

TALKWALKER

User Manual

MAIN MENU



Topic Analytics

Listen to conversations about brands, products, industries and campaigns.



Channel Analytics

Channels enable the monitoring of all activity on specific pages of social media networks.



Dashboard

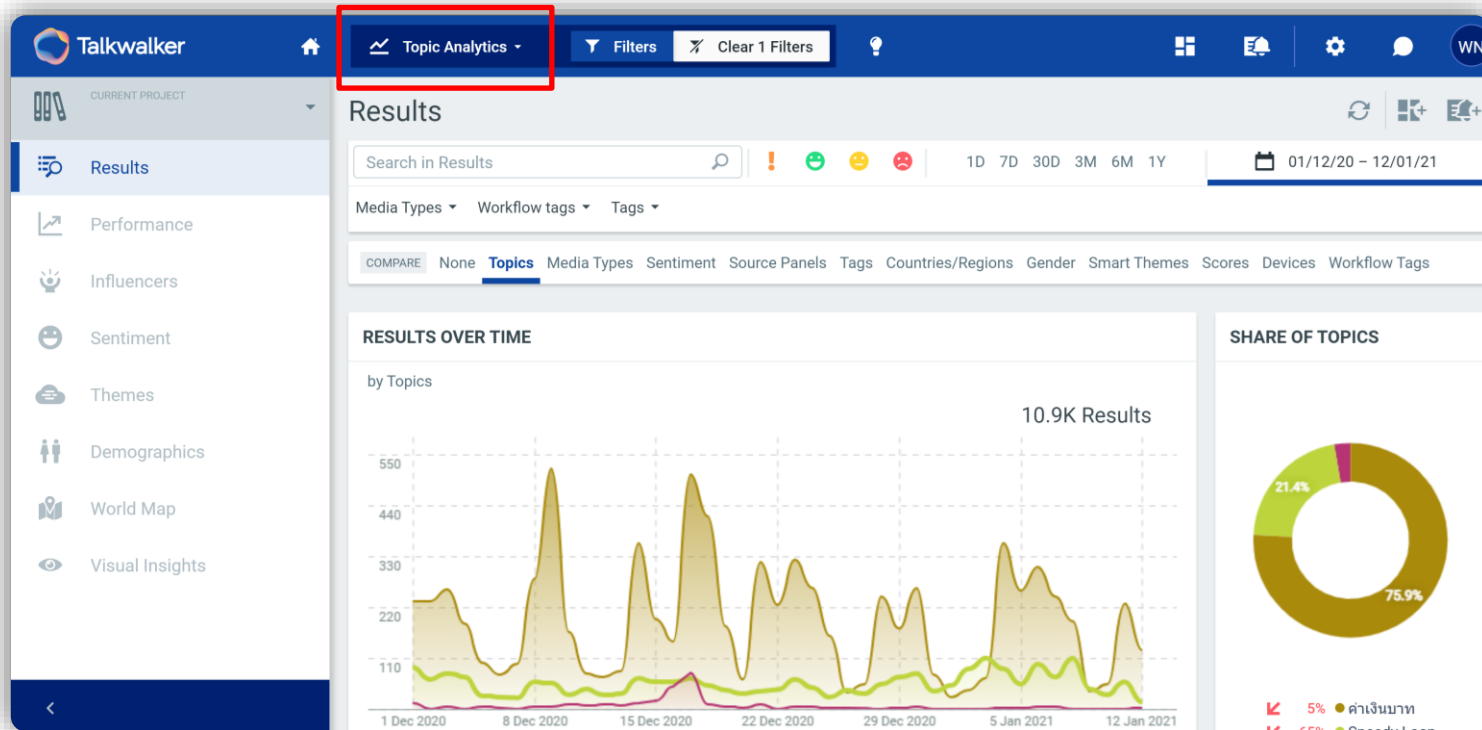
Dashboards are comprised of a selection of custom chosen widgets which have been selected from your Analytics screen.



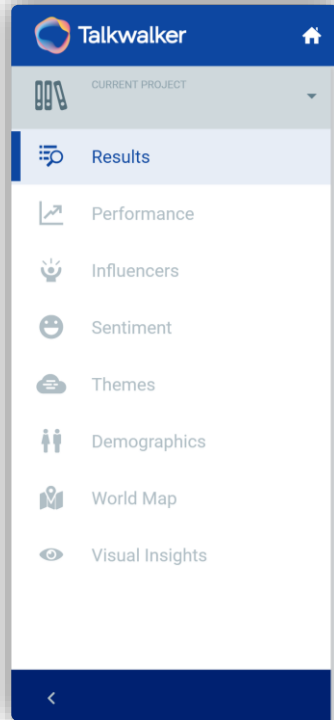
Setting

Manage the settings of your projects, topics and users.

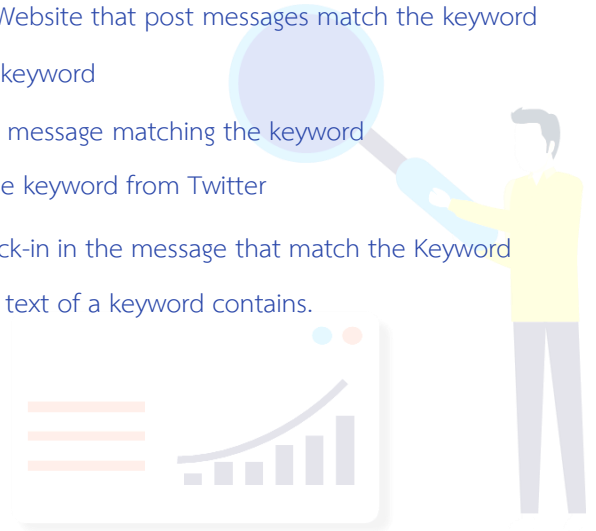
TOPIC ANALYTICS



TOPIC ANALYTICS



- ➔ Able to view the Message matching the keyword that the system collected
- ➔ Able to view Engagement (Like, Comment, Share) of the message matching the keyword
- ➔ Able to view the frequency and engagement of the User / Website that post messages match the keyword
- ➔ Able to view the sentiment in the message that match the keyword
- ➔ Able to view the surrounding text or Hashtag related to the message matching the keyword
- ➔ Able to view the demographics of the Message matching the keyword from Twitter
- ➔ Able to view the province or country that the user has Check-in in the message that match the Keyword
- ➔ AI can help evaluate what kind of image or video the exact text of a keyword contains.



TOPIC ANALYTICS



➔ Select a Filter to help define the desired message

The screenshot shows the Talkwalker Topic Analytics interface. The top navigation bar includes the Talkwalker logo, a home icon, a 'Topic Analytics' dropdown, a 'Close Filters' button (highlighted with a red box), a 'Clear 1 Filters' button, and several utility icons. Below the navigation bar, the 'Filters' section is displayed, featuring a search bar and a grid of filter categories. The categories and their current filter status are as follows:

| Category | Current Filter |
|-------------------|----------------------------|
| MEDIA TYPES | All media types |
| COUNTRIES/REGIONS | All countries |
| LANGUAGES | All languages |
| WORKFLOW TAGS | No filter on workflow tags |
| SOURCE PANELS | No filter on panels |
| SMART THEMES | No filter on smart themes |
| SMART FILTERS | Show all smart filters |
| DEMOGRAPHICS | No filter on demographics |
| CONTENT | No filter on content |
| DEVICES | No filter on devices |

Each category also lists specific filter options with expandable arrows. For example, under 'MEDIA TYPES', options include News, Newsletter, Blogs, Forums, Facebook, Twitter, Google+, YouTube, and LinkedIn. Under 'COUNTRIES/REGIONS', options include Africa, Asia, Oceania, Europe, North America, and South America. The interface also shows a date range filter set to '01/12/20 - 12/01/21' and a 'Search in Results' bar.

TOPIC ANALYTICS

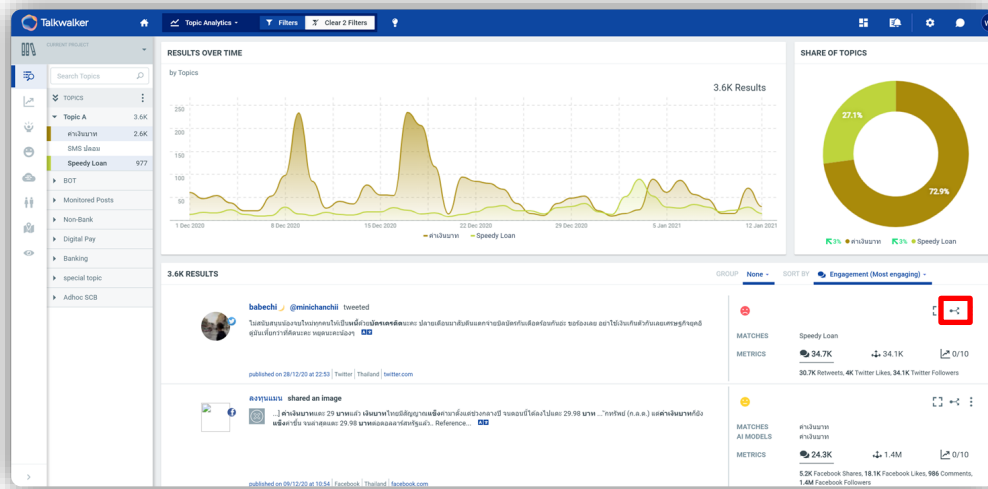


Select the desired topic for the graph and text on the right side to be displayed



Able to view messages matching the selected Topic.

TOPIC ANALYTICS

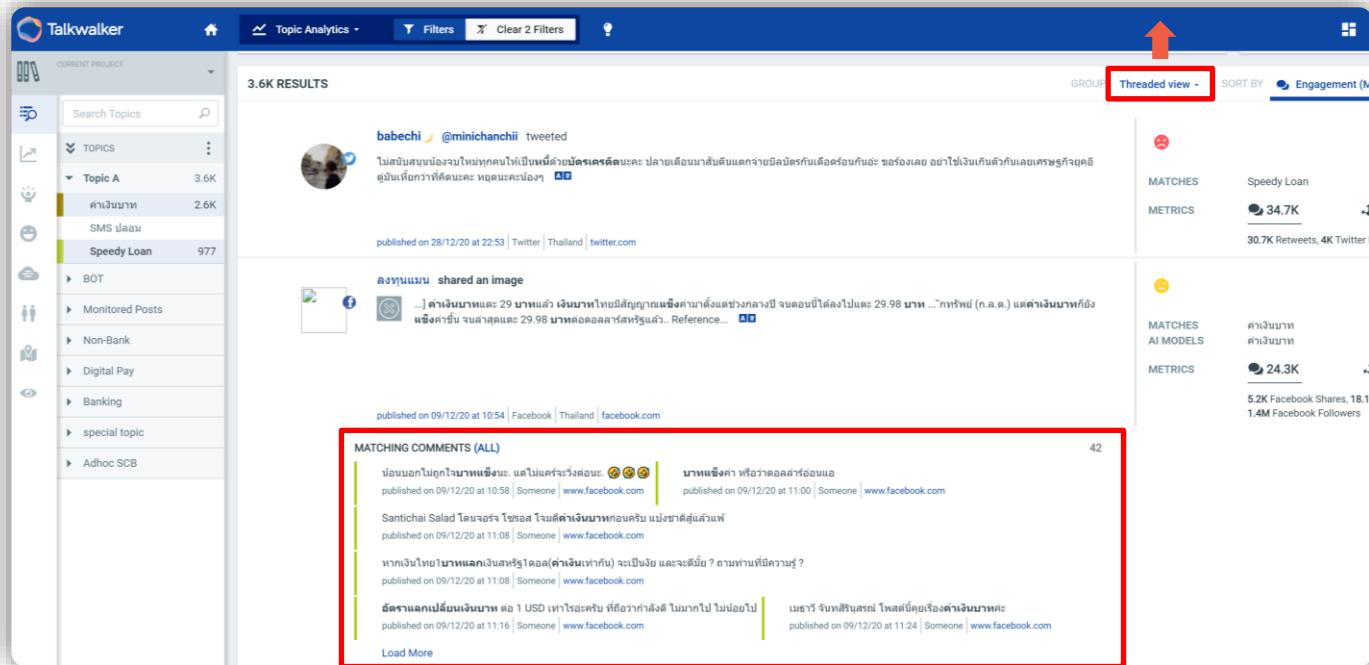


➡ You can see where the message is spread.

TOPIC ANALYTICS



Threaded view means that all messages matching the keyword from the same post



The screenshot displays the Talkwalker Topic Analytics dashboard. On the left, a sidebar lists various topics and metrics, including 'Topic A' with 3.6K results, 'คำเงินบาท' (Baht) with 2.6K, and 'Speedy Loan' with 977. The main content area shows a list of results for the keyword 'Speedy Loan'. The first result is a tweet from @minichanchii, and the second is a Facebook post from 'Longman'. A red box highlights the 'Threaded view -' button in the top right corner of the results list. Below the Facebook post, a red box highlights the 'MATCHING COMMENTS (ALL)' section, which contains four comments related to the post. The comments are in Thai and discuss the 'Speedy Loan' service. The interface also shows a 'Filters' button and a 'Clear 2 Filters' button at the top.

3.6K RESULTS

GROUPED Threaded view - SORT BY Engagement (M)

babechi @minichanchii tweeted

ไม่สนใจสัจจะของจปใหม่ทุกคนไว้เป็นหนี้ด้วยบัตรเดบิตซะละ ปลาดิ้นเดือนมาสิ้นเดือนแจกจ่ายบัตรเดบิตกับเคอร์เซอร์กันละ ชงของเลย เอาไปเงินเก็บตัวกันเลยเศรษฐกิจยุคนี้

ผู้มีเงินเท่าที่คิดนะละ ทยุคชะลออง

published on 28/12/20 at 22:53 | Twitter | Thailand | twitter.com

Longman shared an image

... คำเงินบาทละ 29 บาทแล้ว เงินบาทไทยนี้เสียขาดแข็งค่าแล้วแต่ช่วงกลางปี จะลดขึ้นได้ลงไปและ 29.98 บาท ... "กทพ" (ก.ล.ด.) แต่คำเงินบาทก็ยังไม่แข็งค่าขึ้น จนล่าสุดและ 29.98 บาทต่อดอลลาร์สหรัฐแล้ว. Reference...

published on 09/12/20 at 10:54 | Facebook | Thailand | facebook.com

MATCHING COMMENTS (ALL) 42

ปอนมอไม่ถูกไปบาทแข็งนะ แต่ไม่แน่ใจจริงหรอละ 🤔🤔🤔

published on 09/12/20 at 10:58 | Someone | www.facebook.com

บาทแข็งค่า หรือว่าดอลลาร์อ่อนแอ

published on 09/12/20 at 11:00 | Someone | www.facebook.com

Santichai Salad โดนจอฟ้า โขจรด โจนส์คำเงินบาทหอนครัน แบงชาติสู้แล้วแพ้

published on 09/12/20 at 11:08 | Someone | www.facebook.com

หากเงินไทยบาทแลกเงินสหรัฐ1ดอลลาร์(คำเงินบาท) จะเป็นย และจะสมัย ? ตามท่านที่มีความรู้ ?

published on 09/12/20 at 11:08 | Someone | www.facebook.com

อัตราแลกเปลี่ยนเงินบาท ต่อ 1 USD เท่าไรละคน ที่คิดว่ากำลังดี ไม่มากไป ไม่น้อยไป

published on 09/12/20 at 11:16 | Someone | www.facebook.com

เขารู้ จันทสิริสนท โพสดีเยี่ยมเรื่องคำเงินบาทนะ

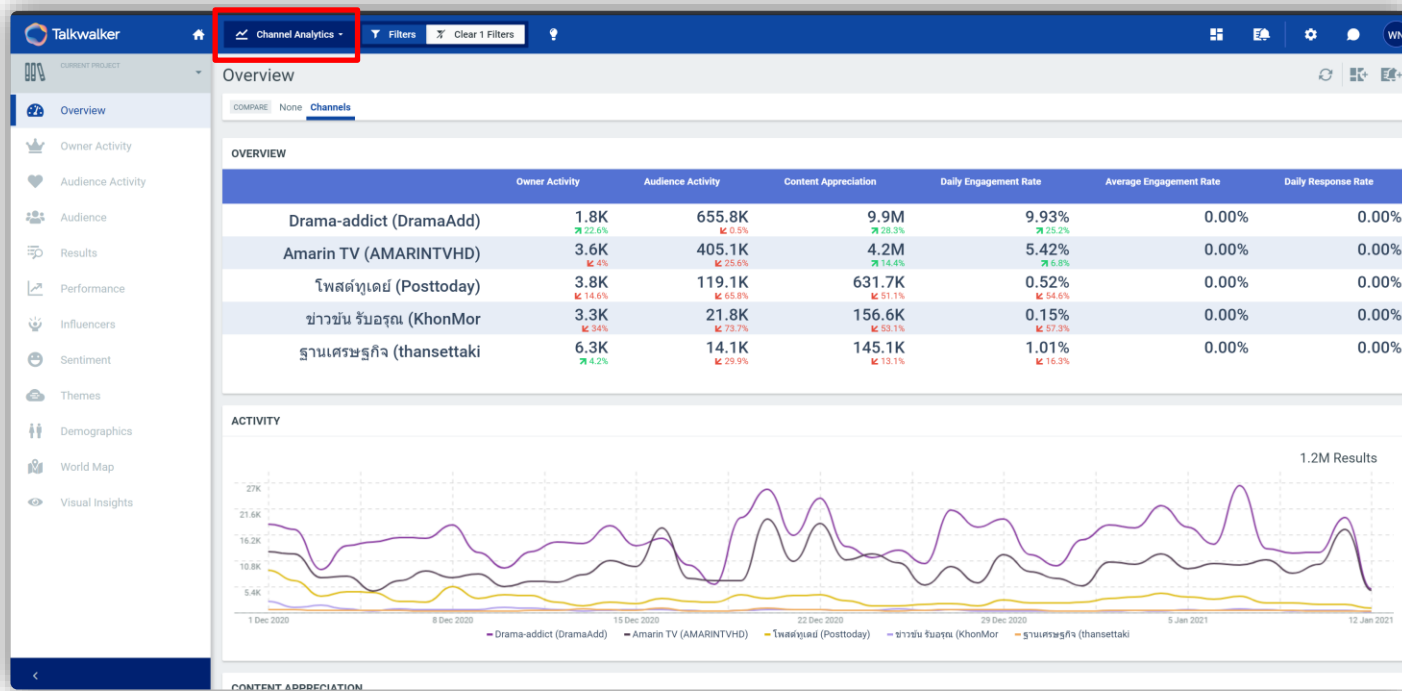
published on 09/12/20 at 11:24 | Someone | www.facebook.com

Load More

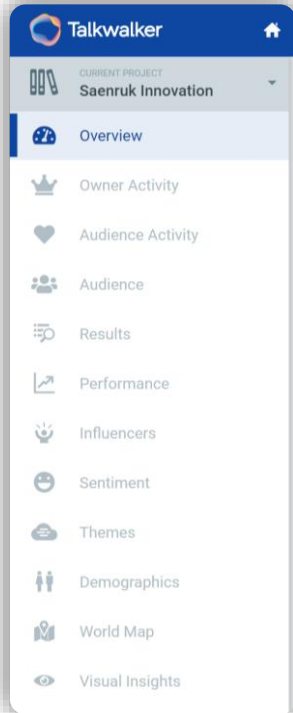


Display messages matching the keyword from the same post would be grouped together

CHANNEL ANALYTICS

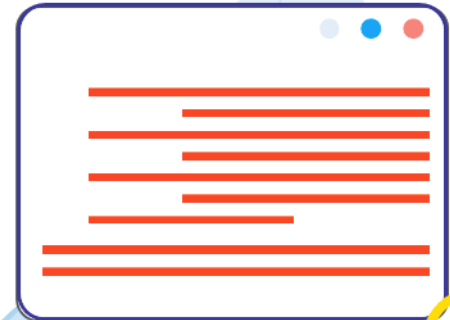


CHANNEL ANALYTICS

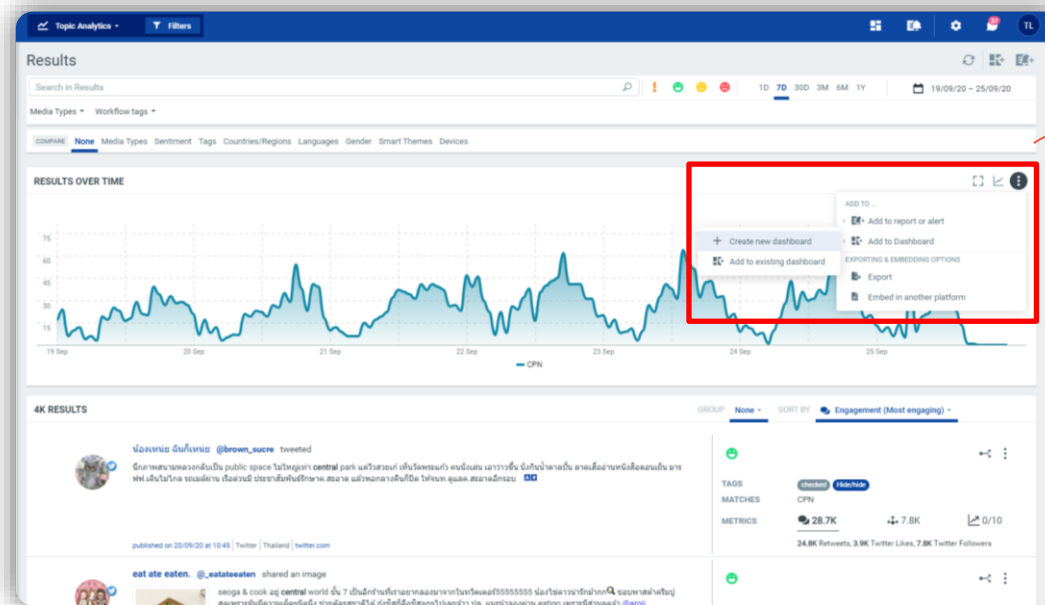


- ➡ Able to see an overview of the selected channels in both the Brand Movement and the Audience
- ➡ Able to see the movement of the selected channel, both the number of owner posts and the number of comments.
- ➡ Able to see the movement of the selected channel, both the number of audience posts and the number of comments.
- ➡ Able to see the movement of the number of followers of the selected channel.

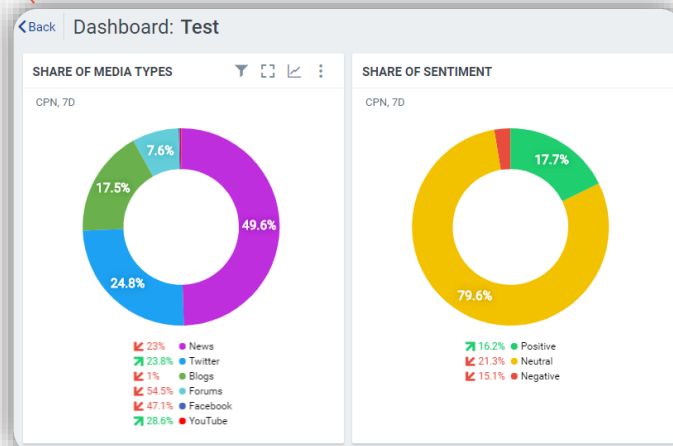
That functions can be used similar as Topic analytics



DASHBOARD



➔ Select the graph you want to pin from the Analytics page and click “Add to Dashboard” to place it in dashboard





THANK YOU

