

AI-Powered Sentiment Analysis Technology by Talkwalker Sets New Standard on the Market



Landmark AI-powered sentiment technology looks at message context, not keywords and delivers 90% accuracy for brands.

New York, 09/19/2017 - World-leading social media analytics company Talkwalker today announced the release of its AI-powered sentiment technology, which lets brands capture customer sentiment with 90% accuracy. The deep learning algorithms understand the meaning of full sentences and are able to accurately determine customer attitudes and contextual reactions in tweets, posts and articles, making it the most advanced sentiment technology on the market.

Unreliable sentiment detection based on keyword scoring or predefined categories has plagued analysts for years. Verified accuracy levels typically range between 50 to 80%, which is why many brands resorted to tagging results manually or sidelining sentiment indicators in their reports.

“A sarcastic tweet used to be enough to bring keyword-based sentiment detection to its knees, but our neural networks are already able to understand basic sarcasm and irony,” says Todd Grossman, Talkwalker CEO North America. “Brands will finally be able to look at customer attitudes not just at scale, but will also get highly actionable results at a granular level. This is unique on the market and sets a new standard in sentiment analysis.”

In order to reach this level of accuracy, Talkwalker has trained different machine learning models with tens of millions of clean data points, which is crucial for consistently accurate results across all topics. As the models are not limited to predefined categories, customers can get meaningful results instantly for any project, without having to go through the lengthy process of setting up small-scale training sets manually.

“Being able to accurately classify sentiment is just the start. Benchmarking brand health indicators, supplementing sentiment data with demographic information or combining it with individual product features in our platform is where the real magic happens,” adds Grossman.

As the first social listening company, Talkwalker released proprietary image recognition technology for logos, scenes and objects in 2016. The award-winning technology covers a vast majority of the visual web, with over 100 million images processed every day across Twitter, Instagram, Facebook, online news and other sources. It has cemented the company’s reputation as AI leader and innovator in the social listening space.

Talkwalker is going all out with AI. The company’s data science division is part of the NVIDIA Inception Program, which nurtures exceptional businesses aiming to revolutionize industries with AI.

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