

Excerpts from OVUM “On the Radar Report” about DigitalMR

Ovum is an independent analyst and consultancy firm with 180 analysts in 23 countries, specialising in the commercial impact of technology and market changes in telecoms, software and IT services. The ‘On the Radar’ report is published only to Ovum subscribers.

1. “DigitalMR’s listening247 and communities247 (as in 24 hours per day, seven days per week) products were devised to meet the needs of the market research industry. They are intended to provide market researchers with a higher level of relevant functionality and greater online data accuracy than traditional social media tools.”
2. “DigitalMR blends natural language processing text analytics with machine learning algorithms to provide a combination of social media listening techniques. DigitalMR’s clients attest to its products’ performance advantages (providing sentiment accuracy at over 85% in any language) over traditional social media tools.”
3. “B2C companies in general and consumer product companies in particular should benefit from using DigitalMR listening247 and communities247 in their (usually large) market research functions. Such global enterprises have substantial social followings, and small deviations in accuracy can have a significant impact on their business decision-making.”
4. “Reporting is flexible: listening247 offers a wide range of standardized, industry-sector, and bespoke reporting options, including delivery to smartphones and tablets. Its reports provide analysis of brand performance and product category.”
5. “DigitalMR’s communities247 tool enables the creation of online private communities. The communities might include creative consumers for co-creation, influencers for advocacy, and category or brand rejecters for learning insights. Such communities create a sense of belonging and reinforcement for strongly held brand beliefs.”

Source: Ovum “On the Radar Report”, March 2015

