SOCIAL LISTENING & ANALYTICS

# TRENDS TO WATCH IN 2019

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TALKWALKER

50 FIBEP WORLD MEDIA INTELLIGENCE CONGRESS

COPENHAGEN OCTOBER 1-3 2018 MARRIOTT HOTEL

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PR AND SOCIAL TEAMS TO COLLABORATE

- Single source of truth

- Journalists & Influencers

- One data pool

- Methodologies that are aligned

- Guidelines/Policies

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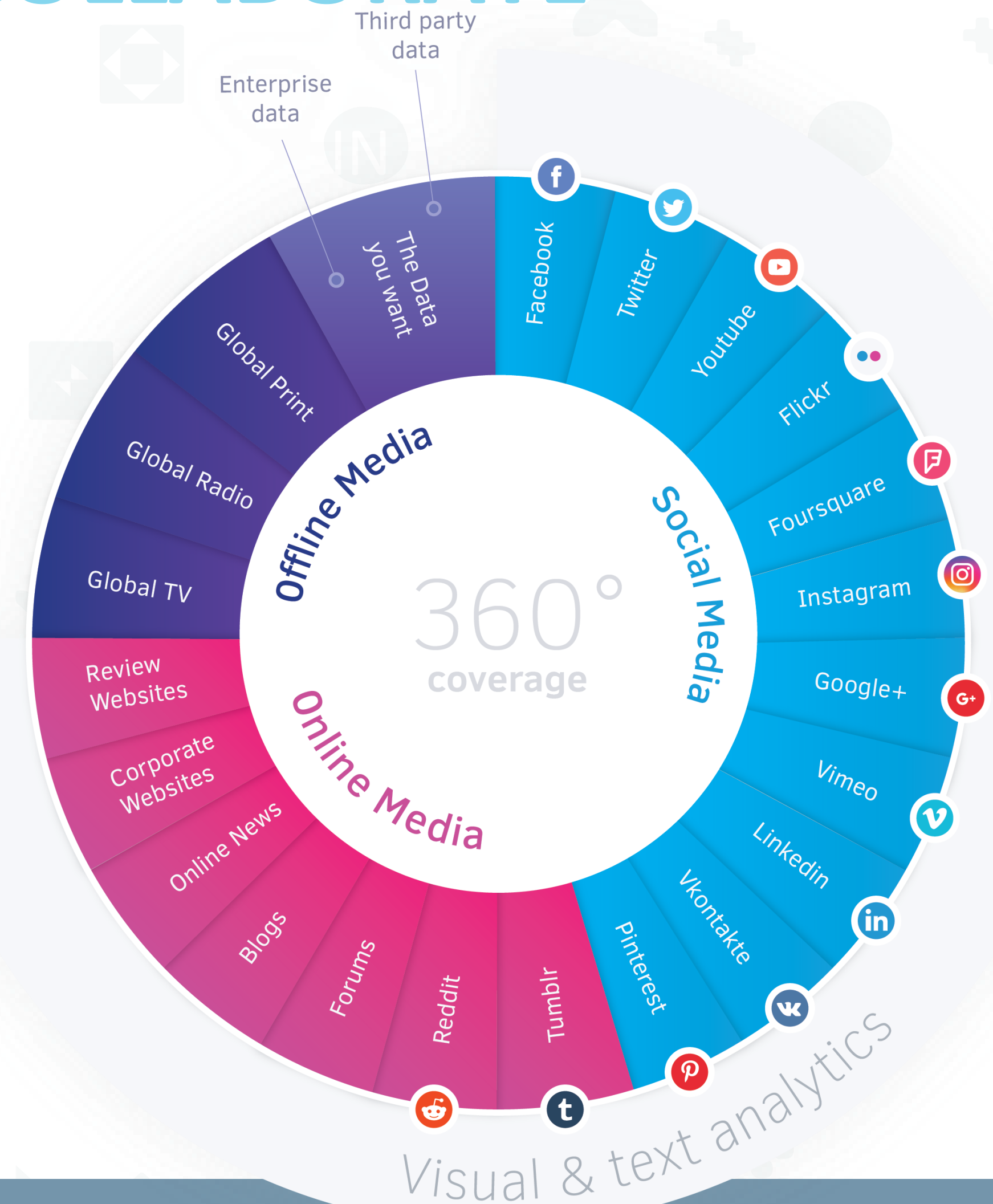
ACCESSING THE RIGHT DATA

False Data
Factually incorrect, from untrustworthy sources, fake news, spam, bots

Broken Data
Incomplete, incorrect or duplicate data

Data Bias
Deliberately misleading or wrong survey answers

Data Misinterpretation
Drawing the wrong conclusions

Data Privacy
Data collected or used without consent

Data Relevance
Don't get lost in the sea of data

Data Decay
Time impacts data quality at the rate of 2% per month

Data Competence
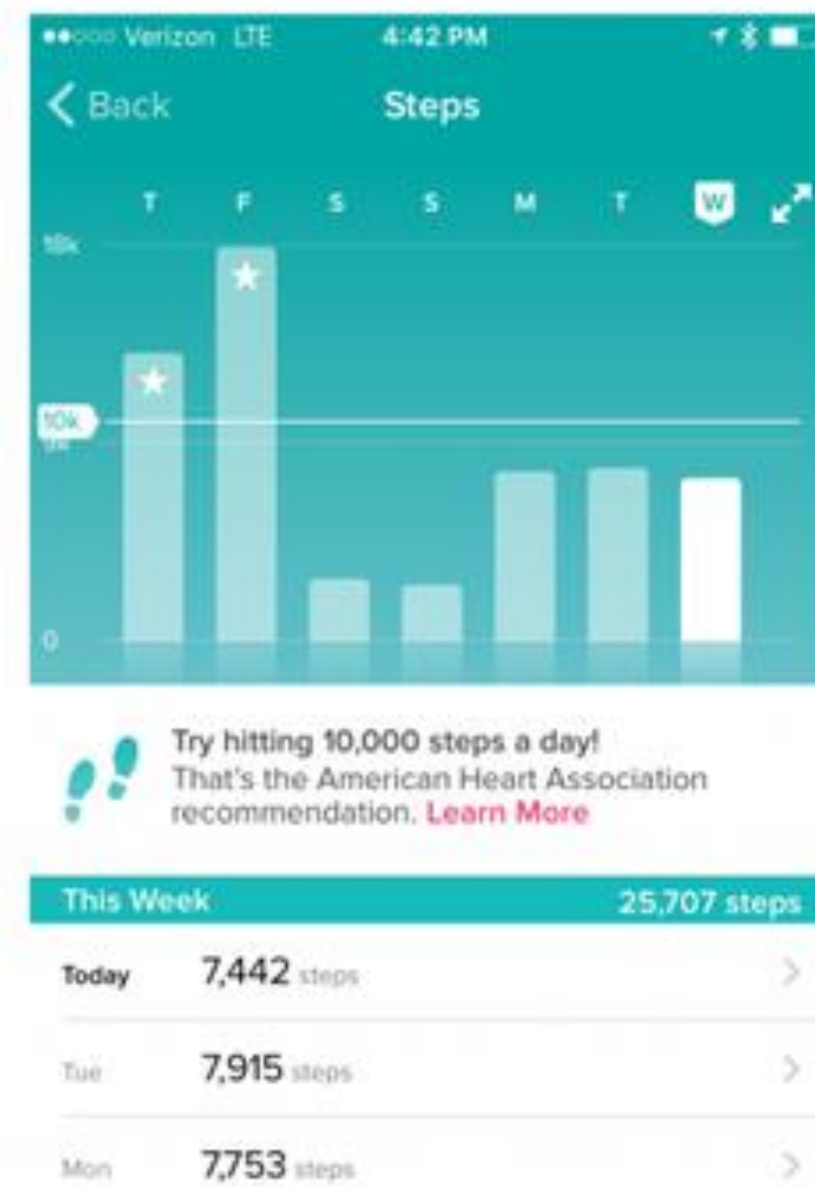In house talent/knowledge Need skills to make the most of it

Data Blind Spots
You may not know what to look for, Or what to include

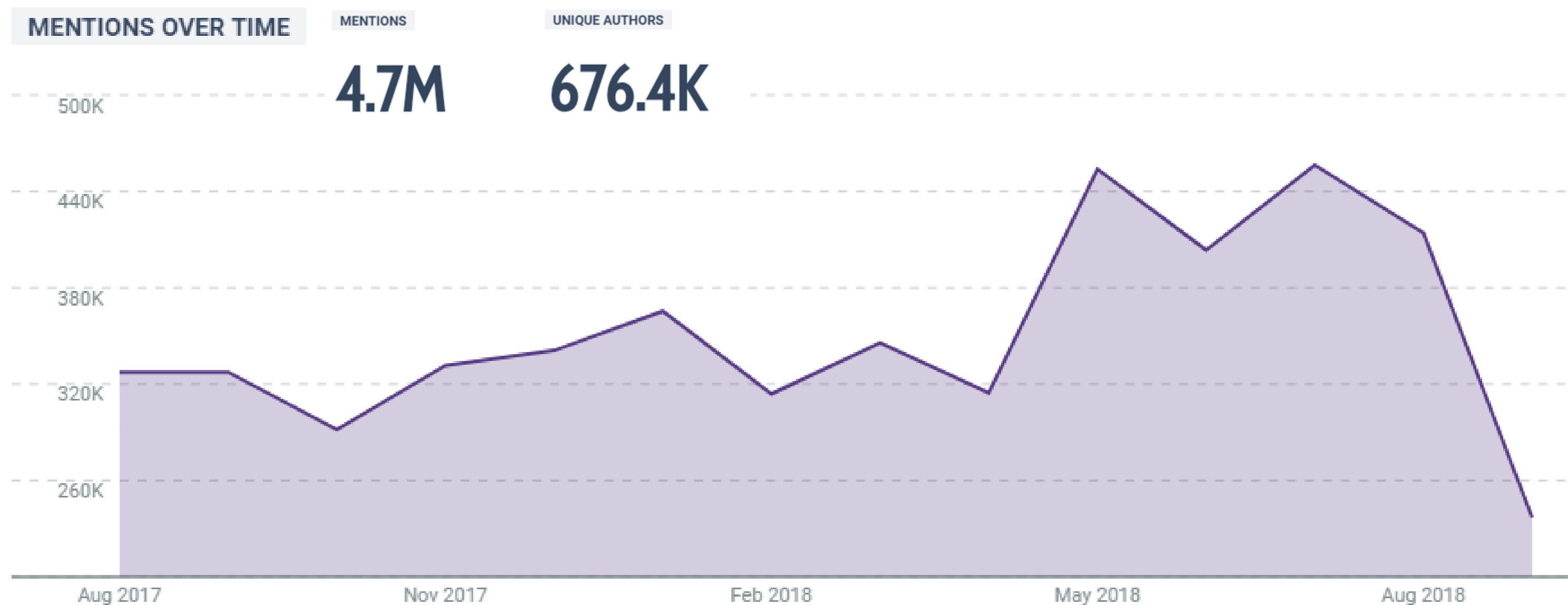# SHOWING ROI IS ESSENTIAL TO KEEP OR INCREASE BUDGETS

AI TO EMPOWER COMMUNICATION PROFESSIONALS

Democratized AI / AI that makes life easier for marketers & PR pros

MENTIONS OVER TIME

MENTIONS 4.7M   **UNIQUE AUTHORS** 676.4K

- 500K
- 440K
- 380K
- 320K
- 260K

Aug 2017   Nov 2017   Feb 2018   May 2018   Aug 2018

Discussions about AI linked to PR & marketing over the last 13 months
(Source: Talkwalker Quick Search)

- ▸ Image Recognition
- ▸ Translation
- ▸ Sentiment
- ▸ Categorization
- ▸ Summarization
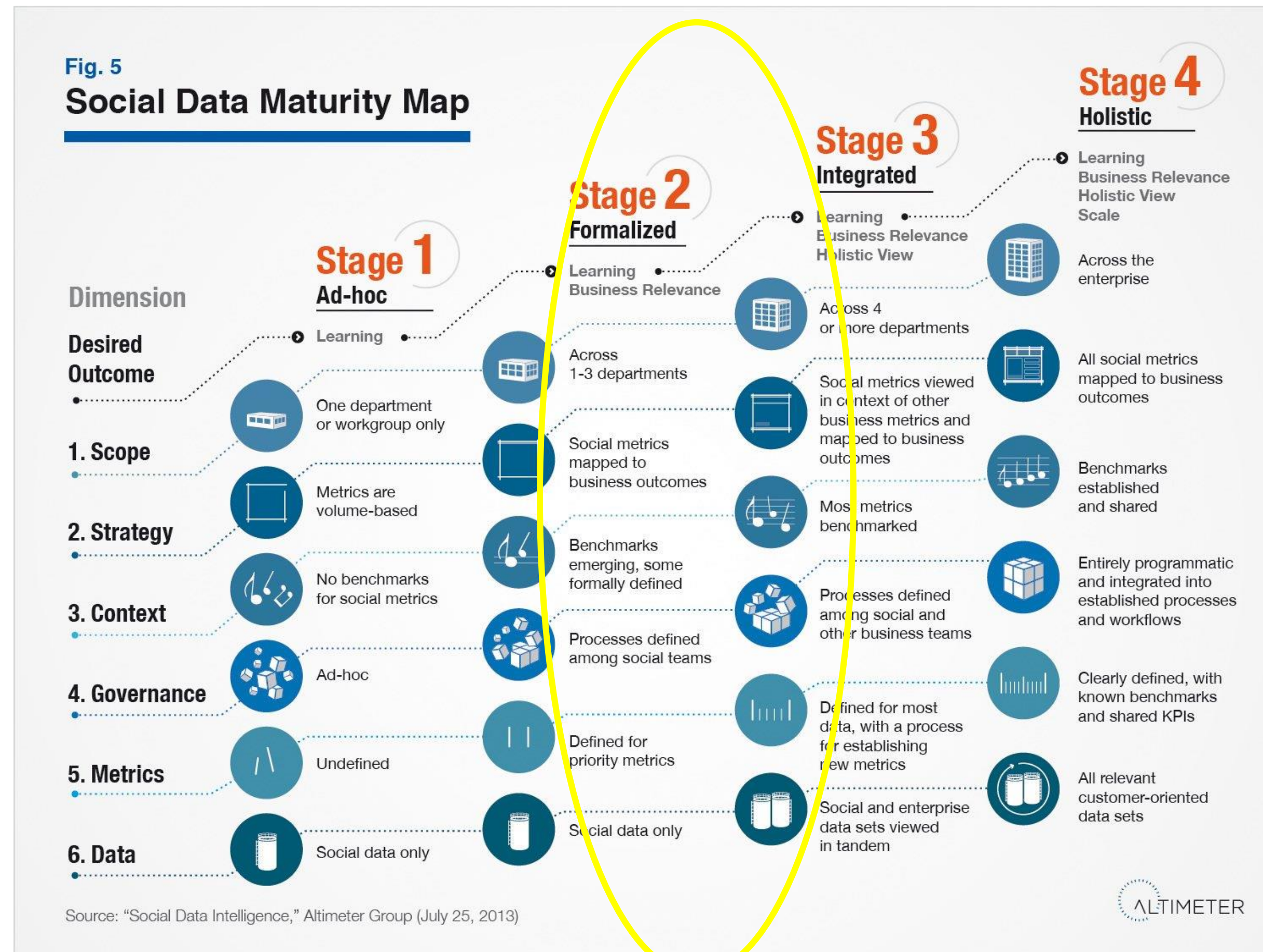- ▸ Prediction
- ▸ Messages
- ▸ Audiences

IN PRACTICE - AI THAT MAKES LIFE EASIER

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ENTERPRISE BRANDS GROWING IN DATA MATURITY

TRENDS 2019

1. PR and Social teams to collaborate

2. Access the right data

3. Social budgets will increase by showing ROI

4. AI to empower communication professionals

5. Enterprise brands growing in data maturity

SOCIALIZE YOUR PR

50 FIBEP
WORLD MEDIA
INTELLIGENCE
CONGRESS

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