

= Viralheat =

Viralheat is a subscription @-@ based software service for social media management that helps clients monitor and analyze consumer @-@ created content . It was first released in beta in May 2009 . Viralheat raised \$ 75 @,@ 000 in seed capital in December 2009 and \$ 4 @.@ 25 million of venture capital from the Mayfield Fund in 2011 .

= = Features = =

Viralheat is a social media management tool with features for account management , monitoring , analytics and publishing . It tracks the number of mentions an individual or company receives on digital properties and analyzes factors such as influence , sentiment and language . The influence of a Twitter handle is measured based on followers , mentions , and retweets Sentiment is assessed as positive , negative or neutral . Viralheat 's Human Intent tool labels social media participants as leads if it assesses that they are likely to consider purchasing a corresponding product . The software 's analytics and monitoring can be filtered by location . Data from Viralheat can be exported into PDF files , Excel spreadsheets or onto a publicly available dashboard .

The service charges users based on how many accounts , mentions and profiles they use . A free version can manage up to seven social media accounts. and developer accounts are free . In August 2012 , the company claimed to have 6 @,@ 500 users , one @-@ third of which were using a paid version of the service .

Viralheat also publishes free application programming interfaces ( APIs ) and two extensions for the Chrome browser . One extension adds a bar to the top of Twitter.com that displays a sentiment analysis of the mentions displayed on the page . A box is added to each tweet showing its assessed sentiment , which can be changed manually . Another extension called " Flint " adds a share button on the browser that can share content being viewed on the browser from sites like Twitter , Facebook or LinkedIn .

= = History = =

Viralheat was co @-@ founded by Raj Kadam and Vishal Sankhla . The software was released in beta in May 2009 . That October location @-@ based filters were added . Additional updates were made to Viralheat 's user interface for reporting , alerts and importing . In December , the developer raised \$ 75 @,@ 000 in seed capital . In March 2010 , Viralheat added features to track Facebook shares , likes and comments . The company raised \$ 4 @.@ 25 million in series A funding from the Mayfield Fund in June 2011 .

The Human Intent application was released in beta in July 2011 . Viralheat 's Chrome extension for sentiment on Twitter.com was released that September . On March 27 , 2012 , version 2 @.@ 0 was introduced . Version 2 @.@ 0 added the ability to publish content to social media websites through the Viralheat interface . In August of that year , Pinterest monitoring was added , which was followed by the " Flint " extension in November . In February 2013 , Viralheat released a redesigned analytics dashboard called Smart Steam as well as other user interface improvements and multiple account features . Flint 2 @.@ 0 was released that March with support for Safari and Firefox .

In December 2013 , Viralheat released enterprise pricing and multi @-@ user features . That same month , it appointed a new CEO , Jeff Revoy , as a result of its new focus on the enterprise market .

= = Evaluations = =

In 2009 , Mashable reported that Viralheat has more features than free services , with a lower price than most paid options . A contributor review in PRWeek in 2012 said Viralheat 's strengths were its sentiment analysis , simplicity , price and customer service , but that its filtering tools were " a little rough around the edges . "

In March 2013 , Network World tested eight social media management tools . The reviewer found

that Viralheat was the lowest cost , and supported more social media sites than competitors , but lacked the features to support multi @-@ user accounts needed for large ( enterprise ) customers . The reviewer also praised Viralheat for its user interface and easy cross @-@ posting across different social networks , but said its reporting and analytics were limited . For example , only three date @-@ ranges could be selected when generating a report .

= = Reported uses = =

The Viralheat software found there were 7 @, @ 000 tweets mentioning " Obama " on May 25 , 2009 and 32 @, @ 000 tweets for that week . On April 9 , 2010 , it assessed that 70 percent of comments about Tiger Woods were positive following his return to professional golf after a sex scandal in late 2009 . A sampling collected by the Viralheat software in July 2011 found that 79 percent of tweets about President Barack Obama were positive , while 54 percent of those on Speaker John Boehner were .

Near Thanksgiving 2012 , 150 @, @ 000 tweets were analyzed . Viralheat found that turkey stuffing was mentioned 38 @, @ 000 times . During the debut of Bravo 's TV show " Start @-@ ups : Silicon Valley , " the software determined that the character Hermione was mentioned on Twitter 350 times , while Sarah received 264 mentions . A March 2013 report published by Viralheat found that among major airlines American Airlines had the most positive sentiment on social media . It also found that the San Francisco Airport was the most frequently mentioned airport . During March Madness the same year , Viralheat Inc. ran an analysis with the software that found the most talked about team was the one from the University of Miami .