

SOCIAL MONITOR

ANALYSING BRAND MENTIONS FOR iGAMING

The first social media monitoring, analytics and engagement solution built for iGaming

iGaming Business's Social Monitor is a managed enterprise-class solution for all your social media monitoring, analytics and engagement needs. It's the first solution of its kind specifically tailored for the iGaming industry yet remains highly customisable to your exact needs.



World-class data coverage monitoring online buzz across +500M sources including social networks, affiliate sites, forums, blogs and news sites.



Benchmark and measure your brand, products and campaigns against any other iGaming brand across 27 languages and +50 tailored metric types.



Smart mention feeds allowing your community management and customer service teams to engage in relevant conversations.



You don't need to spend time learning about Boolean query writing, how to filter the data or customise the data charts. We do that for you.

Enterprise-class solution ready for today's social players

Increasingly, today's punters, poker and casino players all have their own online voices on social channels such as twitter, facebook and industry blogs and forums.

Social monitor is the essential social media monitoring, analytics and engagement solution for iGaming operators who want to leverage on today's social media landscape.

Social Monitor is built for iGaming.



So much more than just technology

We're not just providing an enterprise-class technology platform. We're offering a fully managed service, meaning that we'll take care of writing queries, cleaning data and building your dashboards.



Who should use Social Monitor, and how?

Social Monitor is a complete solution for all your social media monitoring, analytics and engagement. Our users extend beyond your social media manager and community management team as customer service, marketing and communications and affiliate managers all find business critical use cases in our solution.

Examples of how our current clients use Social Monitor:

- Analyse your marketing, promotion and event activities
- Understand the online reach of your sponsorships
- Measure and benchmark your affiliate campaigns
- Affiliate recruitment
- Customer service outreach
- Community management
- Audience profiling
- Competitive benchmarking & analysis
- Social selling
- Product feedback & innovation

Trusted by leading iGaming operators

Leading iGaming operators across many product verticals are already using Social Monitor for their social media monitoring, analytics and engagement needs.



Product features tailored to iGaming

We didn't just put another generic product on the market. We developed and tailored the best solution for the iGaming industry. We built this for those who are working with sports books, poker, casino, bingo and other industry products.



Online dashboards built and tailored according to your specific needs



Report your brand's share-of-voice against competition over time and across any channel



Measure and benchmark online buzz from your marketing campaigns, events and sponsorships



Compare your brand towards competition on industry topics such as Payments, Customer Service, Sports, Game play and Affiliates



Earned vs. Published mention ratio across any iGaming brand



Understand who are the key influencers across all brands and topics



See who are the most popular channels, sites and page types



Measure and benchmark metrics data for any Twitter profiles and Facebook pages



Real-time feed of brand mentions

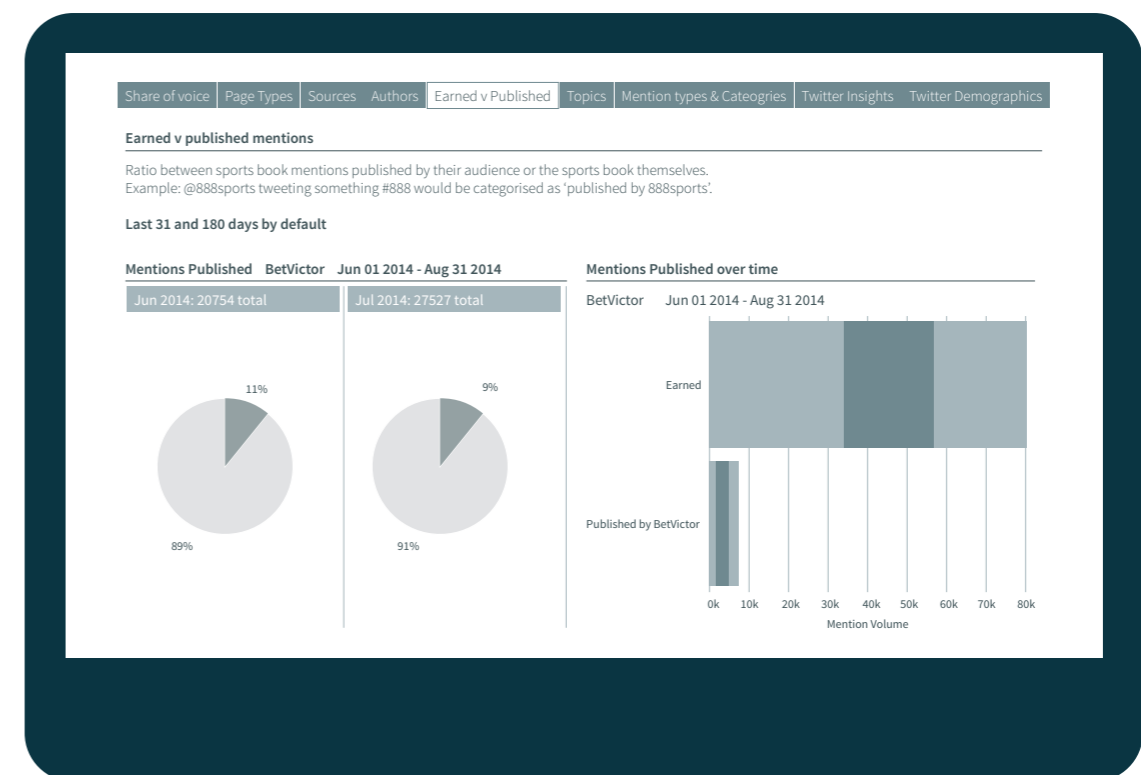


Engage directly using Hootsuite Enterprise*

User dashboards tailored to your needs

We know that each client will have their own specific needs, that's why we have offered to tailor every setup individually to each of our clients' needs.

Your C-level executives will want to see only the immediate high-level data whilst your community manager will want to dig as deep as possible into every data set. That's why every dashboard tab, descriptive text and component placement can be customised according to your and your users individual needs.



*Available depending on price plan

About iGaming Business's Social Monitor

iGaming Business's Social Monitor is a joint venture between iGaming Business and social media monitoring and analytics specialists SCRM Cloud.

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