

Social Marketing: Monetizing Intention in Social Media.

Abstract: The rapid growth of Social Media has created a sea change in the way businesses and consumers interact on the Internet. Like other technology leaps, new rules and new opportunities abound. Solariat has developed an innovative approach to finding commercial intent in this new environment, which we believe is the foundation for guiding business behavior in the emerging world of Social marketing. This white paper examines both the significance and the challenges of demonstrating value to the social media conversations on behalf of brands in time relevant contexts.

- *The social context is a new opportunity to actively participate in dynamic conversations*
- *Identifying intent is a key core discipline to social engagement*
- *Delivering high-value relevant messages in response to intent is fundamental as illustrated by Google*
- *Enterprises that rely on manual social engagement are doomed – the scale is simply too large*
- *Sophisticated social response platforms make sense of the “big data” generated from social networking and other platforms*
- *Advances in AI/Computational Linguistics make it possible now to manage engagement at the scale of social*

When the technology necessary to record and show moving pictures was first introduced, ‘movies’ were thought of primarily as a way of recording and showing a familiar medium, namely live plays. As the capabilities of the new technology were understood, movies began to evolve into their own kind of medium – with capabilities different from and in some ways well beyond live theater. For example, the ability to splice together different threads of action in a much more abrupt way led to whole new narrative styles. It seems likely that Quentin Tarantino’s Pulp Fiction (with its multiple threads and cross-cuts in time) would be incomprehensible to someone without the experience of movies, even if they had seen hundreds of plays.

Social media is representative of a very similar evolution online. It is a very different kind of medium from the ‘older’ web that it appears to be replacing. In the first versions of the web, the focal point was the page. Pages were linked together to create a vast network of content. Yahoo came along and organized this huge network into something very easy to understand and interact with – a big tree-like directory. Navigation was the basic way of experiencing the web. The rapid growth of the number of pages and the size of the directory required elevated search to a dominant position. Instead of navigating to content of interest, a user could just specify what they wanted and go ‘there’ directly.

The first signs of change from the original idea of the web as a bunch of linked pages came in the form of what used to be called ‘UGC’ or user generated content. Instead of curated and published pages, the web began to be populated with contributions from the consumers. This started with blogging and then micro-blogging and has continued through its full realization in the universal social networks, like Facebook. In the 1990’s the number of web ‘authors’ might have been in the many thousands. Now there are over a billion. The effects have been

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stunning, and the web should no longer be thought of as just a bunch of pages hooked together, but also a huge number of virtual spaces where people enter to interact and share. In some sense, many of the ‘pages’ that are published on the web just emerge from these interactions.

Many enterprises are using the new social web, much in the same way that early movie-makers used movies – using old models in the new setting. Whether it is setting up a Facebook Fan Page with limited interactions (essentially a home page inside a social network) or tweeting in a style that sounds more like the call deflection strategies of a call center, it is clear that enterprises are not yet really capitalizing on the really distinct characteristics of the new medium.

To a large extent, this is very understandable. Social networks are very different environments and it is wise to tread carefully. They are uncontrolled, and perhaps uncontrollable. The medium is about interactions between people and it is not clear that an enterprise voice would even be welcome. Perhaps social network participants would react badly and see enterprise participation as minimally spying, and worse as an unwelcome intrusion on private discussions. The concerns are very justified and the incredibly low click through rates for ads in forums and Facebook suggest that at least so far users are not particularly responsive to the methods now used to message in those settings.

We are convinced that the fundamental problem is that the messaging has been old school push – like TV ads that are generally tied to the content of the show and not tied directly to the intent of the viewer. Broad push driven messaging is not going to be effective in social media. It is not natural to the medium. The value to be derived from engaging with customers in social media then surfaces the challenges of marketing relevant content in real time.

New media platforms are dynamic

New media is never uniformly better than the old media. Nothing in movies replaces the unique experience of seeing live theater. The different affordances of new media do offer different possibilities. These can be seen and developed only when the new medium is actually seen as something fundamentally new. The moment people stopped seeing movies as recorded plays was the moment that they COULD see the possibilities of more complex narrative structures, the uses of multiple and dynamic perspectives etc. If enterprises see social media ‘pages’ as variants of classical web pages, they will fail to see the possibilities inherent in social media settings. The value of nicely designed, well-curated web page content is clear. And it is clear that social media loses that, just like movies cannot replicate the ‘event’ quality of live plays.

Curated content is very tightly controlled, structured content, usually with a single or at least uniform voice. The content is consumed in relatively large units, and the underlying idea is that the page is speaking “to” the user. Moreover the page has the static and singular intent of the page ‘author’. Messages (like ads) that are added to the page can be aligned with the content, and there is a high likelihood that if the match is strong between the page content and the message, users will not see the message as interruptive or otherwise strange. By matching topic, the message will not stand out as qualitatively different from the page, even if it has a slightly different intent.

In contrast, social media pages are much more dynamic (think about your personal Facebook page) that have different contributors. The content is not nearly as homogeneous and much of it is in response to other content on the page (unfolding in time). There are many ‘intentions’ on the page. Sometimes a contribution is simply “phatic”, a fancy way of saying that it is just meant as a way of connecting to someone else, and not intended to have real substantive content, e.g., “Hi!” Sometimes there is clear intent and the contributor expects some meaningful response, like somebody asking a question where it is clear that a response is expected. The question might be directed at somebody or directed to the group. Sometimes the intention is merely to inform, for example to declare a user’s internal state, e.g., “I’m tired” or “I love donuts.” In all cases, the ‘content’ on a social media ‘page’ is really by and for the participants, and not consciously directed to the world at large (the conversation is not a performance). To some extent, all of this is just a roundabout way of saying that social media consists of many different variants of *conversation*.

Just as messaging into curated content requires inserting something that fits the context, messages into social media must somehow fit into conversations. Fortunately, conversations have rules that have been studied and these rules can be followed to create messages that are much more palatable, and even potentially desirable for the participants. Much research has shown that people will adapt to technology if it’s valuable, so the fit does not have to be perfect. The computer does not (and should not) try to ‘fool’ the participants into thinking it’s a person. Other relevant research has shown that people will interact with, accept and even value technology so long as the technology respects the rules of the social game.

Palatable conversations

So what are the rules of conversations? Again, this has been studied extensively and it is clear that there are a number of basic guidelines having to do with quantity and quality, but the really important one is relevance. Relevance has two aspects:

- a. Contributions to a conversation have to be relevant in terms of content. If two people are talking about dogs, there is a strong pressure on the next contribution to be about dogs. And not just generally about dogs but with respect to the specifics of what the participants are discussing in terms of dogs.
- b. Intent. Conversations work when the participants perceive and respect each other’s intentions. If I ask a question, and nobody acknowledges it, I feel left out and may disengage. If someone expresses an opinion, there is an expectation that the other participants will respond by agreeing, amplifying, disagreeing etc.

The very strong take away is that BOTH content and intentional aspects of relevance are key aspects of successful messages into conversations. We actually attribute negative associations with people who disregard these practical rules. A person who consistently responds inappropriately will very often be thought of as having a serious deficit. Machines will be accepted to some extent if they respect the rules of the social games sufficiently. On the other hand, the penalties for non-compliance by a machine are very high. A person who ignores rules might be tolerated, though thought of as strange. A machine that does not respect the rules will be rejected, and the messages thought of as spam or outright violations of privacy.

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Obviously, topic shifts occur in conversations (and hence social media). That actually helps illustrate a number of important and relevant points. First of all, topic shifts do not just happen – there are rules about when and how they happen. People typically indicate their intent to shift topics and the other participants can either agree or disagree with the shift. If someone tries to shift too early, they will often get ignored. Similarly, if somebody persists, there are signals sent out that urge a shift. So the ‘intention’ perspective actually helps understand how and when topic shifts occur – there is intent both about the conversation and within the conversation itself!

Second, one must track intentions in order to have an effective messaging strategy. The fact that topics shift and can be detected, mean that it is unnecessary and ineffective to message by matching on the WHOLE page; the page is just a holdover artifact from an older, more classical publishing model. There is a time aspect to conversational media, which might not be as strictly enforced as in real conversations (try responding to older posts in real conversations!), but still plays a role. Conversational focus flows in time. If you message outside that focus, the message, even if it matches an earlier part of the conversation, will still be effectively irrelevant and probably considered intrusive.

Clearly, messaging into conversations is rather different from messaging into curated content. Conversational content is much less uniformly coherent and much more variable in terms of quality. While the conversational medium loses some strong attributes of curated pages, it offers some very interesting new possibilities, particularly with respect to external messaging. The primary difference is that while responses to messages into curated content are limited to a click (or a non-click), responses to messages into social content include clicks but can include responses by the audience in the content of the page! That is, the audience can click, but also speak about the messages – a kind of response that is much more likely if the external message is relevant to the conversation in the senses discussed above. Sometimes this might be direct and include an explicit reference to the message (similar to the way human beings often refer to what others have said) and sometimes indirect (for example, by incorporating content of the message in subsequent parts of the conversation).

This interactive property is as significant to on-line messaging as film splicing was to movies. Search advertising is a good basis of comparison to illustrate the point. With search results and ads, a user’s ‘vote’ or interest in some result from a list of carefully built lists of messages, is indicated by a click. And that click is never social in the sense that other similarly interested parties see it. Google does not know anything except the click. Now imagine a query in the middle of a conversation and imagine that Solariat, as it can do, delivers a search result in response to a query (a form of intent). The query and the result are visible to a group, the members of that conversation. Some will click, some will not and, if the link result is valuable, there is a real chance that one or more of the participants will comment. It is not uncommon for users to place links in conversations with a small annotation (anchor text in the search engine parlance). This happens often in Twitter for example. Other users will add links or perhaps comment on the link. Or maybe subsequent participants will start using the language in the material connected to the conversation by the introduced link. In some cases, the link goes viral in the conversation as users respond to it and the very fact of the response induces more people to pay attention to the link (one important function of conversations is to manage collective attention).

Social media connects search to virality.

This is a step that has not been fully appreciated or tapped. Remember that it took seventy plus years to go from the filmed plays to the radically new narrative structures of Pulp Fiction. On-line experimentation is so much more rapid (and cheaper) that the learning rate will undoubtedly be faster. The point, though, is that the new medium, particularly in how it reveals and makes possible interaction with a broad range of intention, has profound possibilities that have only partially been understood and developed. To an extent, the intentional revolution being formed in social media is a natural extension of the search revolution wrought by Google.

Why does Google work? It is important to separate this question into two parts:

Why does Google work technically and why does Google work as a business? Both answers are illuminating and possibly somewhat surprising.

1. Technically Google is social

Google is best known for their Page Rank algorithm. The reality is that for a long time there were many other factors that went into the way they computed relevance (and Page Rank may no longer even be the most or even a terribly important factor). Nonetheless, Page Rank is justifiably a famous contribution to the development of relevance measures on the web. Page Rank is actually one of the earliest examples of a mass scale peer produced artifact. In effect, it represents an extended community's assessment of the importance of a page – the community in this case consists of all the editors of the pages that have outward links. While this is a circumscribed community, it is actually quite large (millions of people place links on pages) and it is orders of magnitude larger than other canonical examples of peer produced artifacts, notably Wikipedia.

It is less well known but Google also had the key insight was the value of the content at the base of the link, the content that in effect that annotates the link. This is called 'anchor text'. An example could look like, "great items to consider when thinking about holiday gifts is at <URL>." Humans can readily see that this annotation is informative about the content referenced by the link but this is difficult to do automatically and at scale. Anchor text is another example of how Google harnessed a form of crowdsourcing to solve hard technical problems. One can imagine trying to do 'topic summaries' of the pages, but human beings (many of them) have spent time annotating and providing good summaries of page content. Google figured out how to harvest this and use this in improving their search engine's relevance.

Of course, the Google's core community is not a social network per se. All of the editors and publishers responsible for links and anchor text are not explicitly linked to each other – there is not a Facebook group where linkers and anchor text writers share information, ideas etc. But some of this behavior has started to emerge forcefully in social media. For example, reports are that up to 25% of tweets contain some url. Given that there are now upwards of 200 million tweets per day, there is now a great deal of anchor text being generated inside of Twitter, where one can consider the tweet itself a kind of anchor text. Discussions on pages, like news pages, can be sources of links from the page to another page. Statistics are not clear on this behavior but it is certainly increasing as all content becomes increasingly socialized.

2. Google is about intention

In the early days of the massive growth of the web, the founders of GoTo/Overture realized that there was a very capitalist or market route to relevance, namely bidding. The basic idea was just to let people bid to get their pages seen in response to queries. At first, many outsiders thought that this would fundamentally corrupt the integrity of the search engine. But, as it turned out, there was a strong incentive for bidders to make sure that the search queries match their content because they had to pay for the placement but gained nothing if users came to their page and were disappointed. There would be no conversion and so the bidder would be out the bid amount with nothing to show for it.

Google realized that both sorts of relevance could be used and just broke the search results up into two areas, the so-called organic search and the paid part where bidders drove the placement. The combination spun the lock open and released an extraordinary flow of money as advertisers flocked to the immediacy and reach of messaging through a search engine.

Why did this work so well? There were two fundamental reasons:

- a. Advertising is non-interruptive to the task, and, in practice, actually supported it. The paid section offered value that was very similar to the value of the organic results. Moreover, the ads were presented just like search results – the primary difference was their provenance.
- b. Advertising matches intention. Direct marketers have always hit up against response rate ceilings even though they have worked diligently and with tremendous data resources to get offers relevant to consumers. The problem they could never address was the timing problem and it turns out that this is an overwhelming issue. I might be interested in a car, but if the message comes through at some moment when I am not thinking about cars, it stands a very good chance of getting ignored. Search solved this because the very action of search revealed the intention. The fact that this could be coupled with relevance meant that search advertising was extremely powerful and, hence, valuable.

Intention is such a dominant piece of information that query content is enough to do the work of the hundreds of variables that direct marketers have been accustomed to using. Clearly, search-based advertising can be further refined by some specific information (like geo) and some generalized demographic/psychographic information. But not much more than the query itself was powerful enough to produce great results, and this is because the advertiser had the magic power of intention.

Can this success be replicated in social media?

The short answer is that we believe it can be PROVIDED that the same key insights Google (and others) have had and operationalized are understood in the new context:

- a. Intention is key
- b. Support the task of the end user (do not interrupt!)
- c. Message in a way that respects the medium

Google has a tremendous advantage. Users implicitly have a specific kind of intention when they type a query into a search box. Moreover, the task is very well defined – users intend to find something out and the task is finding out! Social media is radically different:

- a. Intentions vary a great deal. That is, users have many different kinds of intentions in social media. They want information, they want to make a claim, they want to report, they want to express something etc.
- b. The intentions are not clearly marked. Google can just assume that the words in a search box are a query. Users have learned how to just type keywords in and now typically leave out most of the words that mark a query (like ‘what’, ‘where’ and so on).
- c. Tasks vary as well in social media. In Google, the task is something like ‘find out something.’ In social media the individual and the group might be trying to simply connect, or share or form an opinion. Information might be important to that or perhaps just encouragement or guidance is sought.

Moreover, the tasks and conversations vary and change as the conversation evolves.

Big problem one: Finding intentions and understanding tasks in social media.

Google solved the messaging problem (and others) by shaping the message to fit the format of the search task. The messages look just like search results and, in a sense, are just search results, just derived from a different process. Interestingly, the search task was one that most users had to learn. People might forget, but typing keywords into a box and getting results back and then sifting through two columns is not a format that people are born with. They learn it, and obviously the adoption has been rapid and powerful, to the point where it is probably thought

The basic framework of social media is a conversation. It is clearly a conversation that has some differences with the in-person kind, but it is still fundamentally a conversation¹. Conversations have been studied for years and while there are lots of different flavors, there are some fairly consistent rules² among them:

- a. Take turns
- b. Stay on topic or be relevant to the focus of the conversation at a given time
- c. Do not take too much time to make a statement
- d. Help the participants understand what you are doing and what/who you are responding to, that is, be clear about your intention!

¹ *On-line conversations (with the exception of video chat to some extent) do not have all the in person cues that help real conversations flow smoothly. To some extent, this is why it is hard for people to join on-line conversations. They need to learn the format. On the other hand, this forces people to make clearer linguistic markings in their language, like signaling a question or making a link to another utterance, that make automated conversational analysis somewhat easier!*

² See for example http://en.wikipedia.org/wiki/Gricean_maxims

Big problem two: Message into conversations in a way that respects the context.

These two 'big problems' are fundamental to the very nature of the social medium. There are also numerous practical problems in the way the medium has grown and proliferated that make addressing the fundamental issues that much harder.

Google has another huge leg up in that they can operate over a single channel, namely the search box. That is where the behavior occurs. It is perfectly circumscribed and users do not mix and match within that one channel. Social media is completely different. It happens in many different places including the big social networks (like Facebook), on Twitter, in chats, email threads, forums, blogs, comment networks and so on – social media is highly distributed.

Moreover, these different settings have different characteristics – social media dialects if you like. The discussions on forums or Facebook do not look exactly like the discussions on Twitter (where there are discussions of a sort in that there is some back and forth).

Social media is also a very dynamic medium that is affected a lot by how users are both adapting to it and adapting it to their needs. Search engines are used for MORE kinds of searches, but the concept of search 10 years ago is essentially the same as it is today. Twitter, on the other hand, looks very different now. People are using it to interact, to ask, and even to coordinate revolutions that were just not imagined even a few years ago.

The dynamism of social media is further complicated by the huge growth in volume. Twitter has grown from millions of tweets to as much as 200 million tweets per day. The growth in the Facebook population is well known and the platform has changed the way people socialize and exchange as much as any technology in history and probably orders of magnitude faster. In the midst of the explosion, it is important to realize that this volume is interconnected: social media contexts are intertwined with each other, and with more traditional media. Facebook and Twitter are connected, e.g., tweets can automatically flow to Facebook pages, Facebook events and content are routinely pushed out via Twitter. Each post can generate its own wave of activity. Social media content reaches out to other media by reference and comment. Millions upon millions of links to curated content (like the traditional web) are created everyday in the flood of social media based conversations.

Plenty of evidence that user expectations in social media are changing and growing very quickly. There are likely very deep psychological, maybe even physical, reasons for this. Try avoiding the near continuous expectation of response and engagement of email and text on your phone. You likely feel the pull, the desire to just look and, if you see, to respond. The power of social media is quite extraordinary and beyond anything in search. People can get into repetitive searching and navigation (screen suck), but that power pales in comparison to the need to stay in touch with the ever-present herd. These expectations are rapidly having practical consequences. Consumers seek and expect brand information and support in social media (see for example, <http://www.emarketer.com/Article.aspx?R=1008495>). There is a great transition underway from traditional forms, like call centers and curated websites, to social media.

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To summarize about social media:

- a. Heterogeneous
- b. Distributed
- c. Dynamic
- d. Interlinked
- e. Rapidly Growing
- f. Increasing consumer expectations
- g. Compelling and viral/self-initiating

The key question facing every single enterprise: How can consumers engage in this new medium?

There really is no choice. Enterprises have to find a way to adapt to the new medium. Consumers are forcing the move. And there are many interesting possibilities inherent in the new medium, different and better cost structures, opportunities to tap into early customer buying considerations and, even, the opportunity to sense nascent trends and tap into interesting sources of innovation ideas. The requirement is clear. The opportunities are intriguing.

The methods and mechanisms are not however. This is reflected in some of the confusion in how responsibility for social media is parsed in organizations. Social media has implications that span multiple functional units. It is not just about marketing or operations. Also, it is not, properly speaking, a contact mechanism or channel like a call center.

Enterprises are justifiably concerned about how to engage social media. Unlike any other consumer touch point, social media is by definition not a tightly controlled or controllable medium. Traditional websites actually fit the standard model of corporate control very well. One can impose tight control on the publishing process (what gets said), channel user behavior through calls to action and consumers can be more or less isolated from each other, keeping it in a path much like a standard contact center. None of this is true with social media.

The Manual Model (and why it's doomed)

Enterprises have largely adopted a monitoring plus community manager model for maintaining a presence in social media. The social media monitoring tools primarily scan social media streams for term mentions and then support various reporting capabilities over that basic data. Various vendors have started to introduce some enhanced processing of the data to provide sentiment detection and influence measures of specific individuals in social media. Community managers then operate in the social media environments as individuals but as agents of the enterprise. They use the monitoring tools to assist, but still have the responsibility to find and act on opportunities.

This model has a very short shelf life. The volumes and complexity of social media are such that community managers using current tools are unlikely to be able to keep up. For many reasons, the community manager/monitoring paradigm is inherently non-scalable. Social media has shown a hyperexponential growth pattern and this seems unlikely to abate. Consumer

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expectations will grow along with the volumes making ad hoc or labor-intensive approaches completely untenable.

Human intensive approaches also carry non-trivial risks. A single press of a submit button makes ANY comment from a community manager visible to tens and even potentially hundreds of millions of social media participants. Enterprises have started to develop elaborate review processes to put some friction in the system. The first issue like the maxim in medicine is 'do no harm.' But this issue will hamper enterprises from tapping into the potential of social media, and, may hold them back from accommodating even basic expectations from consumers – like getting basic support for products/services.

Solariat: An Integrated Platform for Engaging Social Media at Scale

Solariat has developed a platform for social media that adapts the lessons learned in the past about when and how to respond to user generated content. First, there is the central issue of INTENTION. Most of what happens in social media does not ask for a response and certainly not from an enterprise. There are (and the numbers are increasing) expressions that have some specific actionable intent, and there is much evidence that users are open to and may even require some response. Second, there is the important delivery aspect. The messages need to be delivered in a manner congruent with the conversational medium.

To accomplish this, Solariat has developed technology that allows enterprises to build Intention Maps™ across multiple social media channels. Using Solariat's technology enterprises can filter from the huge volumes of social media conversations, specific intentionally rich comments. These include:

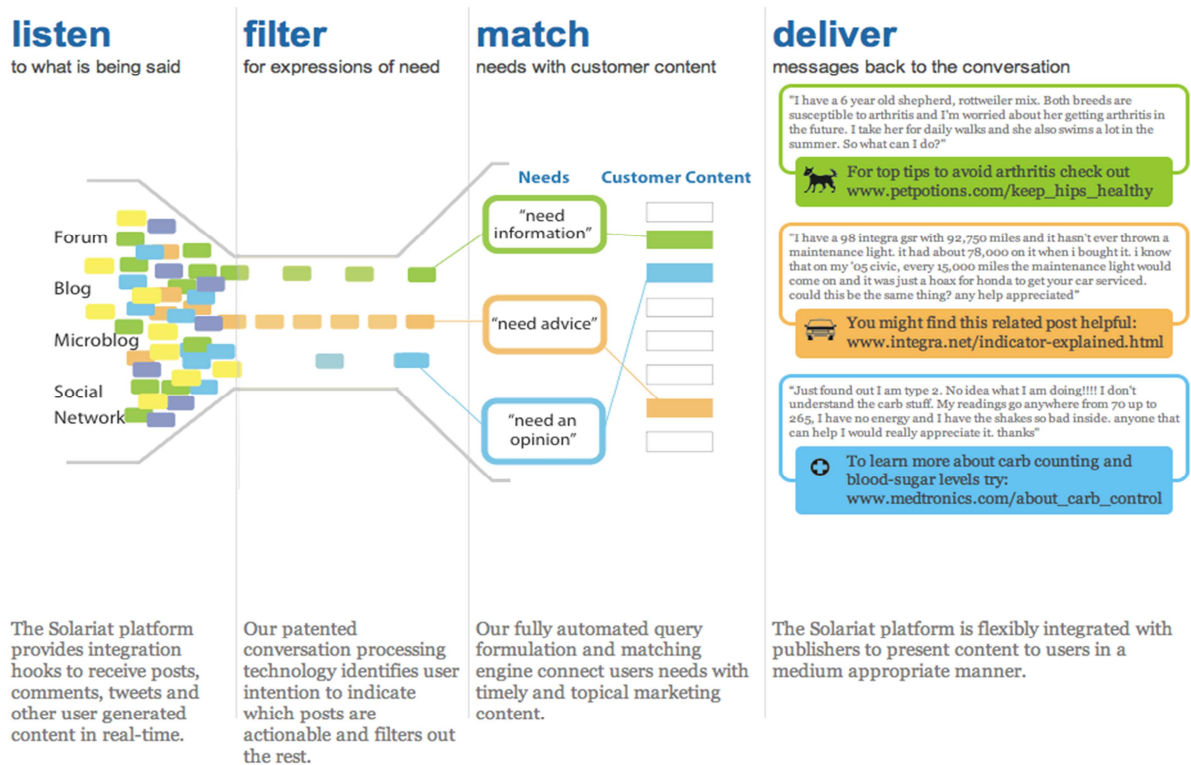
- a. *Statement of Need:* User is stating that a need for a product/service or solution
- b. *Query:* User is asking for something, which could be for information, or a result
- c. *Assert:* User is making a claim or taking a stance with respect to a brand, product or service

These intentions represent the targets of opportunity for the enterprise. For each, there is an action expressed in the form of some content that is a value-add RESPONSE to the user's action. The response could be an FAQ that addresses the statement of some problem. Or it could be some marketing content in response to a user expressing some need. The Solariat technology automatically takes the intentionally rich expressions by the user and matches that to the relevant content. The message is created by embedding that content into a message that can be placed idiomatically in the target social media, e.g., as a tweet in Twitter. That is, automated responses built by the matching engine fit into the context.

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Solariat's technology is described in figure 1:

figure 1



The Solariat technology offers value at three basic levels:

1. Helps guide the attention of community managers. The Intention Maps™ help community managers focus their attention on the right targets.
2. The community manager can run the matching engine over the identified intentions to help them access valuable enterprise resources. This constructs and performs the search automatically over enterprise repositories (e.g., FAQ's, documents) and delivers the results to the community managers, thus facilitating the production of a response.
3. For some types of intentions, perhaps including a lot of distribution of pre-sales materials, the response can be inserted automatically thus bypassing any labor-intensive response. There are probably millions of pre-sales opportunities in social media missed every day. There is simply no way that a community manager plus standard dashboard tool model could keep pace. Solariat's automation platform is an ideal solution in this case.

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The customer lifecycle, often represented as a buying funnel, illustrates some of the range of applications of the Solariat approach. There are many versions of this model with slight variations. Typically, though, there are several phases including awareness, consideration, selection and then post-sales support. In the first phase, the prospect starts getting interested in a category and starts becoming aware of the brands. In the next consideration phase, the prospect starts working through the details around the brands to understand the value propositions. In the selection phase, the buyer makes a choice and executes the purchase. Beyond that phase, there are the issues of support and the potential for an enduring and expanding relationship with the consumer.

The Solariat technology supports engaging social media throughout all phases of the customer lifecycle. At each phase, there are particular types of intent and relevant actions that accommodate or address that intent. By filtering these correctly and providing relevant responses, the Solariat platform can be properly seen as a sales and support engine for social media. For some applications, the system might be used in a semi-automated way, in particular for sensitive brand issues. But for the other applications, like getting a particular brand into the convergence towards a selection phase, the system might be used in an automated way.

The Solariat platform provides a basic and powerful way of engaging social media across a wide variety of application scenarios. It enhances the value of community managers and provides automation where that is necessary and effective.

Summary

Social media is a profoundly transformative medium. As with all media, it takes some time to understand it and to learn how to exploit it effectively. The web had been around for quite a while before Yahoo and then Google provided basic tools to tap into its potential and reach. The scale issues of the web often drive these developments. Yahoo organized the web into directories. As the number of pages exploded, Google provided a tool that made it easy for the user's intention to be satisfied – find me a page with this information wherever it is. Commercial opportunities follow true value and so both Yahoo and Google grew as businesses. Social media has radically reformed the landscape and old solutions need to be enhanced or replaced. Intention is still the key. What do users want? By solving the deep and hard technical problem of identifying intention at scale in open conversations, Solariat has provided a basis for delivering the value inherent in the vast unfolding conversations of the social media universe.

About Solariat

Solariat has introduced the first Social Response Engine. Solariat's technology analyzes millions of posts at the speed of social and finds opportunities for meaningful brand engagement. The matching technology maps intention in the social stream, and automatically connects it to the most relevant response from your business. Brands can utilize this solution across any social media channel. For more information please visit www.solariat.com or contact us at info@solariat.com.