



# Next generation media monitoring

With Imooty you have direct access to high value information sources such as newspapers, magazines, trade journals, wiki and knowledge market pages, in addition to keeping you in touch with the opinion makers of our time through social media monitoring of podcast-, video-, photo-portals, blogs, microblogs, review and forum discussions.

By identifying keywords relative to brands and industry terminology, we create an ontology allowing you to follow online mention on your company name, gather competitive intelligence and keep up to date on the latest industry trends.

Imooty bundles and categorizes data according to relevant information sources and user-defined topics. Our user friendly interface is customized as a company information portal, or as a professional online PR & Marketing tool.

## Next Generation

Imooty.eu applies a semantic text recognition technology that improves search results and information processing:

- Named entity recognition: we know if its SHARP Electronics Company, or "sharp" as in Italian design.
- Issue Management: Linguistic software interprets your data and automatically categorizes it.
- Clustering of similar or duplicate content into ONE headline avoids repeat processing of information.
- Automated Sentiment Analysis: we identify the Good, the Bad and the Ugly with 83% accuracy.



## References

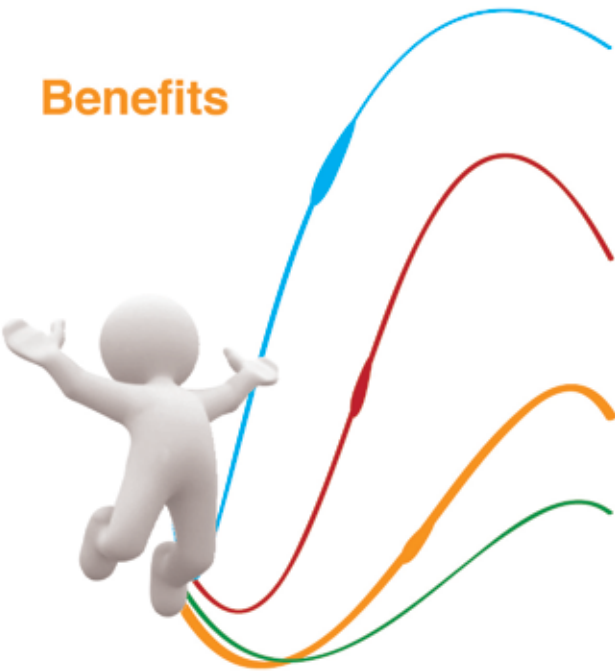
*"InvestHK has used Imooty to scan online media sources for media intelligence in different European markets. Their service produced numerous business leads which otherwise would have remained untapped. Imooty's media monitoring service is efficient and dependable."*

**Siegfried Verstappen,**  
Senior Investment Promotion Executive

*"The Imooty platform is a fantastic resource for my professional research at Peugeot Avenue Berlin. By using it I am able to quickly respond to the public relations campaigns of my competitors, specifically within the field of high profile automotive branding."*

**Jeremy DEVOOGHT,**  
Director Peugeot Avenue Berlin

## Benefits



**Brand monitoring:** How is the company name and associated brands viewed in connection with a specific topic?

**Competitive Intelligence:** Which strategy are they pursuing? Compare and stipulate alternatives

**Objective outlook:** Understand and anticipate consumer attitudes; respond to the latest trends and industry news.

**Warning function:** when is a topic interesting for customer support or the PR / Marketing department?

**Information management:** set communication standards, document progress and facilitate collaboration between your teams:

- Rate posts according to positive-neutral-negative
- Prioritize, assign to-do items, schedule follow-up tasks according to milestones and establish accountability
- Enable discussions, write comments, share files and improve information flow

# Imooty

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## Imooty

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The Imooty prototype was developed with a special grant from the German Ministry of Economics and Technology in 2008. Following a collaboration with Freie Universität, Berlin, Imooty.eu GmbH & Co. KG was established as a spin-off in February 2009.

Imooty's innovative technology has won several prestigious prizes, including **Ruban d'honneur as Business Innovation of the Year 2009 at the European Business Awards**, and **first prize in the German Ministry of Economics and Technology's Multimedia competition**.

Imooty is a **member of the KIS100 Club**, a network of the fastest growing and most successful European companies in the area of Knowledge Intensive Services.