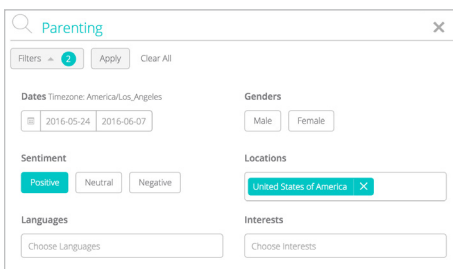


# HelioSight

Simple, Fast, and Flexible

HelioSight is a simple, fast, and flexible search tool designed to quickly uncover meaningful insights from social media data and provide answers to business questions.



Search: Parenting

Filters: 1 Apply Clear All

Dates: Timezone: America/Los\_Angeles  
 2016-05-24 2016-06-07

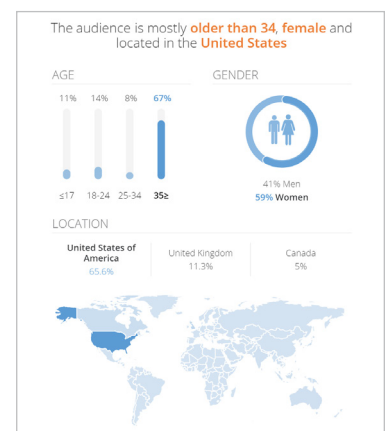
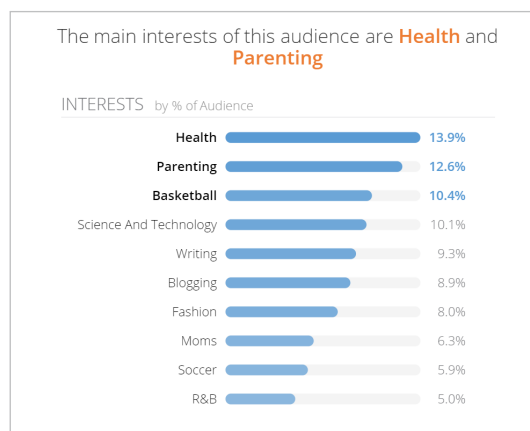
Genders: Male Female

Sentiment: Positive Neutral Negative

Locations: United States of America

Languages: Choose Languages

Interests: Choose Interests



## Increase Efficiency:

- **Test and explore** topics on HelioSight to gauge the language that is used, uncover hashtags, brands and audience attributes before building a more concise monitor.
- **Adjust and refine** search parameters across multiple searches instantly with dynamic and agile filter functionality.
- **Deliver quick** and current snapshots of insights to those who need them, when they are needed, accelerating the analytic process.

## Increase Insights:

- **Empower organizations** to quickly make smarter, stronger and more impactful decisions based on strategic social insights.
- **Gain insight** into conversations surrounding your brand, whether it be during an event, after an announcement, or in times of crisis
- As more critical decisions are made using insights gleaned from HelioSight, the **more valuable** social insights become.

## Top Use Cases:

- *Topic Discovery*
- *Event Tracking*
- *Campaign Strategy and Planning*
- *Influencer Identification and Evaluation*

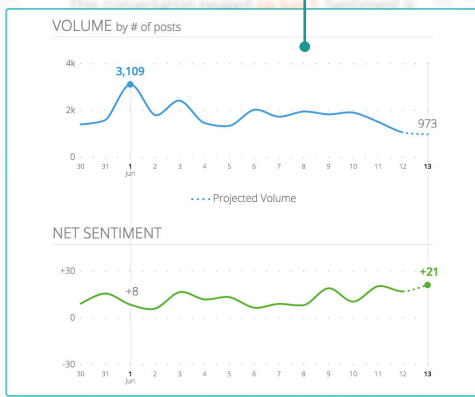
See the technology in action. **Learn more.**

**PUBLIC RELATIONS:**  
How is our announcement received?  
How is the conversation trending?

The most popular hashtag in this conversation is **#Olympics**

HASHTAGS by % of posts with hashtag

#Olympics	99.7%
#Rio2016	14.8%
#Zika	6.5%



RETWEETS by # of Retweets within this timeframe

**valerie wardlaw**  
@DrValWardlaw

84 #Olympics #GoldMedal #ronbrown on @LATalkradio with #drval, Thurs, 06/02, 8pmPST, former #Rams, @FootballASU pic.twitter.com/pTXwPhYr9F

10:13 AM - 1 Jun 2016

1,015 Retweets

**TOPIC DISCOVERY:**  
Gauge the language and hashtags surrounding general topics

WORDS by % of posts with word

15%	#rio2016	3.9%	#drval
11%	rio	3.9%	#rams
10%	olympics	3.9%	#ronbrown

INFLUENCERS by influence score

<b>Sun Devil Football</b> @FootballASU One community. One team. One purpose. #SunDevils #PT42	20k tweets 90k followers 600 following	3.9 Influence Score
<b>LA Talk Radio</b> @LATalkradio Irreverent. Entertaining. Cool. We say what we want.	3k tweets 30k followers 100 following	3.9 Influence Score

**EVENT/CAMPAIGN CONVERSATION:**  
Who is engaged? Who is driving the conversation?

INTERESTS by % of Audience

Soccer	15.3%
Science And Technology	11.7%
Health	11.2%

AGE

≤17	11%
18-24	5%
25-34	7%
35+	77%

GENDER

61% Men  
39% Women

