



# Sentiment Analysis for Brands on Twitter

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# 3 Goals for Using Sentiment Analysis on Twitter

- Make
- Market
- Measure

# Make: Glean product/service insights

- Walmart Labs: Users Tweet about lollipop shaped cakes from Starbucks
- Introduce pop-shaped cake makers
- Expanding inventory for holidays



# Market: Weave Twitter data into ad creation

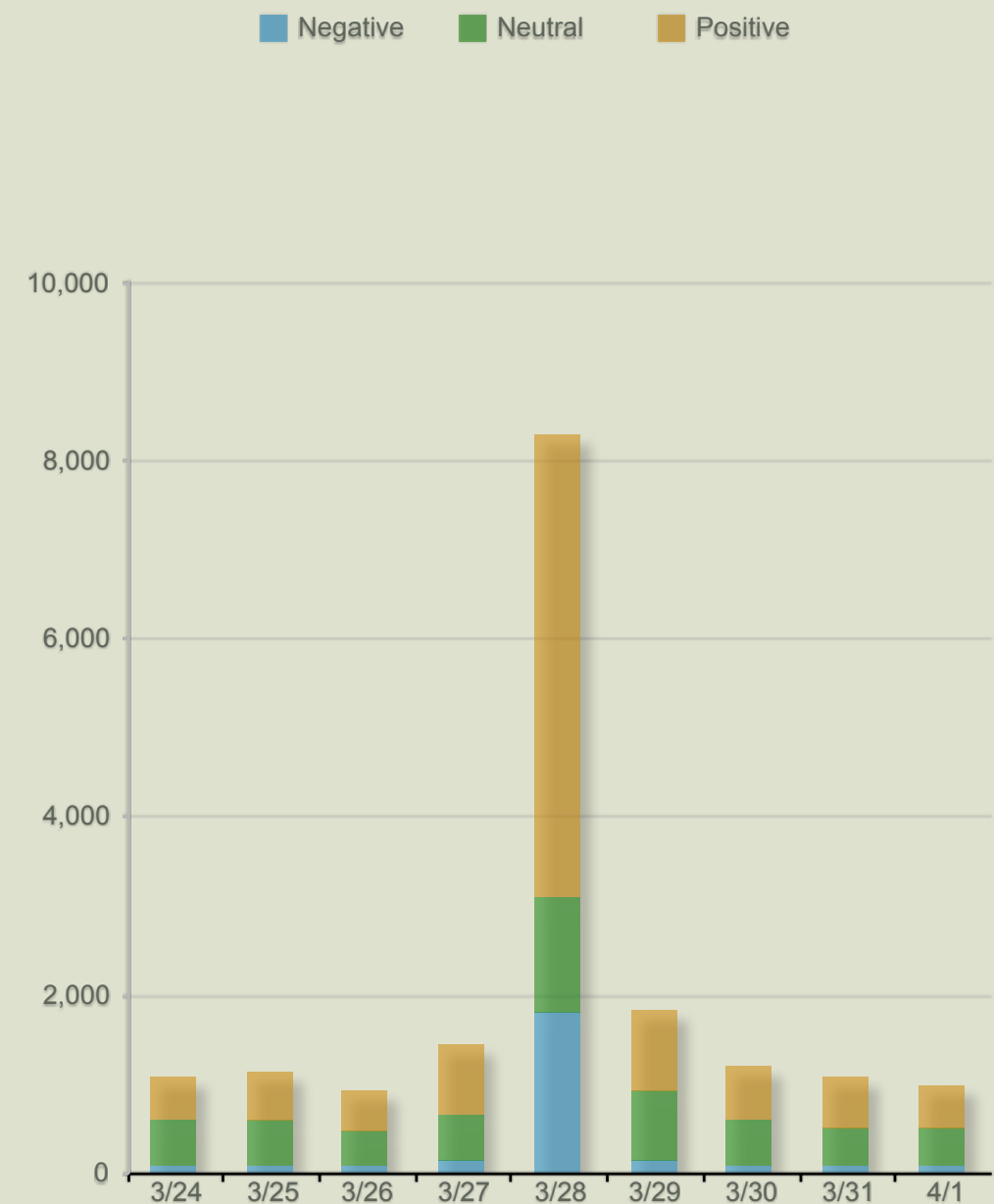
**SAMSUNG**



- Samsung: Users Tweeting about adapters, screen size, 4G for iPhone
- TV commercial: The Next Big Thing is Already Here
- Viral video: > 16m views

# Measure: Mention volume, sentiment post-campaign

- Auto manufacturer ran Promoted Trend
- Mention volume: 759% increase in mentions, 87% higher than norm
- 12% increase in positive sentiment



# Future Opportunities

- More automated
- More real-time
- Connect to business KPIs