



# Marketing Insights for marketers

Make your marketing efforts more effective with Augmented Intelligence!

Marketing is one of the most high-pressure roles in the enterprise. If sales isn't getting enough leads, questions are asked of marketing. If a competitor runs a successful campaign, the board may ask 'why didn't we do that?' If a product or brand crisis is escalating on social media, then the company wants to know what marketing is going to do about it.

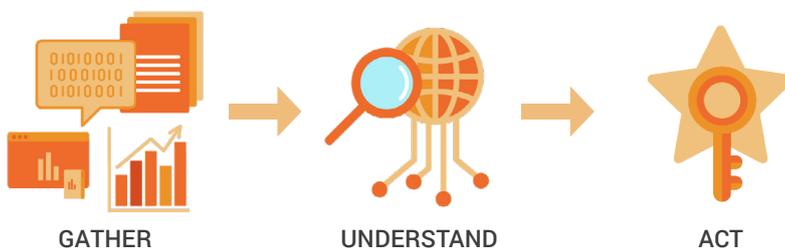
## WHAT'S IN IT FOR YOU?



Squirro Marketing Insights allows a marketing professional to be better informed than ever, delivering real-time insight on product, brand, competitors, market trends, and much more. It means marketers can be more proactive, can deliver quality leads to sales teams, and execute data-driven and strategic campaigns.

## HOW IT WORKS

Much of the insightful data for marketing is unstructured – social media posts, customer reviews and feedback, breaking news stories... - and mostly unavailable to marketing professionals. But using Squirro Marketing Insights allows marketers to tap into all this data and use the insight to understand what is happening in the market in real-time.



If a customer posts a negative review about a competitor's products, the marketer will be informed immediately and can use this insight in their own campaigns. If there is an issue with one of the organization's own products being discussed on social media, then marketing can work with product teams to minimize the damage to reputation.



## CHALLENGES

- Unable to keep up with what the market is saying about your product or brand?
- Are your competitors reacting to market trends quicker than you?
- Do you sometimes feel one step away from a brand crisis on social media?
- Struggling to manage the volume and breadth of marketing data?



## KEY FACTS

- Know in real-time what customers are saying about your product, brand, and competitors
- Anticipate emerging trends in the marketplace
- React in real-time to potential brand issues on social media
- Deliver a more strategic and data-driven marketing program

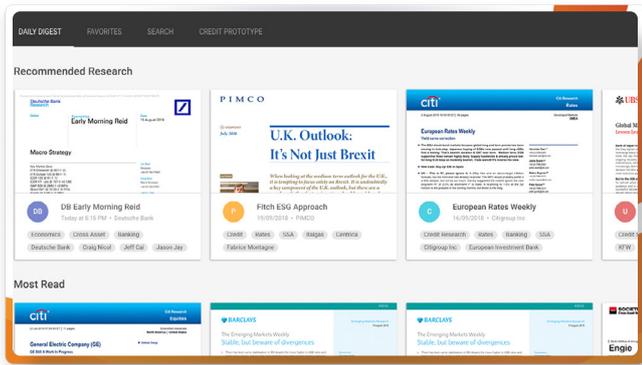
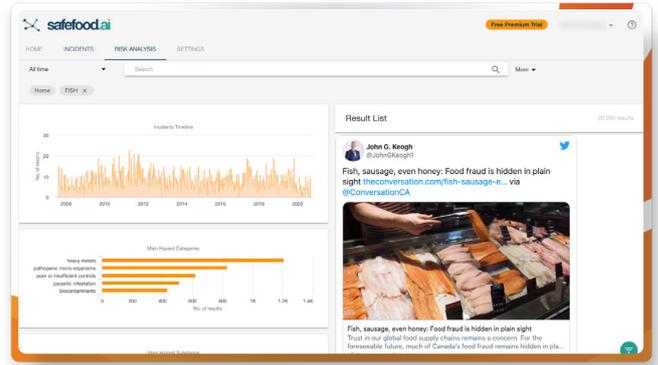
## MARKETING INSIGHTS SUITE

- Market Monitoring
- Competitor Monitoring
- Brand Monitoring
- Product Monitoring
- Content Monitoring

— EXPLORE  
Marketing Insights

1 BRAND SENTIMENT ANALYSIS

Use AI-driven insights to make better business decisions based on what your customers are saying about your brand. With the latest natural language processing technology applied to reviews, feedback submissions, social media posts, and other relevant sources of data, you will gain a clear understanding of how your brand is currently perceived.

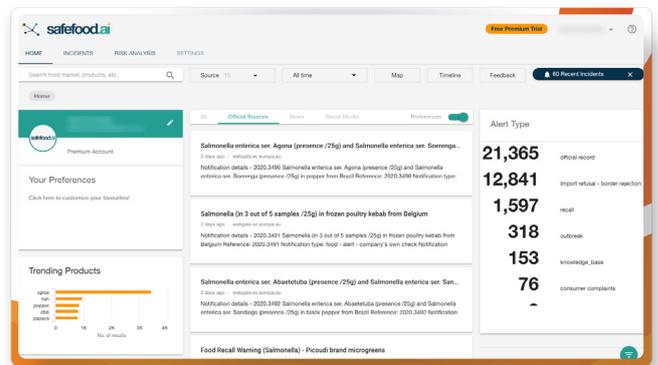


2 AI-FUELED CONTENT DISCOVERY

Automatically process large volumes of publications, news outlets, databases, and more with specialized machine learning, providing contextualized insights that help you to create the content to best engage your audience with.

3 TRENDS AND TRAJECTORIES

Deploying some of Squirro Marketing Insights Solutions can help you better understand both market trends and your competitor's activities and brands. This insight can be used to steer the direction your own brand takes over time.



— OUR CUSTOMERS

Data-driven companies leveraging Marketing Insights



ABOUT SQUIRRO

Businesses capitalize on new opportunities, improve client relations, and optimize decision-making capabilities using Squirro's vertical-specific Augmented Intelligence solutions, which combine human intelligence with powerful AI. An Insights Engine at its core, Squirro delivers contextualized insights from your most relevant data sources and displays them directly, via workbench integrations, or through self-service applications.

Squirro works with global organizations, primarily in the Financial Services, Insurance, Telecommunications, and Manufacturing industries. Customers include Bank of England, Standard Chartered, ING, Brookson, Ninety-One and Candriam. Founded in 2012, Squirro is currently present in Zürich, London, Munich, New York, and Singapore. Further information about AI-driven business insights can be found at [squirro.com](http://squirro.com)

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MARKETING INSIGHTS!

