

HOW MEDIA SONAR DELIVERS POWERFUL SOCIAL INSIGHTS WITH DATASTREAMER.

Datastreamer delivers powerful social media aggregation APIs to empower intelligence dashboards and graphs.



DATASTREAMER



ABOUT DATASTREAMER

Datastreamer has developed a platform that powers high quantity data filtering and aggregation. Our solution enables clients to launch streaming data products quickly. Whether you want to uncover market growth opportunities or use real-world data and historical insights to answer research questions, Datastreamer can make it happen swiftly and efficiently. As a Datastreamer customer, you can easily integrate data into your stream from millions of sources.

MEDIA SONAR COMPANY OVERVIEW



Media Sonar Technologies is dedicated to transforming information into insights that make a positive difference. Their goal is to provide technology that offers reliability, accuracy, and efficiency. Since its inception, Media Sonar Technologies has won acclaim for its work, including the CATA Alliance Motorola Solutions Award for Public Safety Technology (2018) and the Ontario Business Achievement Award for Ontario Going Global (2016).



INTRODUCTION

Media Sonar Technologies offers social insights for clients that can be accessed through their Web Intelligence and Investigations platform. However, collecting and sifting through considerable amounts of social media data is an extremely data intensive process that can take a lot of time and resources. The company was looking for a way to provide valuable reports quickly and accurately for clients regarding their online threat footprint.

SOLUTION

The company chose Datastreamer's service to filter and aggregate social media data for clients. Our solution offers a full streaming API capable of handling 95 percent of data indexing requests. There is no coding required to start running powerful queries and aggregations, which saves time. Our aggregation APIs enabled Media Sonar to conduct trend analysis without the need for any additional infrastructure or development beyond a single API integration. Delivering analysis of substantial amounts of social media data without substantial efforts.

ACTION

Datastreamer enabled Media Sonar developers to set up a platform that could aggregate and show graphs of complex searches with a single API call. This allowed the Media Sonar platform to offer functionality that could show trends, information clouds, and highlight rising topics.

RESULTS

Media Sonar needs quick and accurate results for its social insights reports for clients. Discovering what is being said about a brand or person online is essential for ensuring security and safety. Customers rely on them for accurate and comprehensive information.

Datastreamer's ability to aggregate social media data quickly and accurately drives powerful dashboards and graphing programs. We can bring large amounts of information together that supports the work our customers do. With our assistance, Media Sonar was able to sift through large amounts of data and provide reports and valuable insights to their customers.



BY THE NUMBERS

International Coverage

All primary European and American languages

3 Billion+ posts and articles.

Pieces of unique content sourced and analyzed monthly.

10+ Signals Classified

Content classified by sentiment, network among others.

