A young woman with long, wavy blonde hair is looking directly at the camera. She is wearing a black hoodie with white graphics on the sleeves. She is holding a white Starbucks coffee cup with the green Siren logo. The background is a blurred indoor setting, possibly a cafe or office. A large blue diagonal line runs from the top left corner towards the bottom right corner of the image.

Brandwatch takes brand insights to new heights through the power of Visual-AI

With special thanks to Phill Agnew,
Director of Product Marketing at Brandwatch

The Visual-AI People.



About VISUA

Best-In-Class Visual-AI for Brand Monitoring

We are the Visual-AI people powering the leading brand monitoring platforms.

Our technology has been proven to deliver the highest precision and recall in both images and video. This means Brand Monitoring companies can deliver invaluable consumer insights to their clients that power effective marketing campaigns and reduce wasted spend.

Highlights

CHALLENGES	SOLUTION	OUTCOME
Following requests from some of their top clients for the ability to analyse visual media, Brandwatch discovered that >80% of visual mentions didn't have a corresponding text mention. They needed a way of analysing visual mentions, something crucial in retaining customers and attracting new ones.	VISUA helped Brandwatch overcome this challenge with powerful and precise Visual Artificial Intelligence that enables them to analyse millions of images and videos per month. Combining this reliable data with Brandwatch's own proprietary technology shows their clients exactly how consumers are engaging with their brands.	Introducing Visual-AI into their product package has revolutionised brand analysis for their clients. In combination with its proprietary tech, Brandwatch has developed a new feature-set that has helped them to maximise customer retention and win more clients around the world, continuing the growth of the company worldwide

The Visual-AI People.

Who is Brandwatch?

Brandwatch is a world-leading consumer intelligence platform. Thousands of marketers and analysts use it every day to discover and understand what customers are saying about their brand online.

“Ultimately,” explains Phill Agnew, Product Marketing Director of Brandwatch, “we help our users get closer to their customers.”

The company’s main offering is social listening; the ability to collect and analyze public conversations online. They own the world’s largest data library of consumer opinions, with 1.4 trillion conversations, enabling their users to make fast, data-driven decisions. Their platform can be used for a number of purposes including competitor analysis, campaign engagement monitoring, brand safety, crisis management, influencer marketing and more.

“Clients who choose Brandwatch get access to the most data and the best AI, with thanks to VISUA”

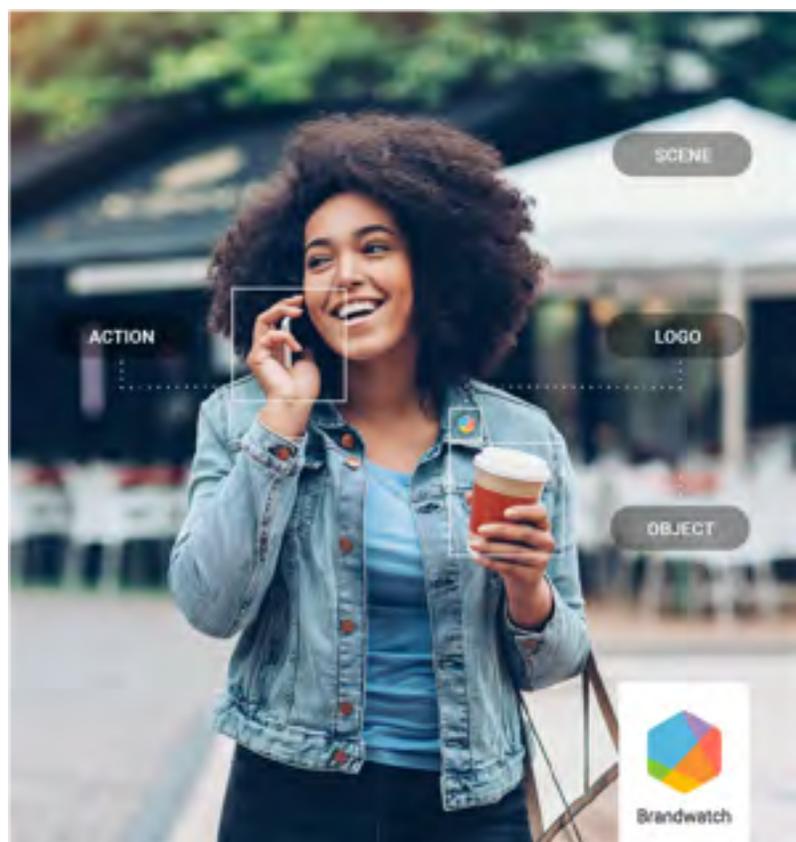
Phill Agnew,
Director of Product Marketing at Brandwatch



What challenges did the industry have?

There's an old adage: "A picture paints a thousand words" and as digital media became more and more visual, the brand monitoring and social listening industry realised that this was never more true. As a leader in the industry, Brandwatch had discovered that a high percentage of brand mentions in social media posts were visual-only, with no text mentions of the brand in those posts. This meant that their users were missing out on a sizable portion of posts where the brands were being referenced.

Brandwatch knew that in order to continue providing their clients with the best service, they would need to find a way to analyze all forms of visual media, particularly images and videos. It was considered crucial in retaining existing clients, as well as attracting new ones.



“Our customers love analyzing conversations online. But conversations are only one part of the puzzle. Most of the web contains imagery, be it User Generated Content or news articles, and they feature pictures and images, which are vital for brands to understand”

Phill Agnew
Brandwatch

The Visual-AI People.



The VISUA Solution

Brandwatch considered volume, accuracy and speed as paramount in upholding their solid reputation in the brand monitoring industry and satisfying existing clients, so the choice to work with VISUA was easy.

Brandwatch spent a year analyzing and testing a number of players in the Visual-AI market, from open source technology to premium subscription services.

“We use VISUA’s tech to discover our clients’ logos across millions of images shared online. We’re able to understand how much a brand is pictured, which brands are most visible online and how each brand is pictured, whether in a positive or negative manner. Our customers use this data to conduct competitor analysis, campaign measurement and even product development.”

Phill Agnew
Brandwatch

VISUA’s solution was ultimately selected for four key reasons:

- ▶ VISUA’s Visual-AI offered the **highest levels of precision and recall**, which is critical if you are selling reliable insights to clients.
- ▶ VISUA’s solution could handle the **massive volumes of data** that Brandwatch needed processing each month, effortlessly and reliably.
- ▶ The technology **integrated flawlessly** with their own platform, making the experience seamless for their customers.
- ▶ Brandwatch could **activate new brand logos and marks instantly** by simply providing a URL in the VISUA dashboard. The ability to do both is important as it allows the tracking of a brand’s full logo or the recognised marks related to the brand, such as the Nike swoosh, Adidas stripes or McDonald’s golden arches, even when the brand name is not included.

All this meant that Brandwatch could launch a key new feature within their Consumer Research platform.

The Visual-AI People.

VISUA's solution enables Brandwatch's clients to:

- ▶ Use brand and mark detection to identify and track where their brand and related visual assets appear in images and videos wherever their brand appears online.
- ▶ Analyze the context of these visual mentions and how they relate to objects in the media and the overall scene.
- ▶ Get a comprehensive overview of how their brand is being represented in areas that are out of their control e.g. outside of advertising, their brand profiles and paid-for posts.
- ▶ Fully understand their target audience with otherwise unattainable insights that can be used to develop future campaigns and messaging.

More than a tech system

It was important to Brandwatch to find something that would be more than just code. They needed something that was fully integrated from a company that could collaborate with them to meet their unique needs. This meant that a true partnership was required from their chosen vendor, and that's what they get from VISUA.

"The VISUA team is fantastic to work with," explains Phill Agnew, "While the tech is great, the people are real partners. They're always on-hand to help and it feels like they are an extension of our business."

Mention volume	281
Distinct sources	1
Aggregate followers	6345910
Latest activity	12 Jun 2017

Mention volume	436
Distinct sources	7
Aggregate followers	3133934
Latest activity	19 Jun 2017

Mention volume	3453
Distinct sources	1
Aggregate followers	53217
Latest activity	1 May 2017



What this means for Brandwatch

And what it could mean for you.

New Product

Brandwatch was already delivering one of the broadest offerings in their space, but VISUA empowered them to develop a new asset that would revolutionize how marketers and analysts use their software.

Customer Satisfaction

According to Phill Agnew, many of their customers, with major brands and blue-chip companies among them, had been asking for something that could help them analyse the full representation of their brand online. This meant being able to analyse images and videos as well as text-only posts. Thanks to VISUA's ability to analyze massive volumes of media while retaining unbeatable recall and precision, Brandwatch have been able to achieve this goal. The capacity to avoid lengthy machine-learning processes for new brands means they can deliver with unprecedented agility for their clients.

This has fundamentally changed how their clients not only analyze consumer behavior, but also allows them to analyze how consumers engage with campaigns,

virtually in real-time. Ultimately, this has helped to enhance their customers' experience and satisfaction, bolstering their already positive relationships.

Attracting New Customers

With their new feature-set, Brandwatch have been able to confidently pitch their offering to brands and agencies of all sizes, knowing that VISUA's technology makes their brand monitoring tools one of the most effective on the market. The ability to activate a new brand and be delivering meaningful data by the following day means that meeting new customer requirements for visual brand monitoring is as easy as it is for traditional text-based monitoring. All this has resulted in new customers coming on board since the introduction of VISUA's AI to their suite.

“VISUA’s tech helped us build Image Insights, a brilliant new feature-set that has helped Brandwatch win more clients and retain more users.”

Phill Agnew,
Brandwatch

The Visual-AI People.



Level-up your brand monitoring capabilities with the most accurate Visual-AI on the market

Contact VISUA to learn more about how our flexible, hands-on approach can benefit your business.

sales@visua.com

Or find out more at [VISUA.COM](https://visua.com)

The Visual-AI People.
