

AN EYE ON THE WEB

Posted on 23/10/2015 by Naider



Internet, and social networks in particular, has become a highly valued marketing tool for company marketing managers to expose their products and/or services to the general public. Even so, it can be difficult to measure the level of acceptance and image that they can project abroad, for this reason, the company "Ibermática" has launched a tool known as "Object Mining" capable of measuring online reputation in detail. either of a product or of a company in general.

As explained through the [product web page](#) "the different modules and algorithms identify the search concepts in the audiovisual content present on the Internet, chosen by the company itself, and analyze the context in which they are used".

The product has been supported by the 2013 Digital Economy and Society Strategic Action Program (Plan Avanza) of the Ministry of Industry, Energy and Tourism.

There are no comments yet.