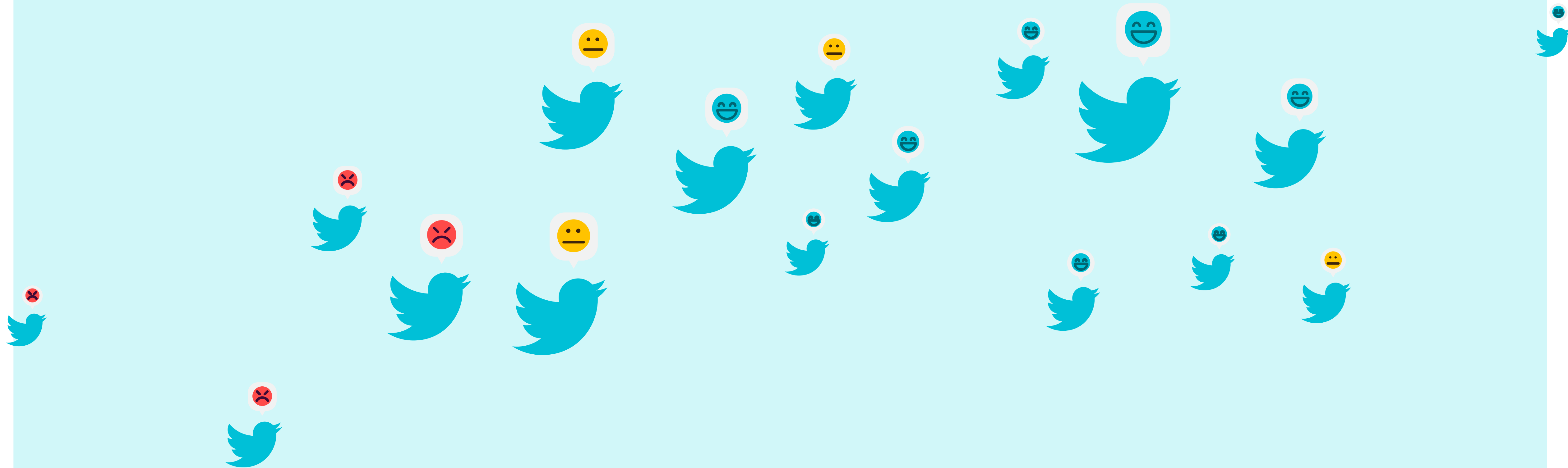


the Passivator

The lazy smart way to turn Twitter followers into positive brand affinities & profiles





Pain Point

Clients & prospects don't want to rely on **Facebook alone** for brand affinities.

We need **multiple data sources** of brand affinities to create a more accurate picture.

What we're building

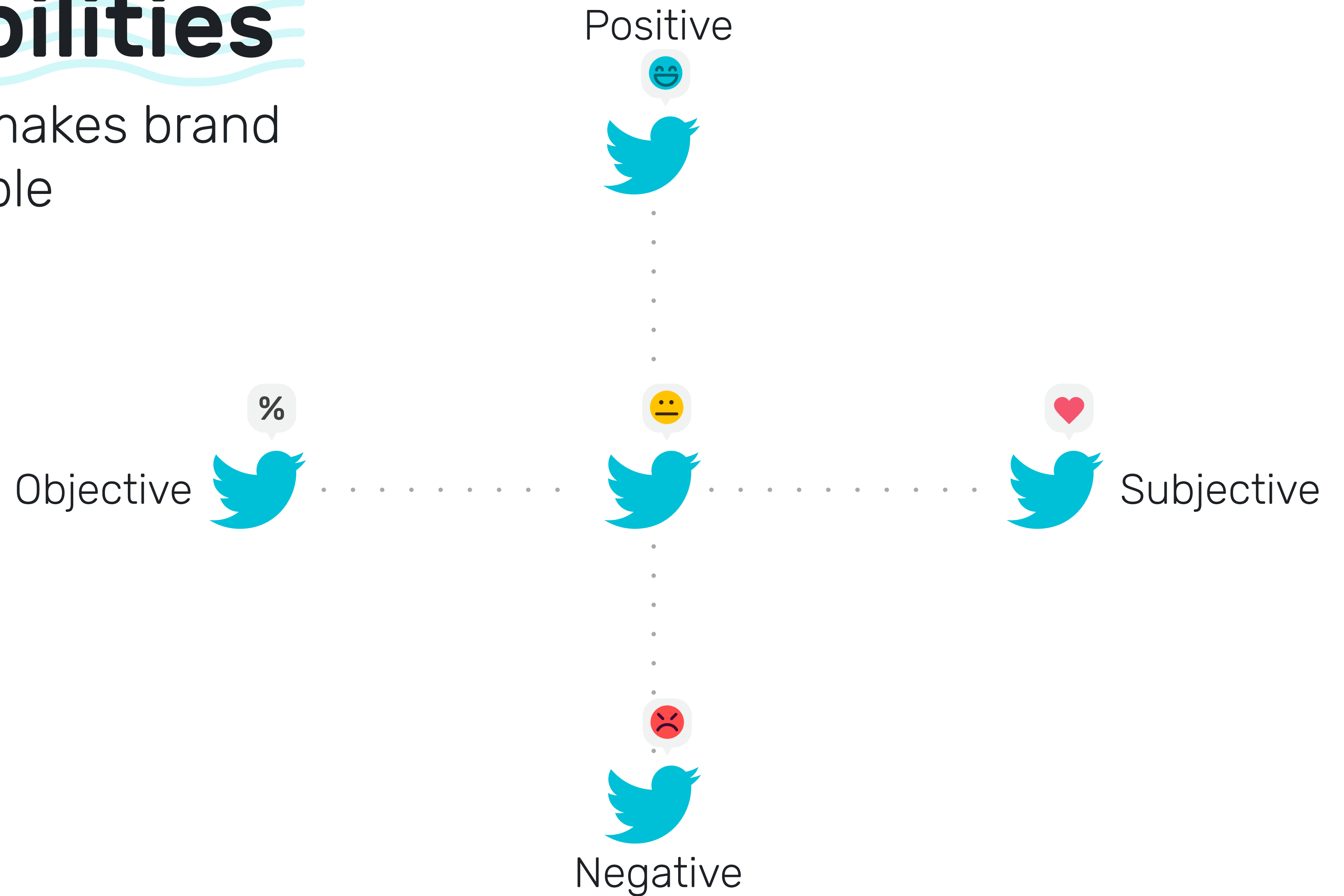
Identifying, tracking, and incorporating up-to-date, reliable brand affinities within audiences using real-time Twitter data and natural language processing.

What that means for clients

Clients can use this data to create new audience segments, bolster existing segments, and generate new profiles through targeted advertising and activation.

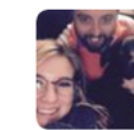
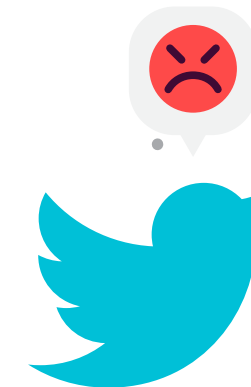
NLP Capabilities

Adding sentiment makes brand affinities more reliable



NLP Application

Create segments of people that talk about you and also don't hate your guts



Mrs. Manning
@LPaigeRies



Follow

Lmao that's so awesome that the Broncos won. I woke up so happy.

RETWEETS
2

LIKES
2

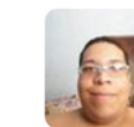


7:11 AM - 9 Sep 2016



2

2



Mardoqueu Targino
@fd_mardoqueu



Follow

@KelliStavast broncos win over panthers for 21-20 for 1 point

9:09 AM - 9 Sep 2016



Jessica Sullivan
@JessLarum



Follow

Guh. Broncos fans are the worst & this is why we all laughed when they lost the GF last year.

RETWEETS
12

LIKES
42



4:49 AM - 9 Sep 2016



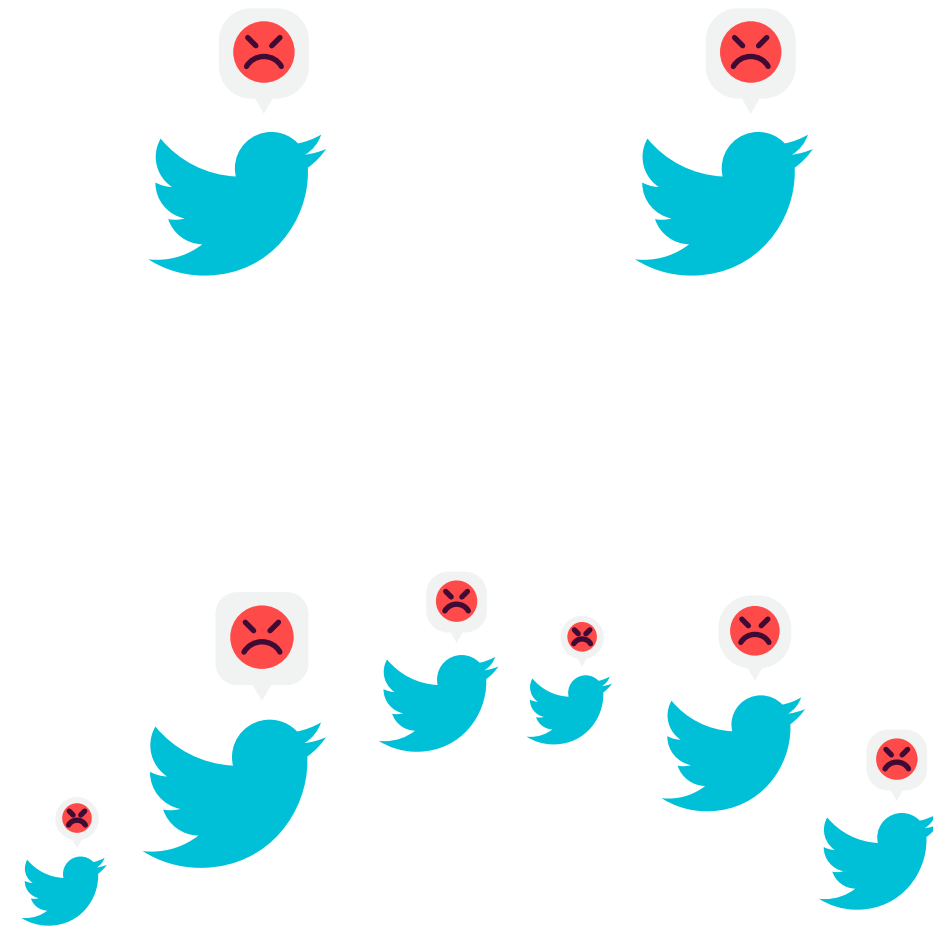
12

42



How we build a Twitter segment

Create segments of people that talk about you and also don't hate your guts



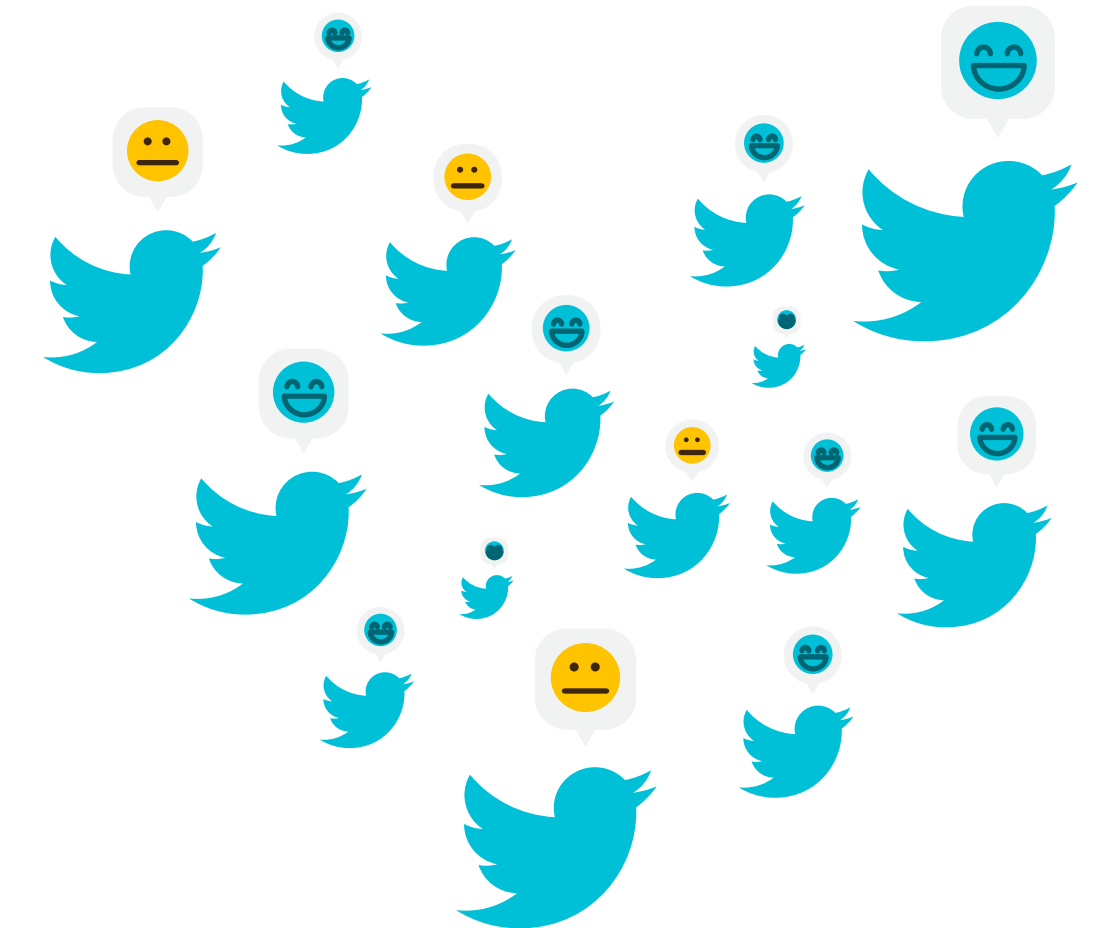
Filter out the negativity

Twitter users with a negative NLP score won't make the cut.



Verified = brands

Verified accounts are considered brands, not users.



Everyone else is in

If you aren't a Negative Nancy or a brand, you're in the segment!

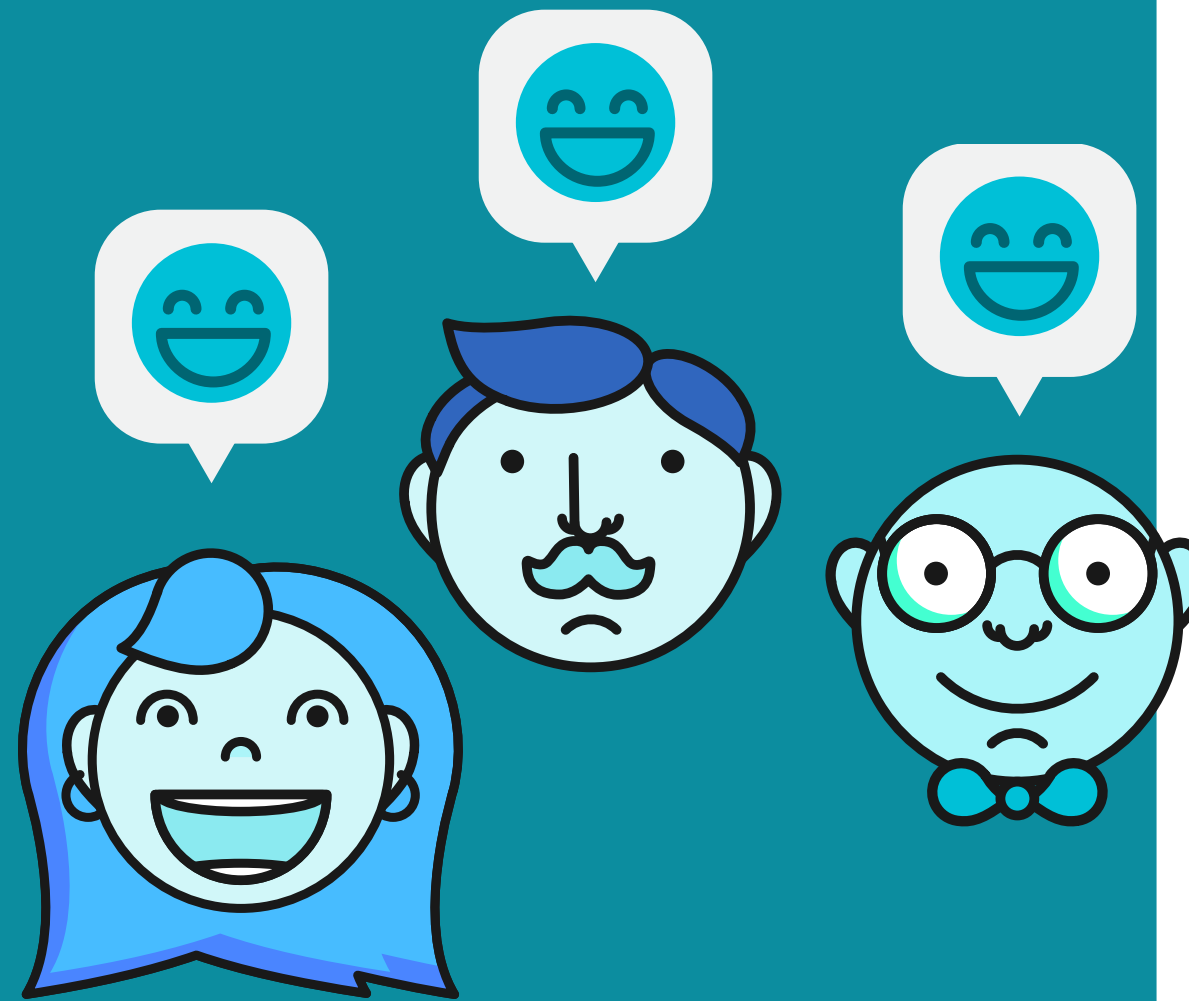
Step 1



Pick Your Target

Client defines a geofenced area or hashtag to build the Twitter segment and sets a time limit.

Step 2



Run Passivator

The Passivator creates a segment of Twitter users who Tweet positively.

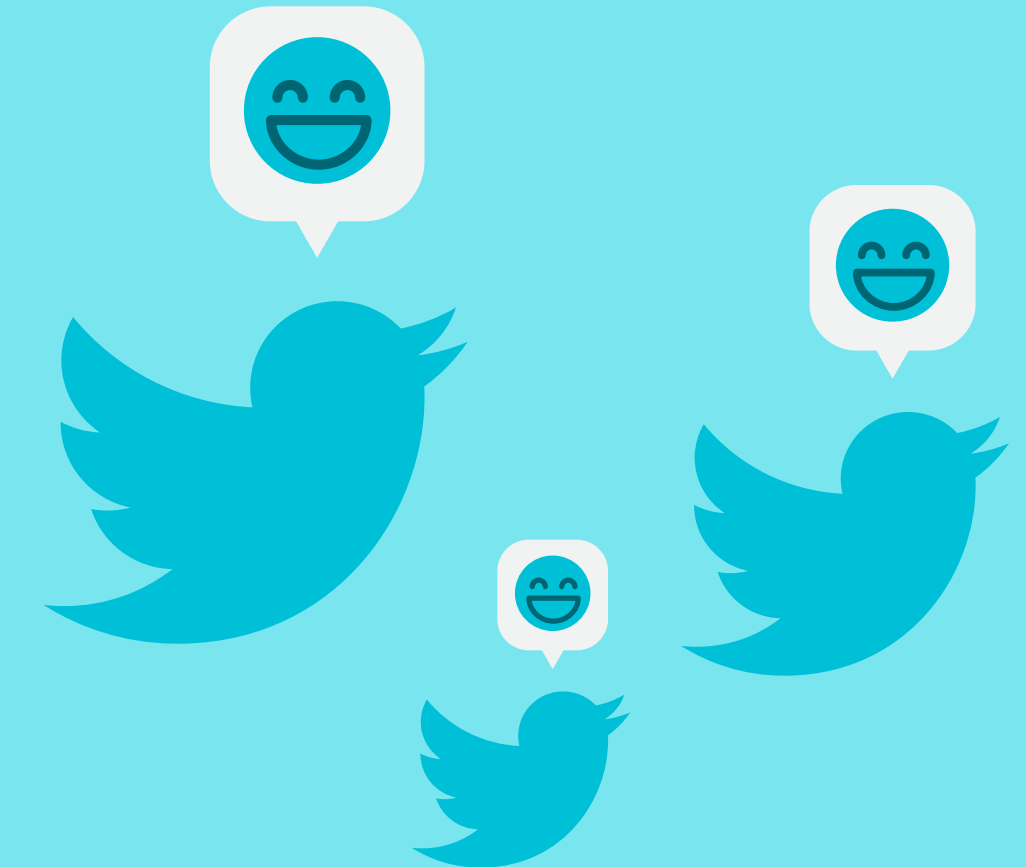
Step 3



Umbel Profiles

Profiles are created with age, location, & brand affinity data.

Step 4



Campaign

Run more effective Twitter campaigns (and beyond) with better brand affinity data.



Twitter

Capture real-time data from your fans on Twitter.



01 Name

02 Time

03 Location

04 Hashtag

05 Review

LOCATION

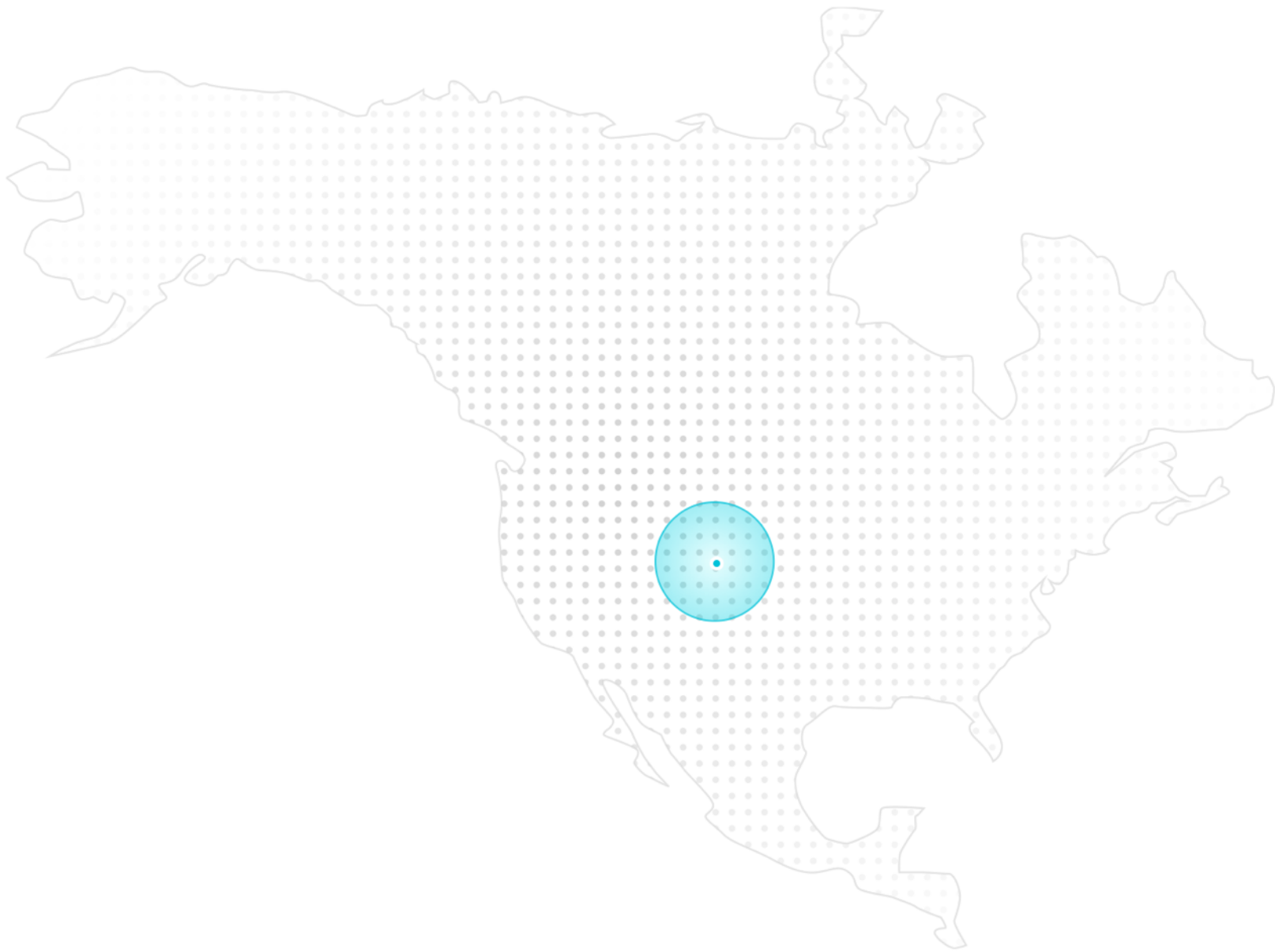
Address

Denver Broncos Mile High Stadium

1701 Mile High Stadium Cir #300, Denver, CO 80204

Radius

300m



SAVE

PREVIOUS

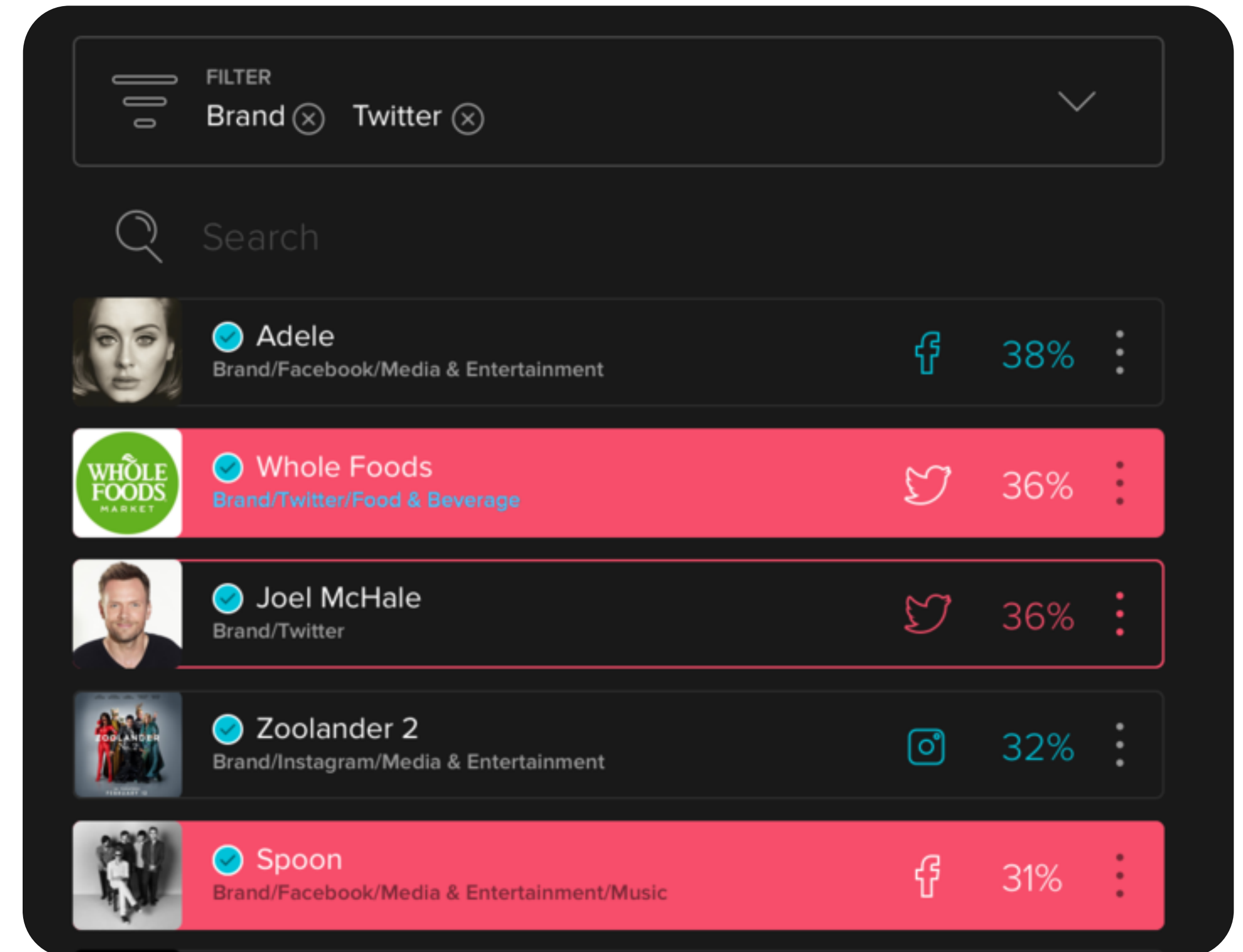
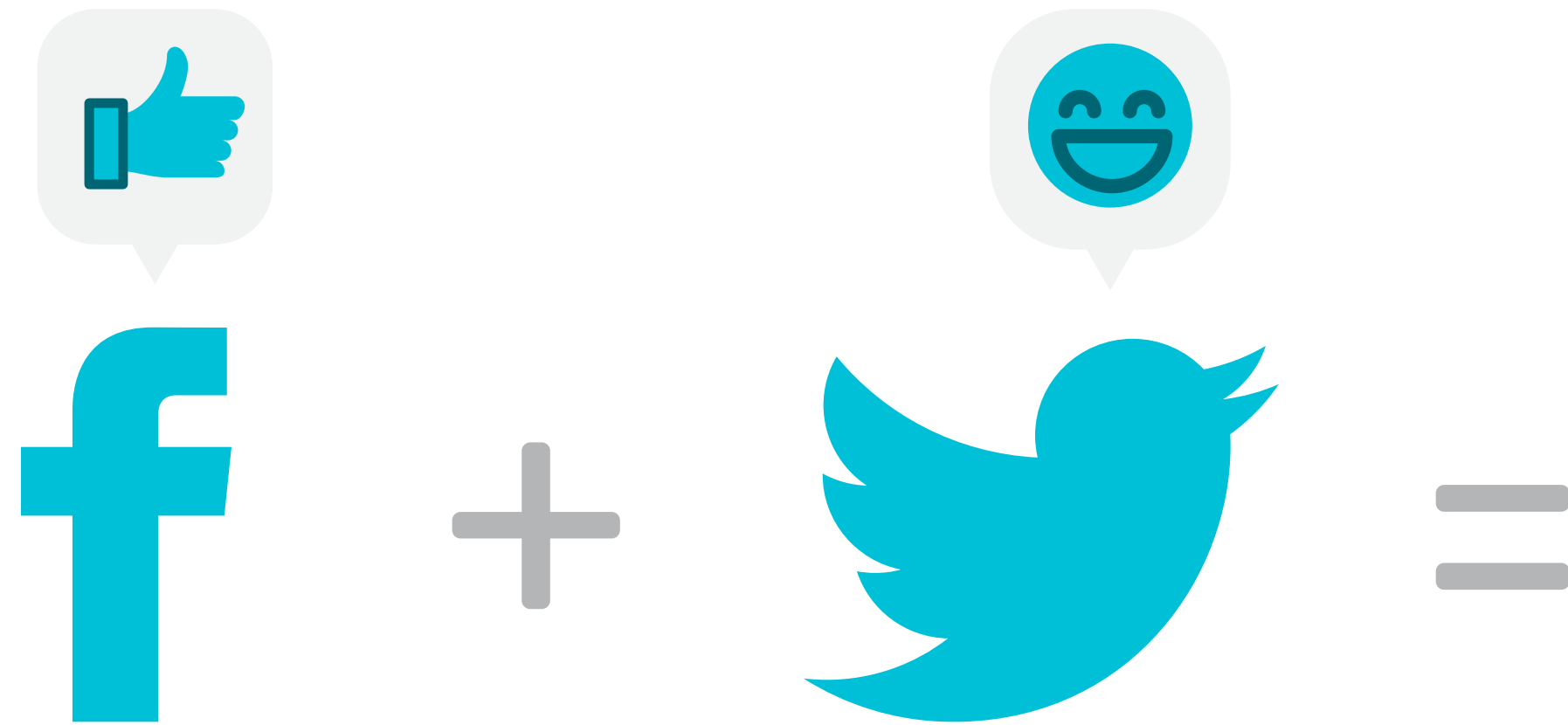
NEXT

SUBMIT

Activate,
passively.


Deeper Brand Affinities

Twitter brand affinities living side by side with Facebook




Mix & Match Data

Fresh custom segments, curtesy of the Twittersphere.


Denver Twitter Segment 

SAVEDELETE✕


People who live in




Denver, CO
Geography/Cities





are





Married
Demographic





and like









 Alamo Drafthouse
Brand/Twitter/Media & Entertainment



but don't like



 Harry Potter
Brand/Twitter/Media & Entertainment



Let's demo.

SEGMENT

CAMPAIGN

ACTIVATE

INTEGRATE

FILTER

CUSTOM SEGMENTS

Search

Sort: AUDIENCE %

Megyn Kelly vs. Trump Feud Fans

CUSTOM SEGMENT

Colorado Super Influencers

CUSTOM SEGMENT

<1%

LA Spanish Speakers

CUSTOM SEGMENT

<1%

1-2k New Yorkers

CUSTOM SEGMENT

<1%

Twitter Passivator

CLEAR

People who are in the

Colorado Super Influencers

custom segment

overview

13

AUDIENCE SIZE

<1%

AUDIENCE %

N/A

INDEX

<1%

FEMALE

<1%

MALE

<1%

MARRIED

<1%

HAVE KIDS

<1%

OWN HOME

Yeah, we can hack it.

