



GLiK
by Gradiant

CONTACT US:

e-mail –

mregueiro@gradiant.org

dramos@gradiant.org

Telephone –

+34 986 120 430

<http://www.gradiant.org/en.html>

Product description

Social media analytics tool that provides insights about the reputation and impact of a certain product or brand

Grouping and tagging of short texts depending on their topic, semantic polarity (positive, negative, neutral) and goal (complaints, needs, recommendations, jokes, acquisitions)

Glik delivers structure, clarity, and insight, by revealing the key information of social media texts related to a product or brand lying hidden within large volumes of unstructured Big Text, allowing the analyst to focus on the context of interest.

Glik is based on statistically trained models. This approach translates into a highly adaptable tool. Glik allows the end user to train its own context performing much better than other generic approaches. **Glik** enables you to add your text data in order to increase its accuracy on your context of application. **Glik** is capable of performing real time analysis up to 15 short texts by second. There is also a batch mode available in which the user can analyze in one single step a group of registers, specially useful for non-real-time tasks.

Glik is the foundation for applications in social media analysis, brand analysis and business intelligence. The effectiveness of these mission-critical applications depend on **Glik** for its accuracy, robustness and response time.

High Accuracy

Outstanding performance achieved thanks to the state of the art algorithms employed providing more than 70% accuracy and excellent results in sarcasm detection.

Adaptability

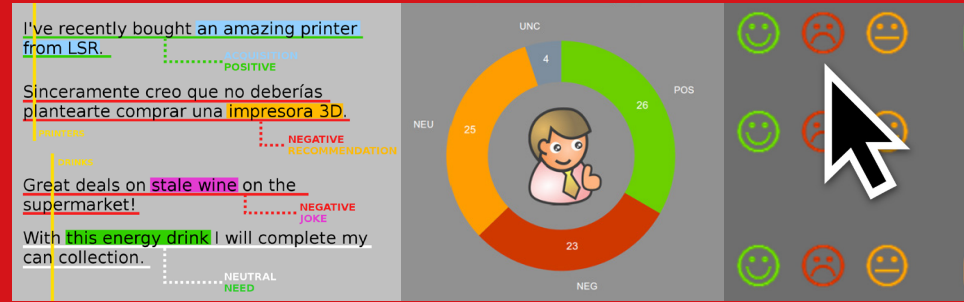
The system can be trained and adapted for your particular scenario. Optimize it for your use case.

Real Time Analysis

Perform real time analysis of texts to obtain valuable information for you.

Multi-language

English and Spanish are fully functional. Support for French, German and Italian are in a development stage.



Sentiment Analysis

Social media messages are shared in real time, and are a sample of the public opinion. Glik analyzes these small compositions published in microblogging sites to extract semantic polarity (positive, negative or neutral) about any topic of interest.

Demand analysis

Based on advanced syntactic models, Glik filters and classifies historical or real time data extracting the most frequent demands from users. Glik allows the detection of potential commercial needs into the scope of interest: complaints, needs, recommendations, jokes and acquisitions.

Training

Glik's outstanding accuracy can further be improved by a manual training phase. The user can maintain several scopes of interest to be ready to offer media analysis in no time.

Fast analysis grouping

Glik allows real time detection of relevant news on social media services, characterizing the activity in the scope of interest and establishing relations with other scopes, and clearly identifying the relevant content threads. One of the best participants of the SemEval competition. In general terms, the system has shown stability in all the different subtasks, achieving the 1st position in one of them, Tweet Sarcasm detection.