

Identify consumer priorities through social data.

- 50+ billion conversations.
- Real-time data added every second.
- 70+ million new conversations added daily.
- 3 years trending data.
- SaaS deployment.
- No hardware to buy and maintain or software to install.
- Pricing based on subscription and volume requirements.
- Month-to-month and annual subscription rates available.

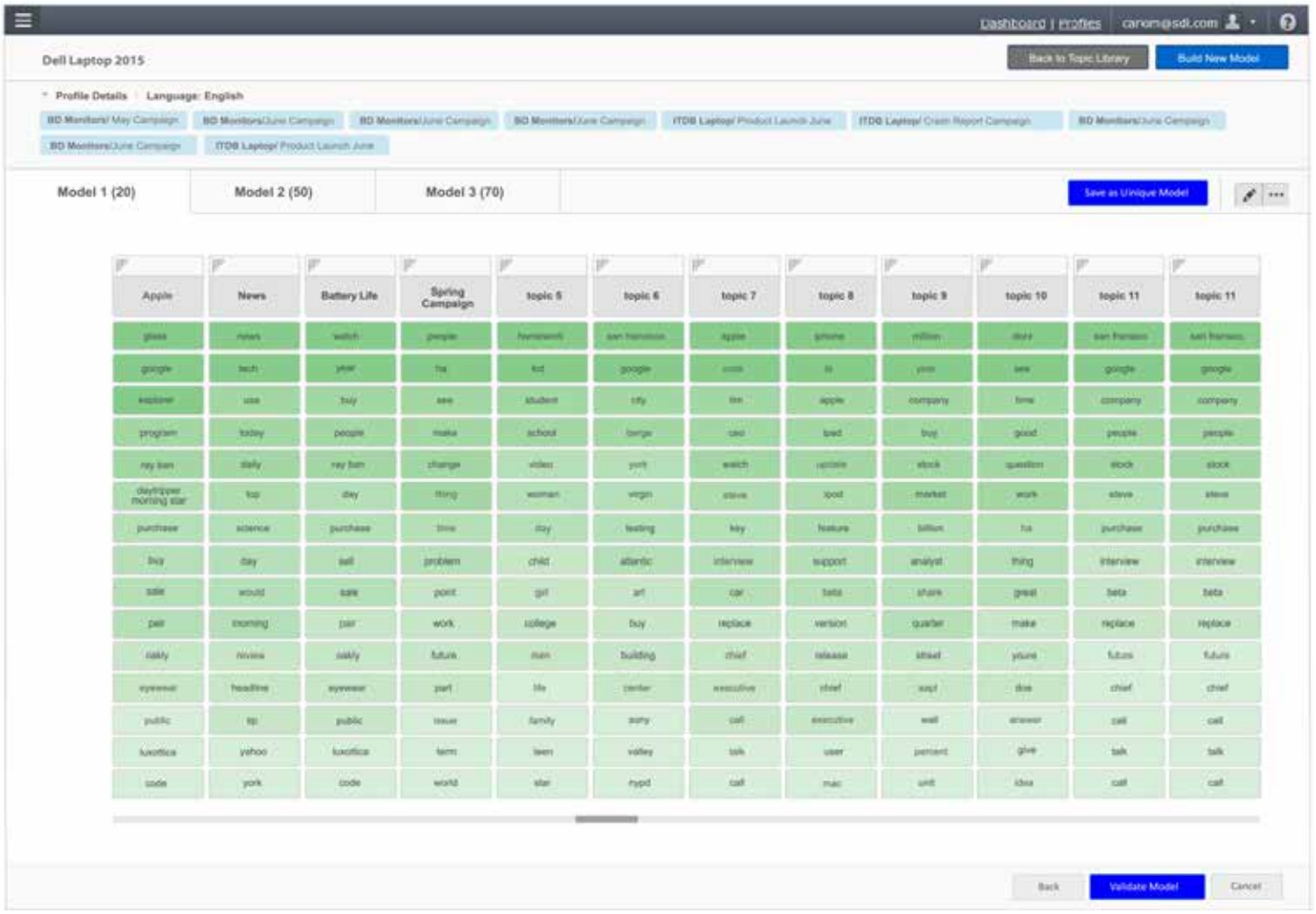
SDL Social Topics – Find the Signal Through the Noise

SDL Social Topics cuts through billions of social conversations and identifies the top themes that matter to your audience.

Built on SDL Social Media Monitoring platform, SDL Social Topics uses unsupervised machine learning algorithms, to extract topics and identify themes from large numbers of conversations curated from hundreds of thousands of sites across the internet.

With SDL Social Topics, you can:

- Identify important conversation themes surrounding your brand or products or industry
- Quantify how popular the topic is to your audience
- Understand consumer sentiment around specific topics
- Locate which platforms consumers use discuss these topics
- Demonstrate how consumers feel about these topics
- Pinpoint demographic information by topic
- Track how the answers to the questions above are changing over time



Key functional features

- **Search social data warehouse**
  Search over 50 billion archived social conversations from across the internet over the last 3 years
- **Bring your own data**
  Already have a dataset? You can use SDL Social Topics on your own data set.
- **Topic Model Library**
  Users can create multiple topic models, and view previously created ones
- **Profiles**
  Choose one or more profiles to apply to a topic model
- **Sentiment analysis**
  Detect and analyze sentiment around specific topics
- **Historic and real-time**
  Apply topics to historical and real-time conversations to track topic trends and emerging topics
- **Flexibility**
  Users can modify topic models, remove old models, and apply updated models.
- **Visualization and Drilldown**
  Users can slice and dice topics by published date range, content tone (sentiment), authority rank, category (including journey stages), demographics, language, market/country, media type or source type.

Learn more at **SDL.com**
Follow SDL on **Facebook** and **Twitter**

SDL (LSE: SDL) is the leader in global customer experience. With a completely integrated cloud solution for content management, analytics, language and documentation, SDL solves the complexity of managing your brand's digital footprint as it grows across multiple languages, cultures, websites, devices and channels. Seventy-nine of the top 100 global companies trust SDL to help them create authentic, in-context customer experiences that drive demand and loyalty. SDL brings your brand to the world, and the world to your brand.

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