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# Structure and Understand Natural Language

Convert text into structured facts about entities, their sentiment, and their relationships.

Schedule a Demo

*Wide* NARROW

The screenshot shows the Diffbot Intelligence HQ interface. At the top, there's a navigation bar with a user profile icon, a search bar, and a 'Contribute +' button. Below the header, the main area is titled 'Management Team' and features a large banner with the text 'Digital Transformation'. To the left, a sidebar shows a profile for 'Carina Pettersson @carina' and a section for 'My Subscriptions' with a 'CI Weekly Brief' card. The main content area contains several cards: 'Best performing sectors in Digital Transformation' (with a sub-card for 'Digital leaders achieve earnings growth that is 1.8 times higher...'), 'Reports' (with sections for 'Strategic', 'Q1 Competitor Activity', and 'Q1 Impact/Urgency'), and 'Trends' (with a chart comparing 'Leaders', 'Laggards', and 'Customer Experience' over time). A sidebar on the right lists 'High Strategic Impact / Low Urgency' and 'High Strategic Impact / High Urgency' items, along with a legend for trend types.

## We enrich all of our monitored posts with Diffbot

"I've been working on replacing our former solution with NER in favor of Diffbot, and it has been working out great. Today, we enrich all of our monitored posts with Diffbot and it is utilized heavily in the base part of our platform. This fall we will complete the replacement of the last front-facing part and **so far, it has really delivered.**"



**Arvid Sahlin**  
Chief Technology Officer

	Entity Recognition	Entity Linking	Relation Extraction	Entity Sentiment	Commercial API?
<b>Diffbot</b>	92.38%	91.21%	83%	71%	Y
Google	92.80%	89.80%	77%	62%	Y
Microsoft	92.75%	88.90%	N/A	N/A	Y
IBM Watson	91.30%	87.40%	16%	46%	Y
Amazon	92.86%	N/A	N/A	N/A	Y
OpenAI	88.67%	90.85%	N/A	N/A	Y
Facebook	93.50%	90.87%	N/A	N/A	N
U of Washington	92.22%	86.80%	75%	N/A	N
Stanford	92.61%	82.90%	40%	N/A	N

## Breakthrough Performance

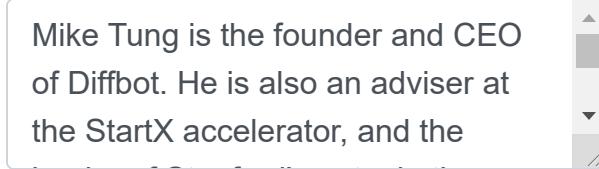
Our Natural Language API that goes beyond just identifying keywords and connects you with structured information about entities, facts, sentiment, and relationships Trainable for your custom domain of interest. Try any text in our demo now.

## Non-Vaporware Demo

No cherries to be picked here. Enter your own text, or use one of our examples for inspiration.

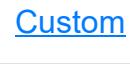
Mike Tung is the founder and CEO of Diffbot. He is also an adviser at the StartX accelerator, and the

Select Example Clear Submit

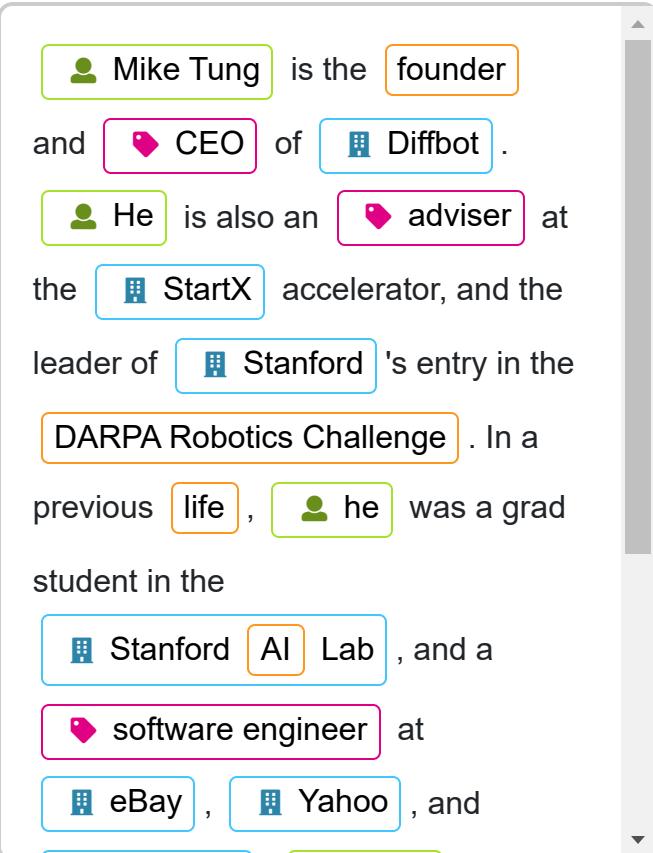
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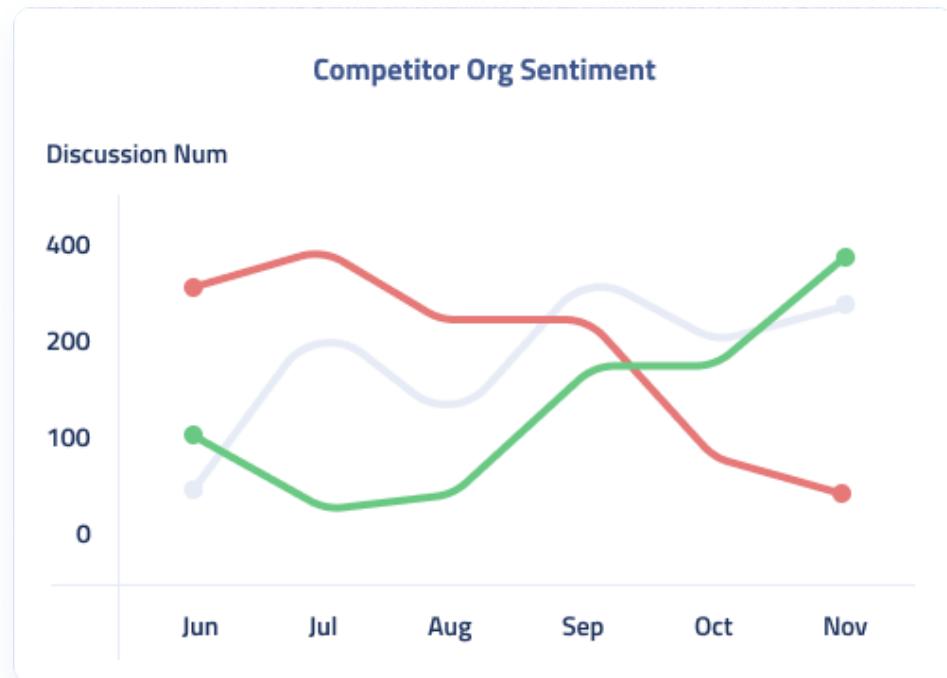
 Graph

 Entities

 Custom

 More

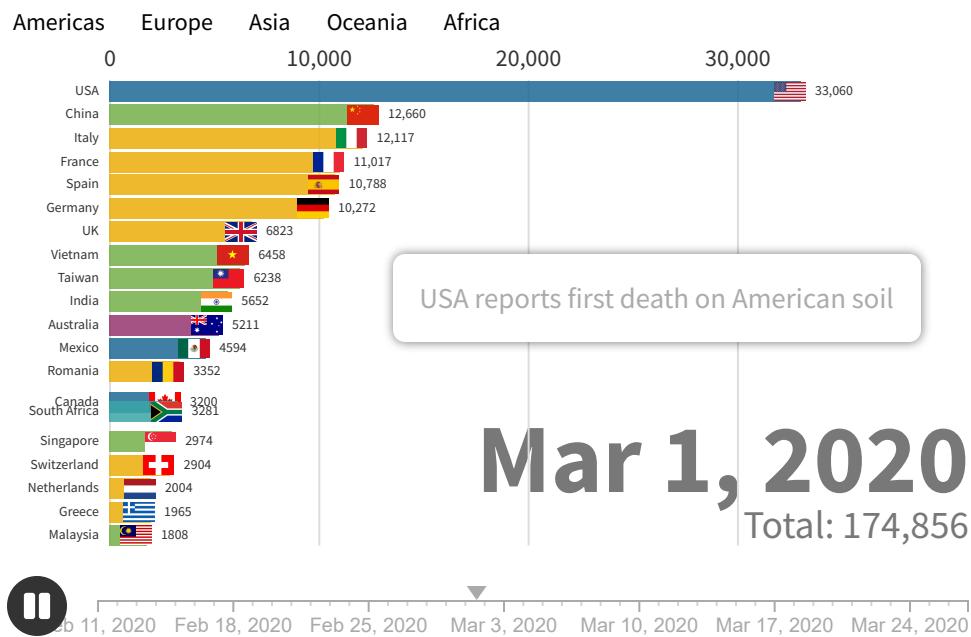
 Mike Tung is the founder and CEO of Diffbot. He is also an adviser at the StartX accelerator, and the leader of Stanford's entry in the DARPA Robotics Challenge. In a previous life, he was a grad student in the Stanford AI Lab, and a software engineer at eBay, Yahoo, and



## Make Better Investment Decisions

A global Fortune 500 financial services firm uses Diffbot's Natural Language API to identify and track the sentiment toward companies related to an investment theme. Using the entity-directed sentiment, their analysts can determine how to best allocate the fund and identify risks to the investment area from government economic policy and regulation.

## COVID-19 Articles Published By Country



## Monitor the News

Our Natural Language API that goes beyond just identifying keywords and connects you with structured information about entities, facts, sentiment, and relationships Trainable for your custom domain of interest.

### Natural Language Parsed Into Entities

Robert Sowell (June 23, 1961 - June 22, 2015) was an American football player who played defensive back for the Miami Dolphins. He died June 22, 2015 of a heart attack.

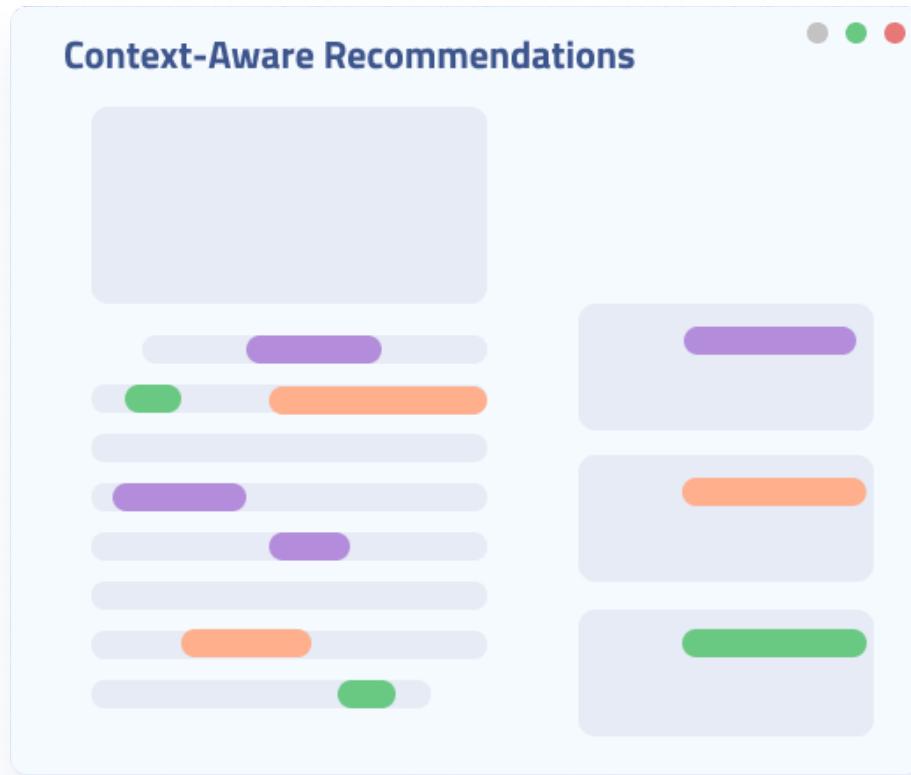
↓

Robert Sowell (June 23, 1961 - June 22, 2015) was an American football player who played defensive back for the Miami Dolphins. He died June 22, 2015 of a heart attack.

Entity	Types	Salience	Sentiment
Robert Sowell, who, He	person, human	0.85	0.23
Miami Dolphins	US football team organization	0.87	0.37

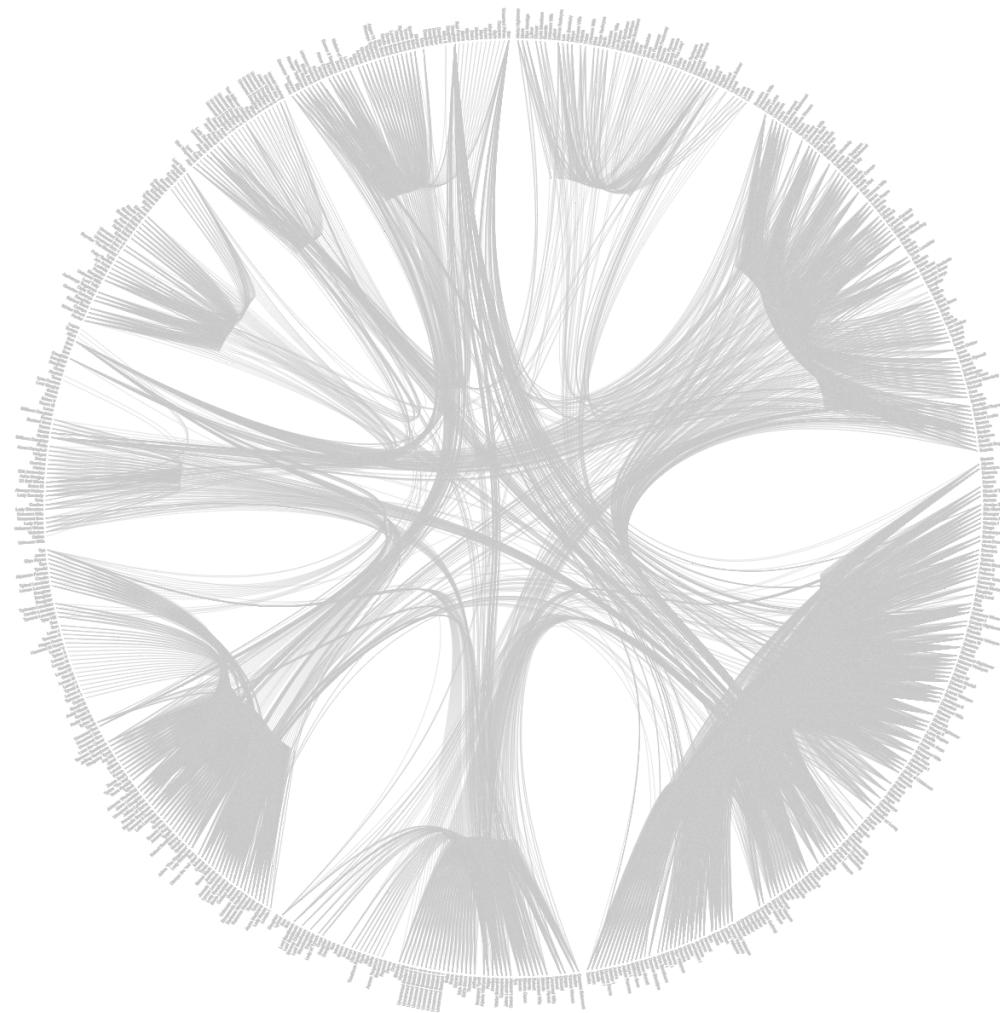
## Bring Text Documents to Life

Academic publisher JSTOR worked with HBO to create an interactive site for video transcripts of the Martin Luther King Jr documentary King In The Wilderness. By processing these rare primary interviews with the natural language API, they were able to connect the spoken word to structured knowledge in context, creating a rich new experience.



## Recommend Content

Dianomi is the largest native ad network in finance with over 350 publishers. They use Diffbot to monitor topics being discussed in the pages of their network to find the best pages for each ad. Dianomi uses Diffbot's sentiment analysis to make sure their ad placements are brand safe.



## Build Your Own Knowledge Graphs

Graphs provide a compelling way to explore the complex relationships in large datasets. We analyzed the Game of Thrones anthology using our Natural language API to build the largest genealogy of the Game of Thrones world built to date.



# Add Your Own Entities And Relationships

Tracking a specialized set of entities and relationships? We can train our NL API around entities and relationships you care about. Our customization options can take you from lacking out-of-the-box textual analysis to 100% coverage. Customization occurs quickly within the course of general introductory discussions.

UMassAmherst



Dianomi™



Steelcase

Bleeding-Edge Natural Language Processing

Not sure where to start? Our solution experts are here to help you build a complete end-to-end integration.

[Schedule a Demo](#)

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#### CONTACT



 [sales@diffbot.com](mailto:sales@diffbot.com)

 1-855-885-4800

333 Ravenswood Ave  
Menlo Park, CA 94025