VOXSUP: A Social Engagement Framework

Yusheng Xie[1], Daniel Honbo[1], Kunpeng Zhang[2], Yu Cheng[2], Ankit Agrawal[2], Alok Choudhary[1]

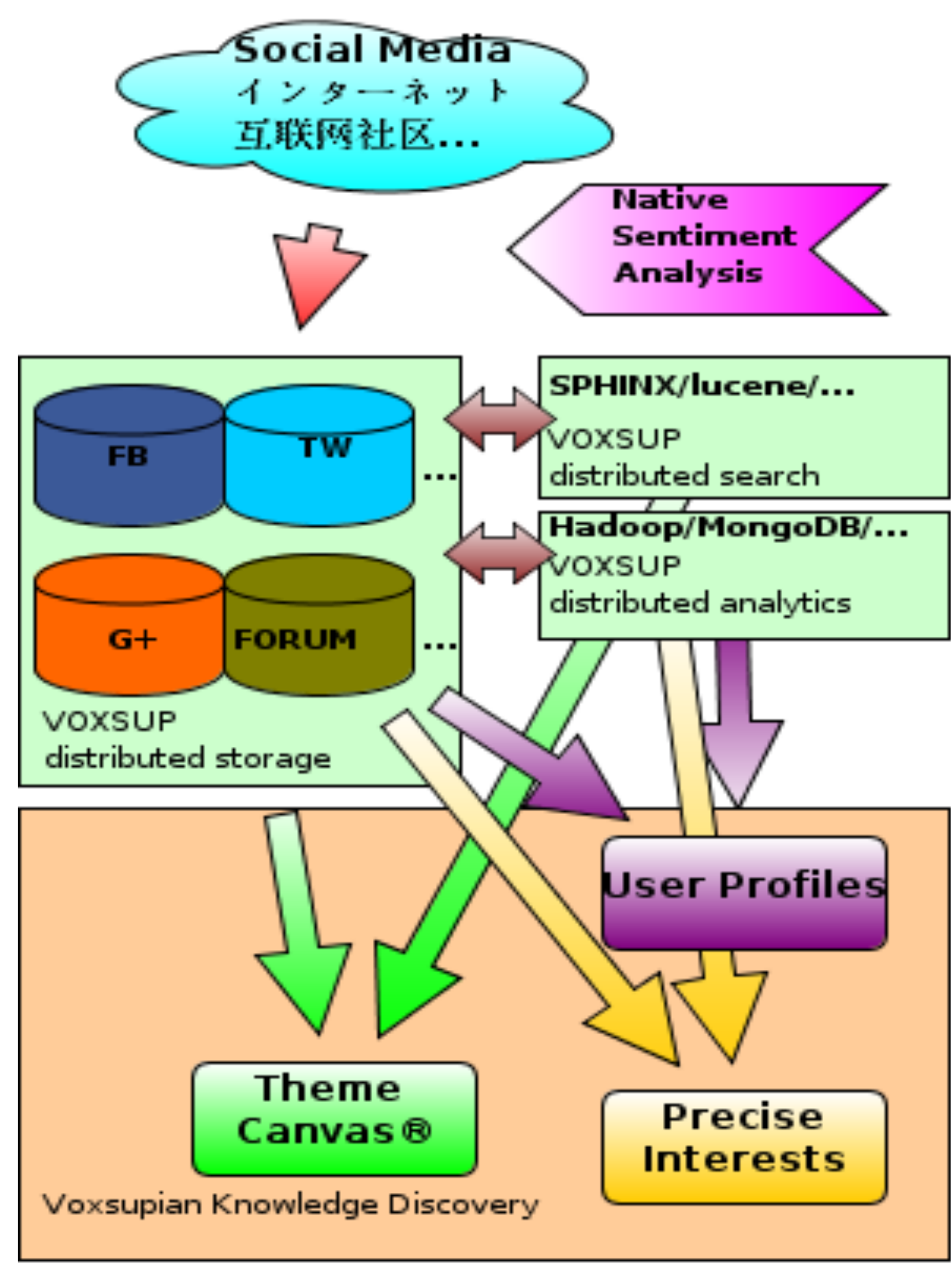**[1]Voxsup Inc.**
{yves,dan,alok}@voxsupinc.com

[2]Northwestern University
{kzh980,ych133,ankitag}@eecs.northwestern.edu

What Does Voxsup do?

Voxsup Platform provides unmatched and comprehensive end-to-end solution for
- Social media marketing, targeted advertisements.
- Geo-location based targeting.
- real-time analytics for Facebook, Twitter, Blogs, LinkedIn, YouTube, Google+ , Instagram, custom sources, private networks based on BIG data and deep analytics
- Competitive Analytics positioning
- Data and segment services
- Targeting/re-targeting for ad networks, targeting for offline media
- Social E-Commerce
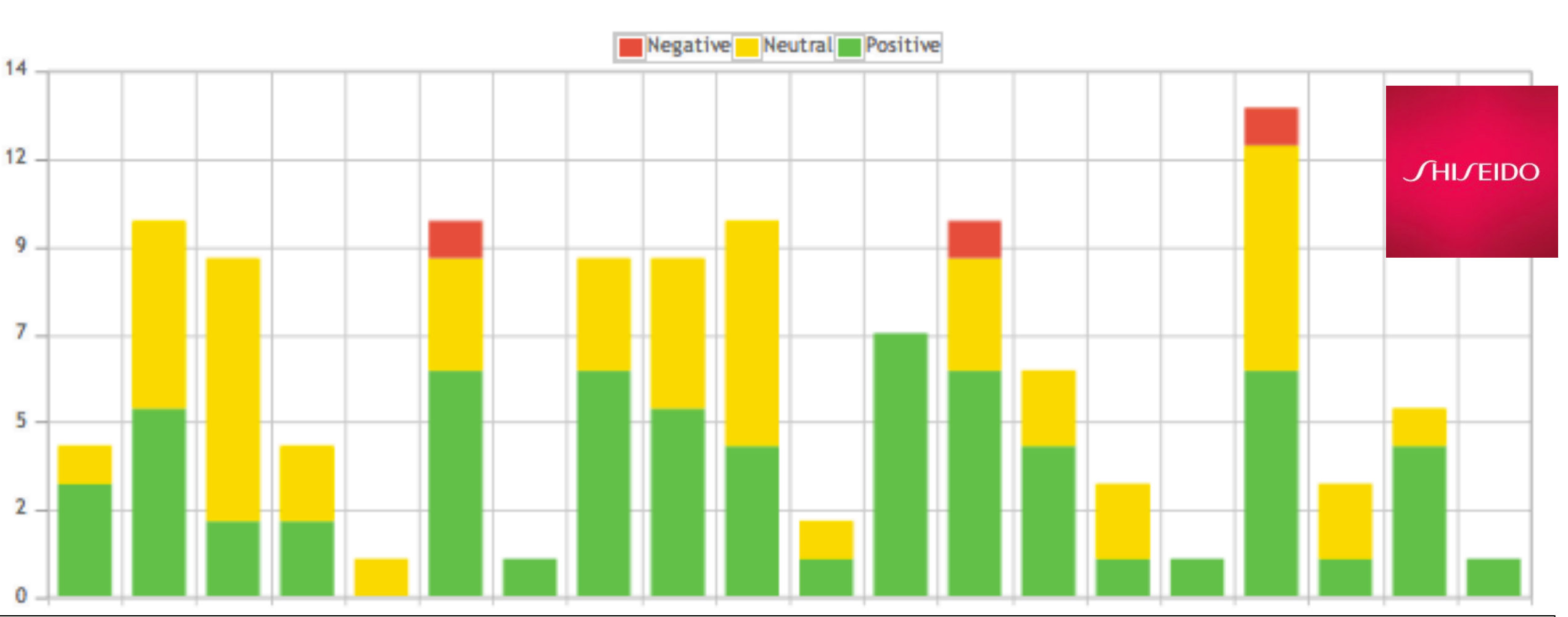
How Does Voxsup Platform work?

Benefits &Applications
- Fan and Customer acquisition with unprecedented cost efficiency
- Brand awareness/reach
- Lead Generation
- Conversions
- Competitive analysis
- Advocates and ambassadors
- Exploit networks

The core technology includes deep multilingual sentiment analysis and real-time influence discovery.
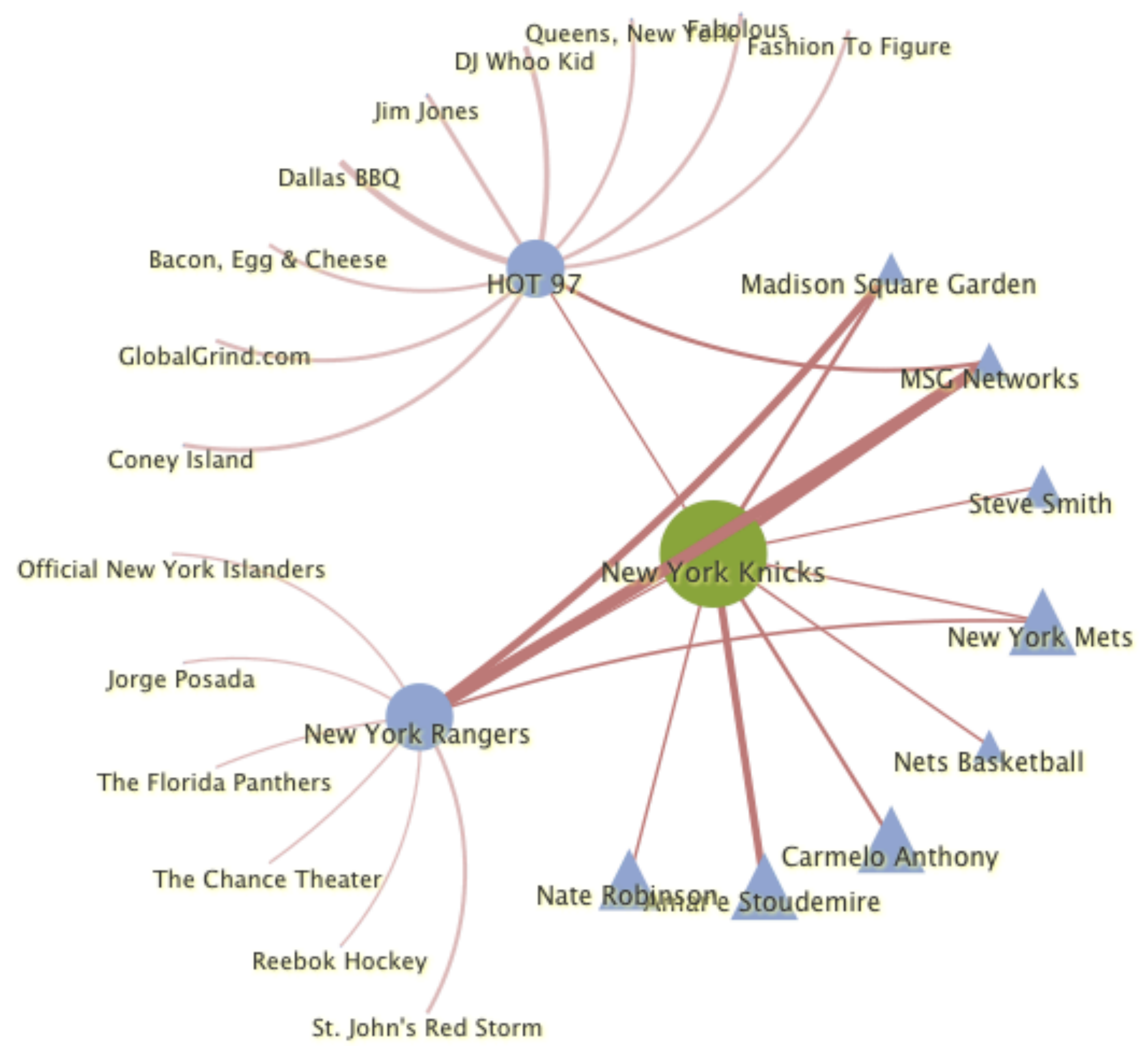
Voxsup Social Profile

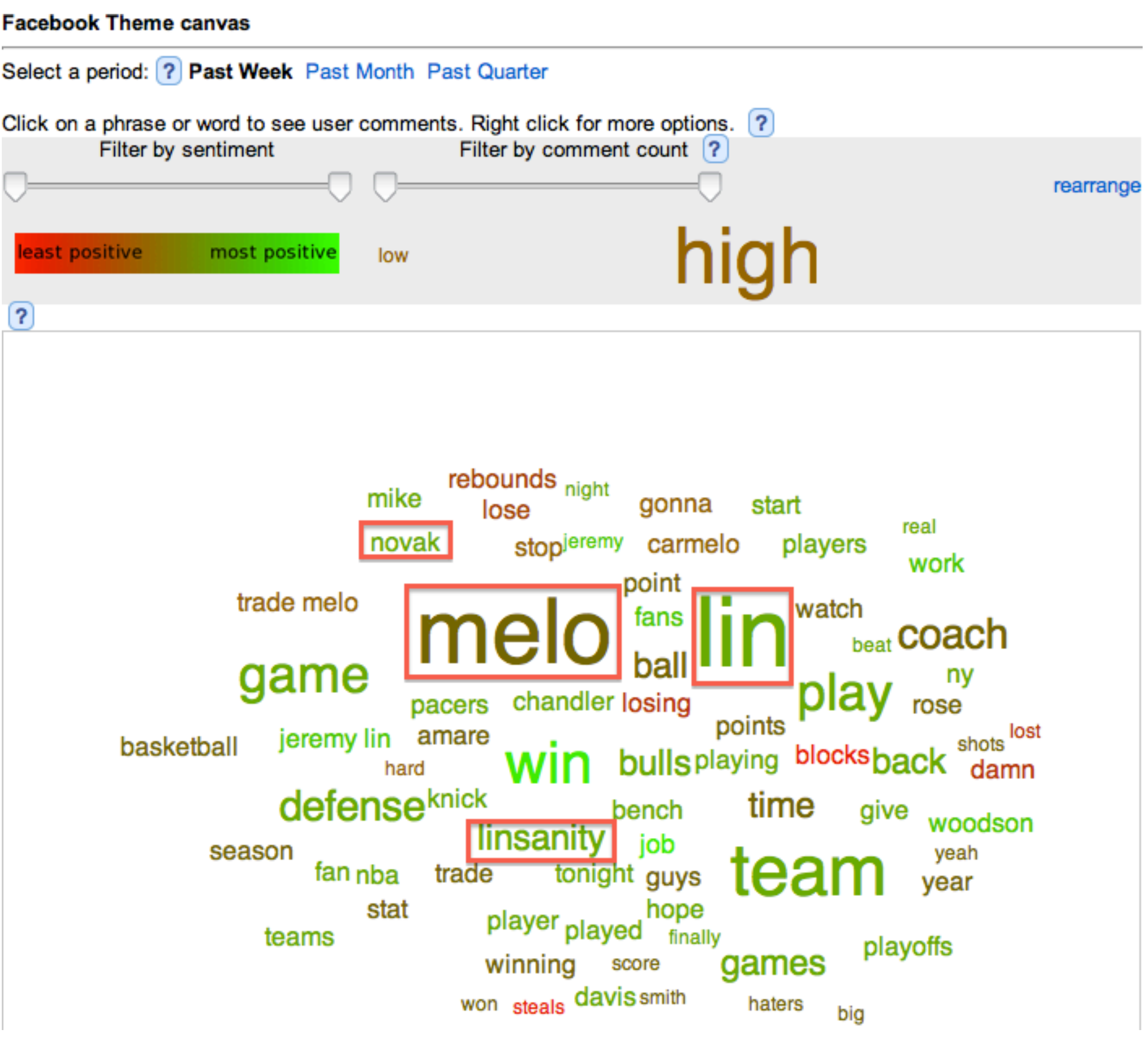| Brand	Likes		Comments					
	Wall	Posts	Total	Positive	Negative	Posts	Active Commenters	Positive Sentiment %
The Official Shiseido (USA) Page	87,512	18,188	1,561	902	62	348	1,008	93.6

- Understand Sentiment Distributions for each Campaign
- Interactively analyze each campaign
- Why some campaigns work well and why others may not

Voxsup Precise Interests

- Identify precise segments for targeting
- Overlay demographic and geographic targeting
- Use Voxsup Advertising engine to place social ads and sponsored stories
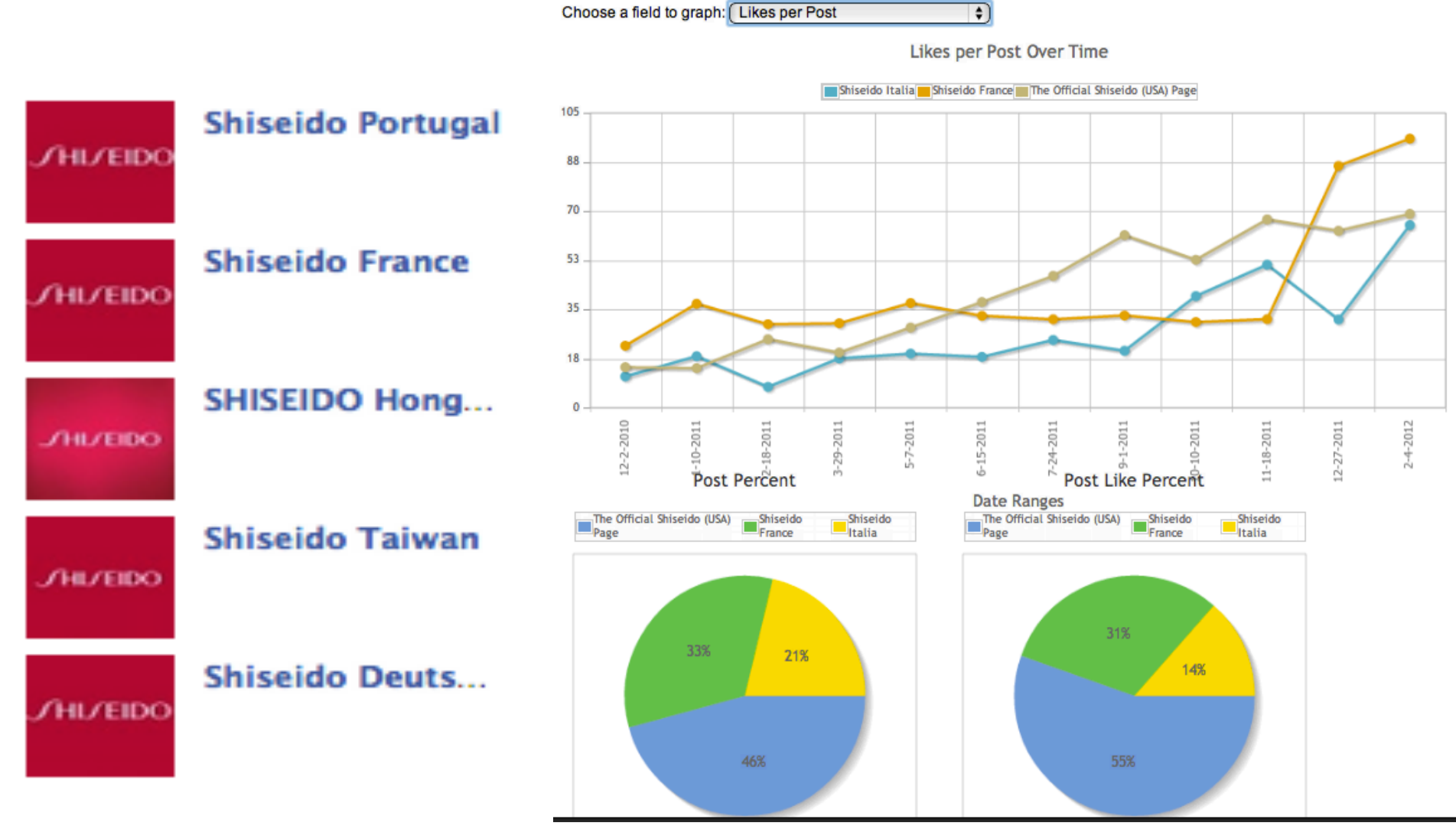- Tailor message using coupons, offers & deals

Voxsup Theme Canvas

- Filter based on counts / sentiment strength
- Customize the time period interactively
- Customize the phrase/feature set interactively
- Drill down on each phrase for relevant comments
- E.g., People seem to be more positive "serum" (greener)

Voxsup Global Viewpoint

Brand	Likes		Comments					
	Wall	Posts	Total	Positive	Negative	Posts	Active Commenters	Positive Sentiment %
The Official Shiseido (USA) Page	87,512	18,383	1,562	902	62	351	2,016	93.6
Shiseido France	29,053	10,299	1,235	818	26	253	700	96.9
Shiseido Italia	22,994	4,484	390	53	24	163	228	68.8
All subsidiaries	139,559	33,166	3,187	1,773	112	767	2,944	

- Understand Global presence
- Compare, manage, and identify best practice
- Understand and analyze together
- Engage locally or globally