud widget for comments with the list of comments on the right. The comments list will display the comment creation date. The comment author will remain anonymous.

Opting out of AI features

1. In the left-hand navigation sidebar of Social Media Management, click on **Manage Settings (gear icon)**, then click **Organization admin**.



2. Under **Third-party AI integrations**, switch the **Enabled** toggle on the right side of the screen to **Disabled**.



PROFILE

My profile

Notifications

ORGANIZATION

Overview

Teams

Users

Label Management

Engage Templates

Integrations & API

Audit Log

CHANNEL SETTINGS

Channels

Ad Accounts






Channel Groups

Campaign Tracking

Tracking Templates

BENCHMARK

Brands




Settings: Overview

Organization

Teams	234	Users	407	Admins	310	Channels	493
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OpenAI features

ENABLED 

Access new and upcoming Iris features powered by OpenAI, including ChatGPT. You can change this setting at any time.
By enabling access, you understand that you're instructing Brandwatch to act as a processor for any data sent to OpenAI on your behalf. Please make sure you have authority or approval to opt-in to the use of OpenAI as a sub-processor. [Learn more](#).
This setting only applies to Social Media Management.

Add channel


Permissions Please make sure to grant all requested permissions on the network to take full advantage of Brandwatch features.



 Facebook	 Twitter	 YouTube	 Instagram
 LinkedIn	 WhatsApp	 TikTok	 Google Business Profile

Create a team

Team name

Create user





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My profile

Notifications

ORGANIZATION

Overview

Teams

Users

Label Management

Engage Templates

Integrations & API

Audit Log

CHANNEL SETTINGS

Channels

Ad Accounts






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OpenAI features

DISABLED 

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By enabling access, you understand that you're instructing Brandwatch to act as a processor for any data sent to OpenAI on your behalf. Please make sure you have authority or approval to opt-in to the use of OpenAI as a sub-processor. [Learn more](#).
This setting only applies to Social Media Management.

Add channel


Permissions Please make sure to grant all requested permissions on the network to take full advantage of Brandwatch features.

 Facebook	 Twitter	 YouTube	 Instagram
 LinkedIn	 WhatsApp	 TikTok	 Google Business Profile

Create a team

Team name

Create user



Note:

This setting will disable all AI features in Social Media Management. You can return to this menu to re-enable your AI features at any time. If you have access to both Social Media Management and Consumer Research and would like to opt out of Consumer Research's [Iris Conversation Insights](#), you will need to opt out separately via your Consumer Research settings.

FAQs

Which current Brandwatch features use AI technology?

Visit our [Overview of AI Features](#) article for a current list of features utilizing third-party generative AI.

AI-search and AI-topics in Consumer Research are both powered by our in-house proprietary AI.

How does data sharing with OpenAI vary by Brandwatch's AI features?

Our third-party AI features each send data directly to third-party AI. This will not include any user data, only data within the tools themselves. So in the case of Iris Writing Assistant, this could be any text you draft. We always require that third-party AI does not use this data for training purposes.

Iris Conversation Insights shares snippets of text from a sample of mentions with third-party AI. This sample is currently generated randomly. Image data found in sample mentions is currently not shared. Additionally, we do not send any query data (e.g. the keywords). There are no immediate plans to share anything other than mention content with third-party AI.

Regarding sensitive information found in the mentions themselves:

- We ask clients to be aware that all data found within the mentions panel could be shared with third-party AI if you have opted into third-party AI integrations. This includes uploaded data sets.
- If those mentions contain PII as defined by the client, these could also be shared to third-party AI to derive summaries.
- However, third-party AI will not use it for their own purposes and will only store it for 30 days for support/security purposes.

AI-search and AI-topics in Consumer Research were developed with our in-house, proprietary AI and are not direct integrations with third-party AI integrations. We do not send any data outside of Brandwatch with these features.

Which languages are supported for Benchmark content insights?

Iris Content Insights will summarize post content in any language. The post summary output you receive will be in English.