

Web2express Digest

<http://web2express.org>

AJ Chen

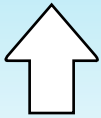
ajchen@web2express.org

650-283-4091

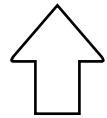
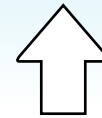
Digest Fresh Web in Real Time

Consumers to
follow topics

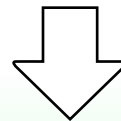
Marketers to
monitor real time web



Auto-discover trending topics



Real time Semantic and NLP analysis



Real time data streams (twitter, blogs, etc)

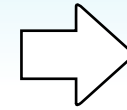
web2express digest

demo

Monitor Real Time Web for Marketing

Real time monitoring:

- Free features
 - create any probe
 - probing twitter and blogs in real time
 - view target context and stats online
 - to do: API, Alert
- Custom features
 - large scale product category monitoring
 - custom data sources and social networks
 - co-reference analysis
 - sentiment analysis
 - custom reports: leads, users reactions, stats
 - data mining other web contents for leads
 - API integration with enterprise software



Intelligent marketing:

- market research
- lead gen
- branding
- fan base