linkfluence

Social insights for global brands

Linkfluence combines **Artificial Intelligence** and **human expertise** to **empower** global brands to **turn social data into valuable insights**

PIONEER AND LEADER

MORE THAN 10 YEARS
established in Paris in 2006

6 OFFICES GLOBALLY
Europe, APAC, US

MORE THAN 200 PEOPLE
from 30 different citizenships

25 000 USERS
of our solutions in 54 countries

+500 Clients

Data Research
Social Media Report

Be supported to get all the learnings and insights out of it

Linkfluence Suite
Radarly & Search

Global Deployment Services

Make social data analysis a usage shared by everyone within the company

Always listening to the whole web

TIC
PCN - Horizon **2020**

Appels prioritaires

- ICT-13-2018-2019 : Supporting the emergence of data markets and the data economy (IA)

*Research and Innovation Actions to advance the state of the art in the **scalability and computational efficiency** of methods for securing desired levels of **privacy of personal data and/or confidentiality of commercial data**, particularly when they are combined from **multiple owners**.*

- « Next Generation Internet » opportunities

Previous experience on collaborative projects:

Since its creation, Linkfluence has been involved in many collaborative research projects: CURATEDMEDIA (2015-2017 FUI) DATASCALE (2014-2016 PIA), CODDDE (2013-2017 ANR), DYNAMICITE (2013-2015 PIA), ALGOPOL (2012-2015 ANR), WEBFLUENCE (2008-2011).

In previous experience, Linkfluence R&D managers has been involved in many other European Research Projects (FP6-FP7)

In 2017, we participated in two H2020 proposals

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Nos compétences

Big Data & Cloud Infrastructure

- Keep improving distributed & massive processing architecture

- Platform as a service for social intelligence

- Privacy & confidentiality of commercial data owned by multiple users/company processing

Artificial Intelligence

- Custom models for computer vision & NLP at scale on multimedia documents

- Prediction and trend detection

- Unsupervised clustering & Profiling

Marketing Research & Application

- New methods to accelerate insight discovery for marketing

A Sample of our latest innovations in the platform

1. Customer care and CRM data integration

2. Geo search

3. Audience deep profiling and segmentation

4. Emotion detection

5. Content landscape

6. AI & Deep Learning for moments shared & lived in the visual web

➜ Process in Real time

➜ Over billions of documents
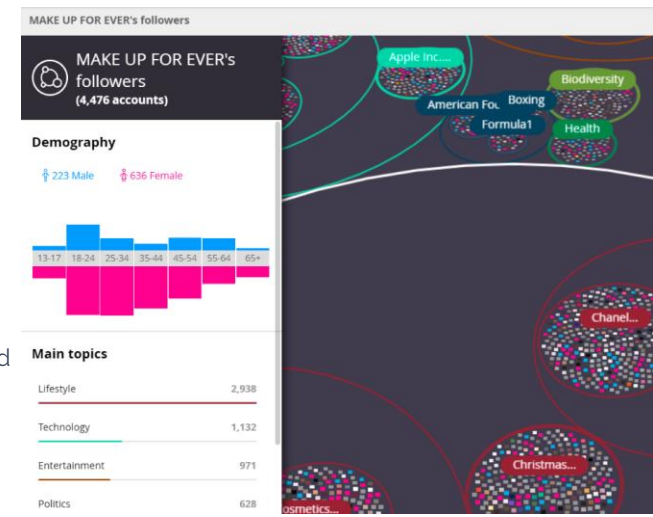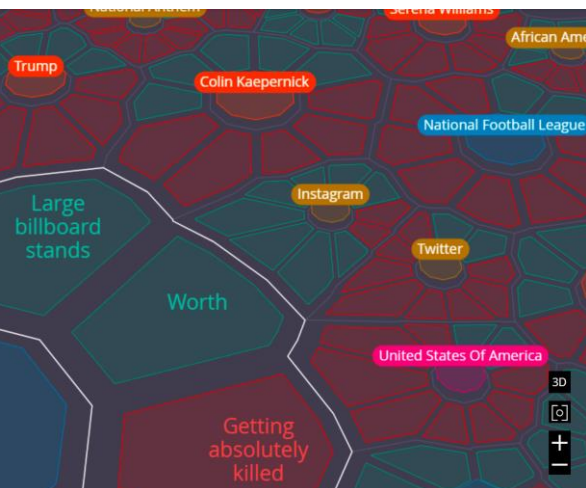
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Nos idées de projet

Research and Innovation Actions to advance the state of the art in the scalability and computational efficiency of methods for securing desired levels of privacy of personal data and/or confidentiality of commercial data, particularly when they are combined from multiple owners.

⇒ *Travailler sur de nouvelles manières d'associer data publique et privée au sein d'une plateforme sécurisée*

⇒ *Travailler sur les nouveaux modèles économiques d'échanges et de valorisation de la donnée dans le domaine du marketing et de la communication (distributed social networks & platforms)*

+ *En tant que End-users, réduire les coûts de calcul de nos algorithmes et de notre infrastructure (appels cloud)*

+ *En tant que End-users, apporter des cas d'usages et notre experience (500 clients) à des innovation autour du marketing et de la donnée sociales*

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