

LISTEN (AND ACT?)

IS YOUR BRAND PRESENT ON THE INTERNET?

DO YOU CARE HOW PEOPLE DISCUSS ABOUT YOUR BRAND?

DO YOU KNOW WHAT SOCIAL MEDIA LISTENING IS?

SOCIAL MEDIA LISTENING

Social media listening, also known as social media monitoring, is the process of identifying and assessing what is being said about a company, individual, product or brand on the Internet.



THE NUMBERS



~9 MILIONS TOTAL POPULATION

~7 MILLIONS INTERNET USERS

~4 MILLIONS ACTIVE FACEBOOK USERS



~387 000
COMMENTS/POSTS PER DAY



~141 606 000

COMMENTS/POSTS PER YEAR

INSIGHTS

WHAT IS AN INSIGHT?



 **corrina**
@Vidarrina

Am I the only one that can't eat cereal without ice cubes?!! 🥵🥵🥵



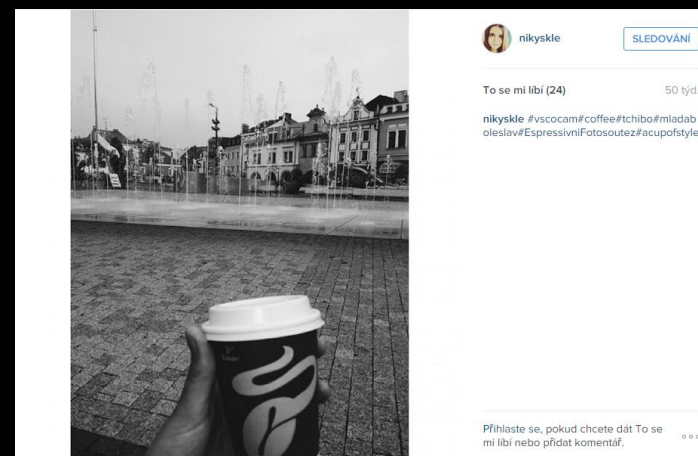
RETWEETS 1,404 FAVORITES 1,223



#COFFEE

100,000

MENTIONS ABOUT COFFEE EACH MONTH



sentione

CRISIS

CRISIS?


TELECOM HUN



sentione

CRISIS?

TELECOM HUN

 **Telekom HU** 

September 7 at 4:22pm · 

Cégünk a saját eszközeivel segíteni igyekszik. Most, hogy a tranzitónák helye körvonalazódni látszik, elkezdjük kiépíteni az ingyenes wifi szolgáltatást. Bízunk benne, hogy a menekültek mihamarabb használatba tudják venni a szolgáltatást, amely így hozzásegíti őket a kapcsolattartáshoz, információk eléréséhez. Emellett elosztókat is biztosítunk, hogy a telefonok feltöltése se okozzon nehézséget.

[See Translation](#)

 Like  Comment  Share

6,089 people like this. Most Relevant ▾

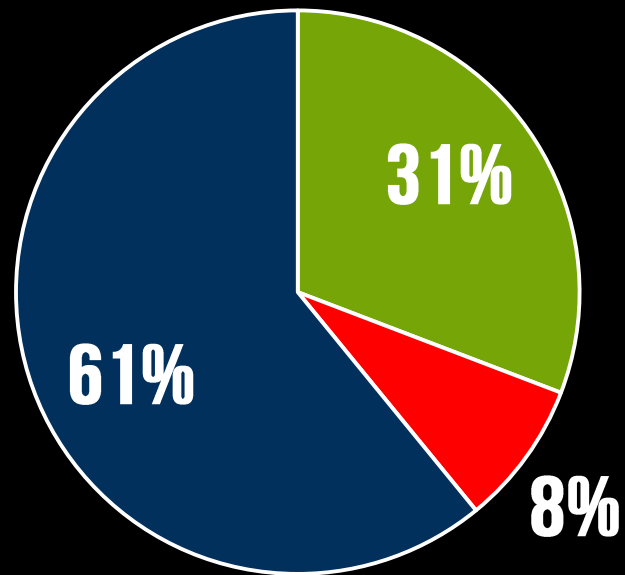
688 shares

sentione

LOVE BRANDS

LOVEBRAND

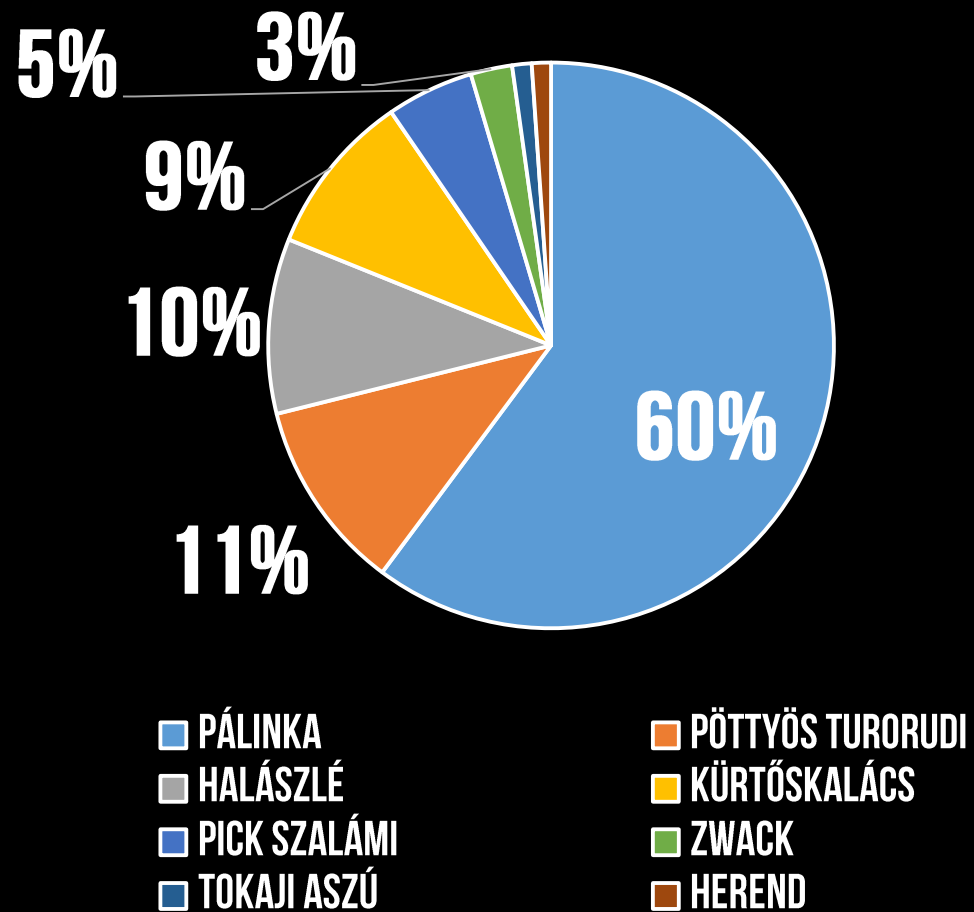
PÖTTYÖS TURORUDI



■ POSITIVE ■ NEGATIVE ■ NEUTRAL



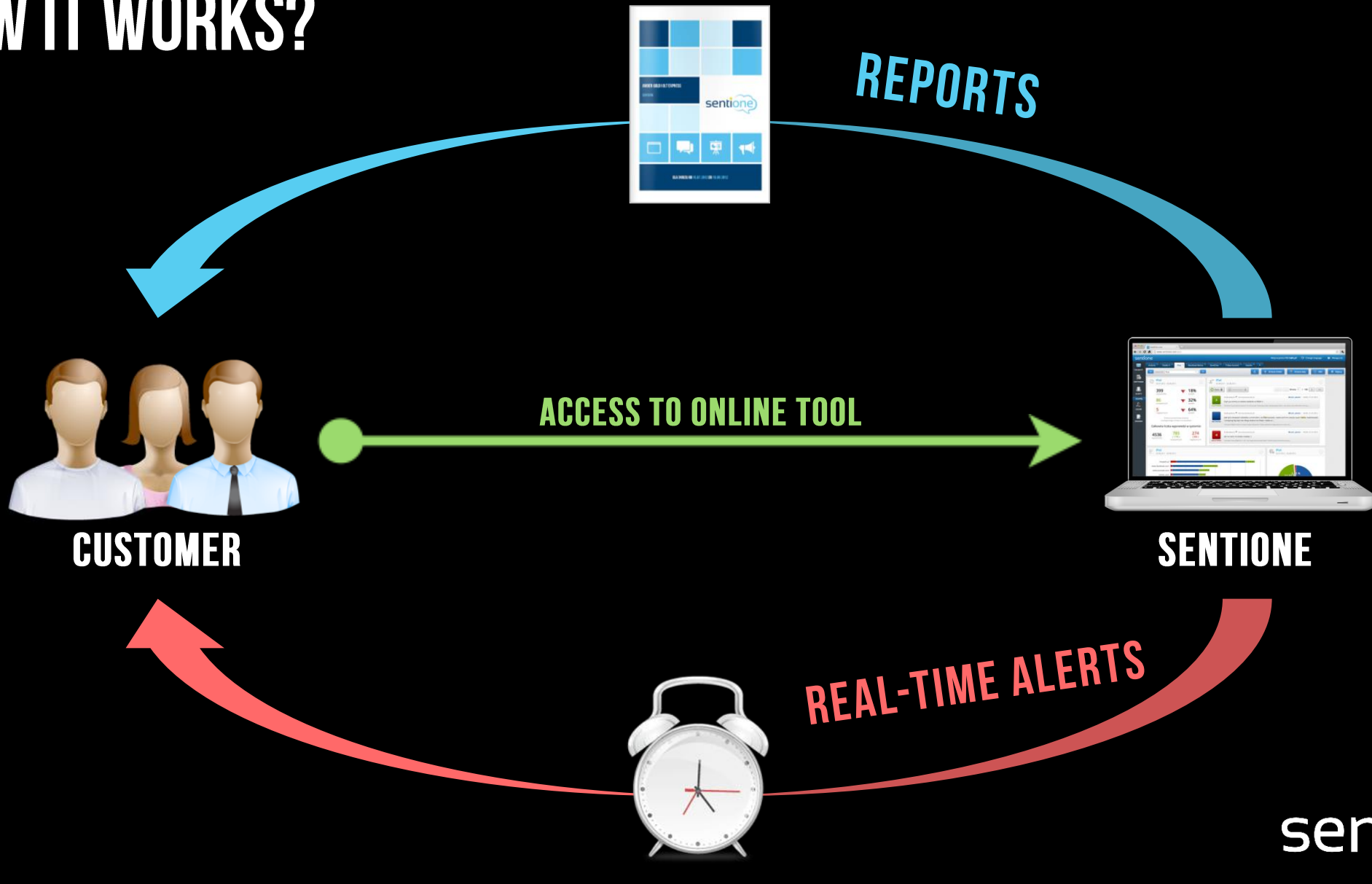
SHARE OF VOICE



MENTIONS FOR THE PAST MONTH

BRAND	MENTIONS
Pálinka	7703
Pöttyös turorudi	1399
Halászlé	1280
Kürtőskalács	1194
Pick Szalámi	638
Zwack	304
Tokaji Aszú	142
Herend	140

HOW IT WORKS?



SENTIONE IS THE FIRST SOCIAL MEDIA LISTENING PLATFORM FOCUSED ON EUROPE

Best Coverage – 1 tool for Central Eastern Europe

One Solution for social media analytics, real-time alerts and reports

Unlimited keywords and users

Instant results – up to 3 years

Unique features: estimated reach of social media, Sentiment analysis, Influencers

More than 200 satisfied customers and more than 500 brands (P&G, Nestlé, Unilever, Microsoft, Samsung...)





**ALL PARTICIPANTS OF INTERNET HUNGARY CAN
TRY SENTIONE FOR 1 MONTH FOR FREE!**





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