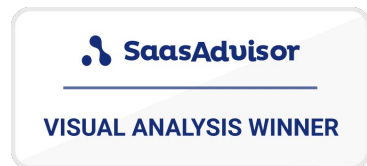




Product overview

Social media intelligence



ZARA

Topics

Dashboards

Analytics

Mentions

Links

Images


Authors

Comparison

Notifications

Images

Collection method: Logo x



Visual Insight

Image type:
photo

Logos:
Zara

Objects:
outerwear
fur clothing

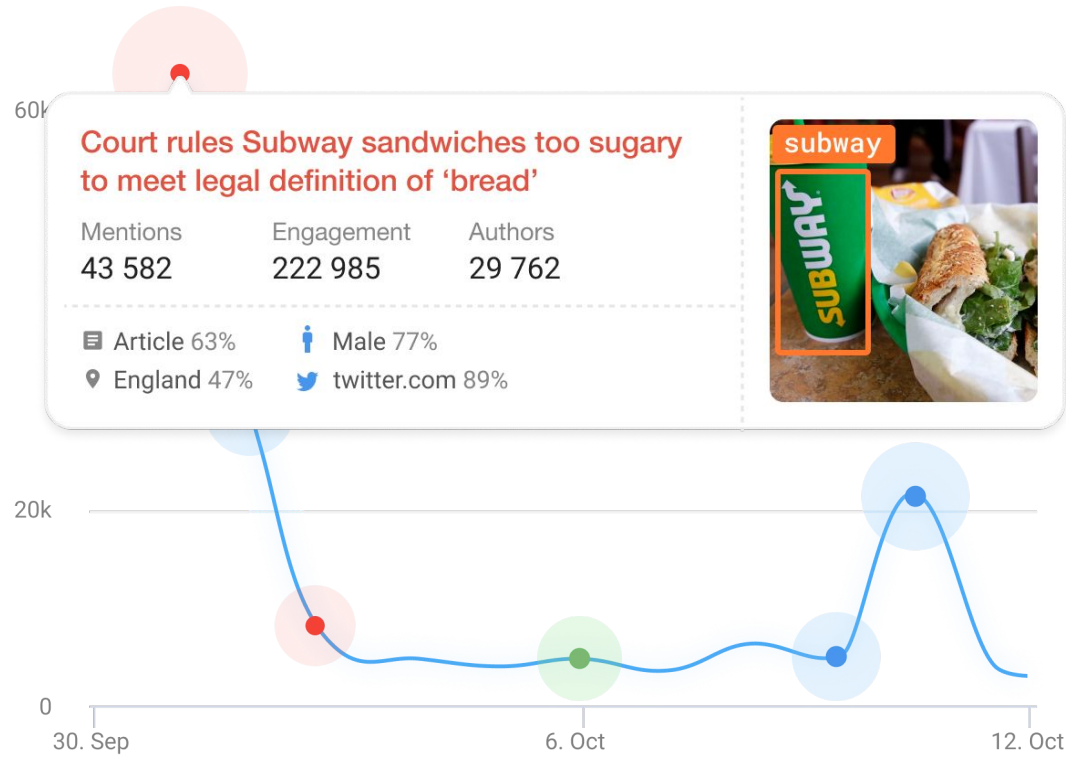
Scenes:
fashion
winter

People:
person
toddler

What YouScan is

YouScan is an AI-powered social media intelligence platform with industry-leading image recognition capabilities.

YouScan helps businesses analyze consumer opinions, discover actionable insights, and manage brand reputation.



500K

Media sources covered

95%

Text and image classification accuracy

500M

Brand mentions analyzed daily

500B

Social data archive

How YouScan can help your business

Manage brand reputation

Be the first to discover positive and negative feedback about your brand on social media. Act fast thanks to real-time notifications and deal with negative conversations immediately.

Conduct rapid market research

Uncover broad, deep, immediate insights about your market, consumers, and competitors. Never miss trends that may influence your business and adjust your strategy to stay ahead of competitors.

Understand brand perception

Track your customers' attitude towards the brand. See if your brand positioning correlates with the way your customers perceive it. Understand what satisfies and disappoints your customers. Provide the best product or service that meet their expectations.

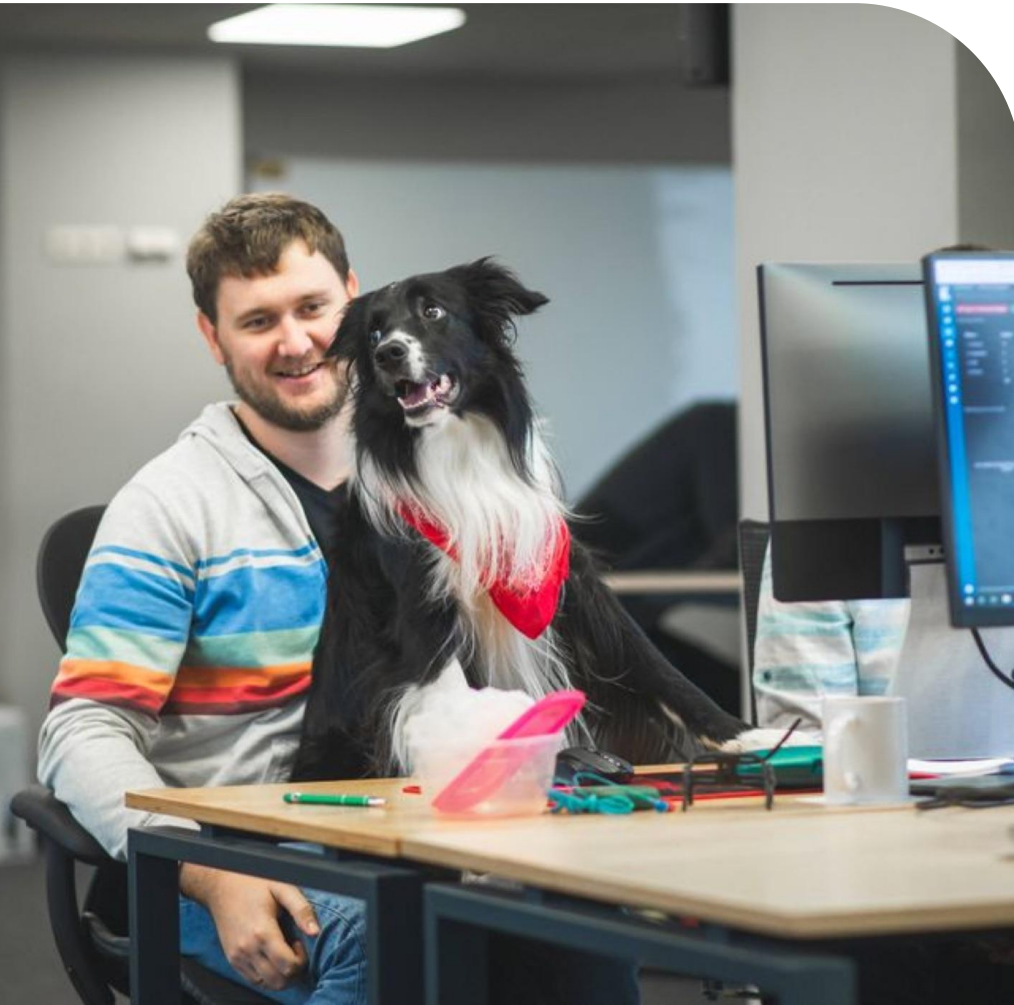
Measure marketing performance

Measure the effectiveness of your marketing campaigns and sponsorship activities by analyzing their impact on social media. Focus your efforts on the most promising and successful campaigns. Stop wasting marketing budgets and achieve better results.

Find influencers and brand ambassadors

Find your brand's advocates and optimize your influencer strategy to amplify your message and boost your brand power. Collaborate with influencers who meet your requirements and have engaged followers. Observe the positive impact in real time.

What brands love about YouScan



Powerful visual analytics

Track and analyze visual content featuring your brand with the help of image recognition and AI technologies. Uncover a full picture of your products and services consumption situations, discover new use cases, and get inspiration for new product and marketing ideas.

Delightful customer experience

YouScan's user-friendly and intuitive interface requires a minimal learning curve. Outstanding customer support and account management help you focus on important information for your business, and forget the technical hurdles that often come with social media listening.

Integration and smart automation

Seamlessly integrate YouScan with your team's favorite messengers like Slack, as well as HelpDesk and CRM systems. Set up alerts based on automatic rules to streamline your social media reputation management and customer support.

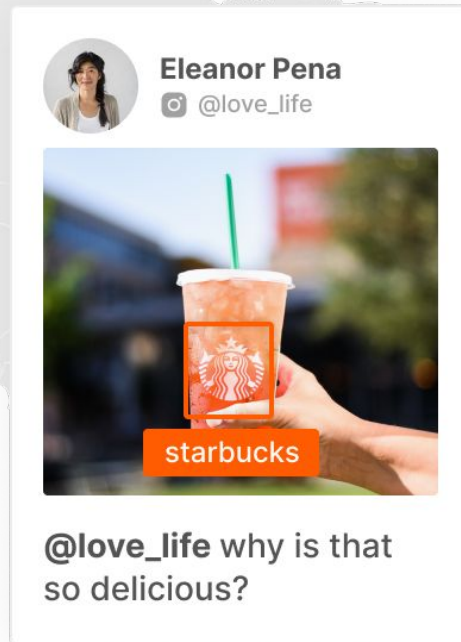
Contents

06	<u>Data</u>	23	<u>Automation & integration</u>
08	<u>AI-powered data segmentation</u>	25	<u>Collaboration</u>
11	<u>Insightful analytics</u>	26	<u>Add-ons</u>
17	<u>Visual analytics</u>	27	<u>Customer experience</u>
20	<u>Influential authors</u>	28	<u>Cases & Testimonials</u>
21	<u>Customizable reporting</u>		

Data

Global coverage

Collect your brand mentions from different types of sources globally.



- Social Networks: Twitter, Facebook, Instagram, YouTube, TikTok, Reddit, Quora, etc.
- Messengers: Telegram
- Google Maps
- Blogs
- Online media
- Forums
- Review websites
- E-commerce platforms

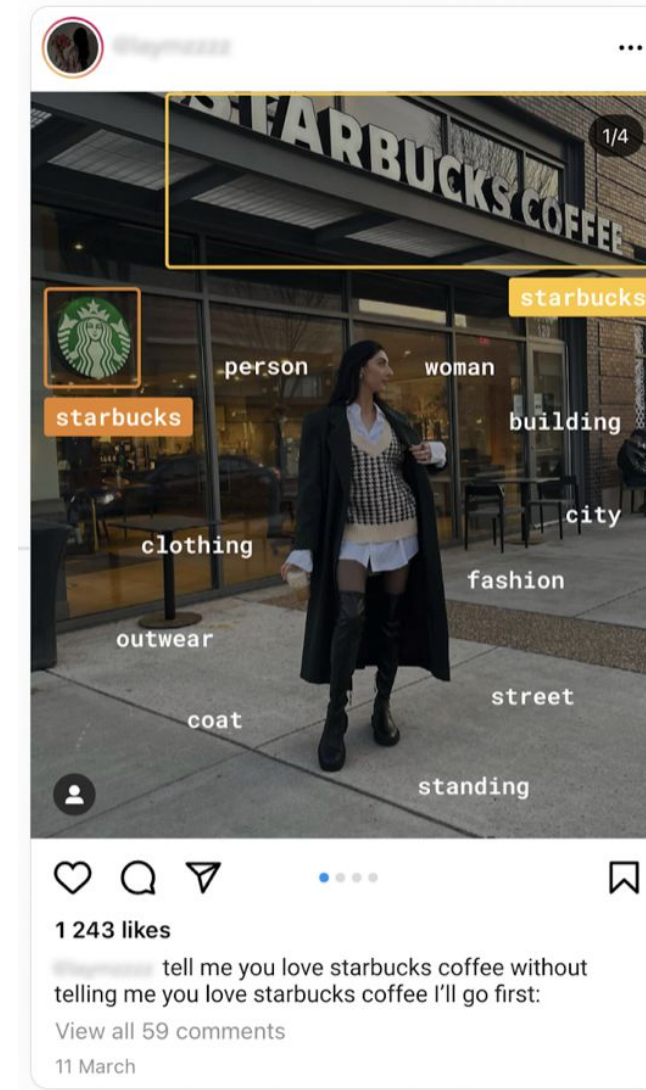
Data

Collection methods

Collect and analyze all your text and visual brand mentions in real-time.

- by keyword (based on Boolean Operators)
- by text on images (OCR)
- by logo on images
- by channels (Facebook, Twitter, Instagram, review platforms)

Fine-tune your search query as you need to focus on specific country, language, source etc.



Texts (OCR)

Brand logos

Keywords

AI-powered data segmentation

YouScan automatically sorts mentions by categories, subjects, and trends to uncover the most important information among billions of conversations happening online.

Auto-Categories

Find posts that contain customer complaints, praise, opinions, and comparisons in a matter of seconds.

Available auto-categories

WOM (word of mouth)

Opinion

Question

Complaint

Comparison

Recommendation

Official response

Promo

Advertisement

Giveaway

Commerce

Social promo

Guidance

Vacancy

Donation

Article

Captions

List



AI-powered data segmentation

Subjects

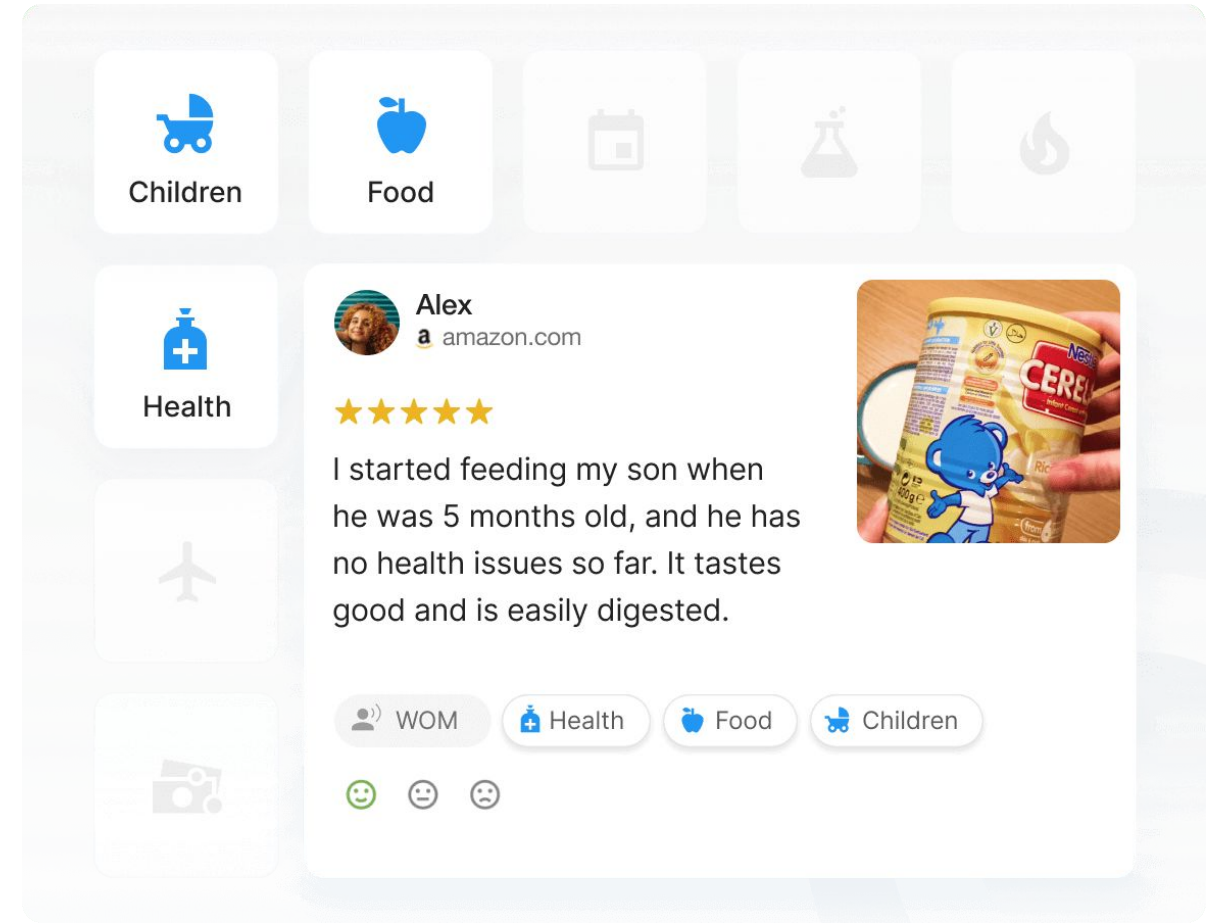
Understand the context of discussions featuring your brand.
Follow the most relevant discussion topics, from politics to beauty.

Available subjects

Politics
Incidents
Health
Tech
Fashion
Beauty
Food
Autos
Cinema

Real Estate
Interior
Children
Computer games
Economics
Celebrities
Religion
Event
Science

Tourism
War
Sport



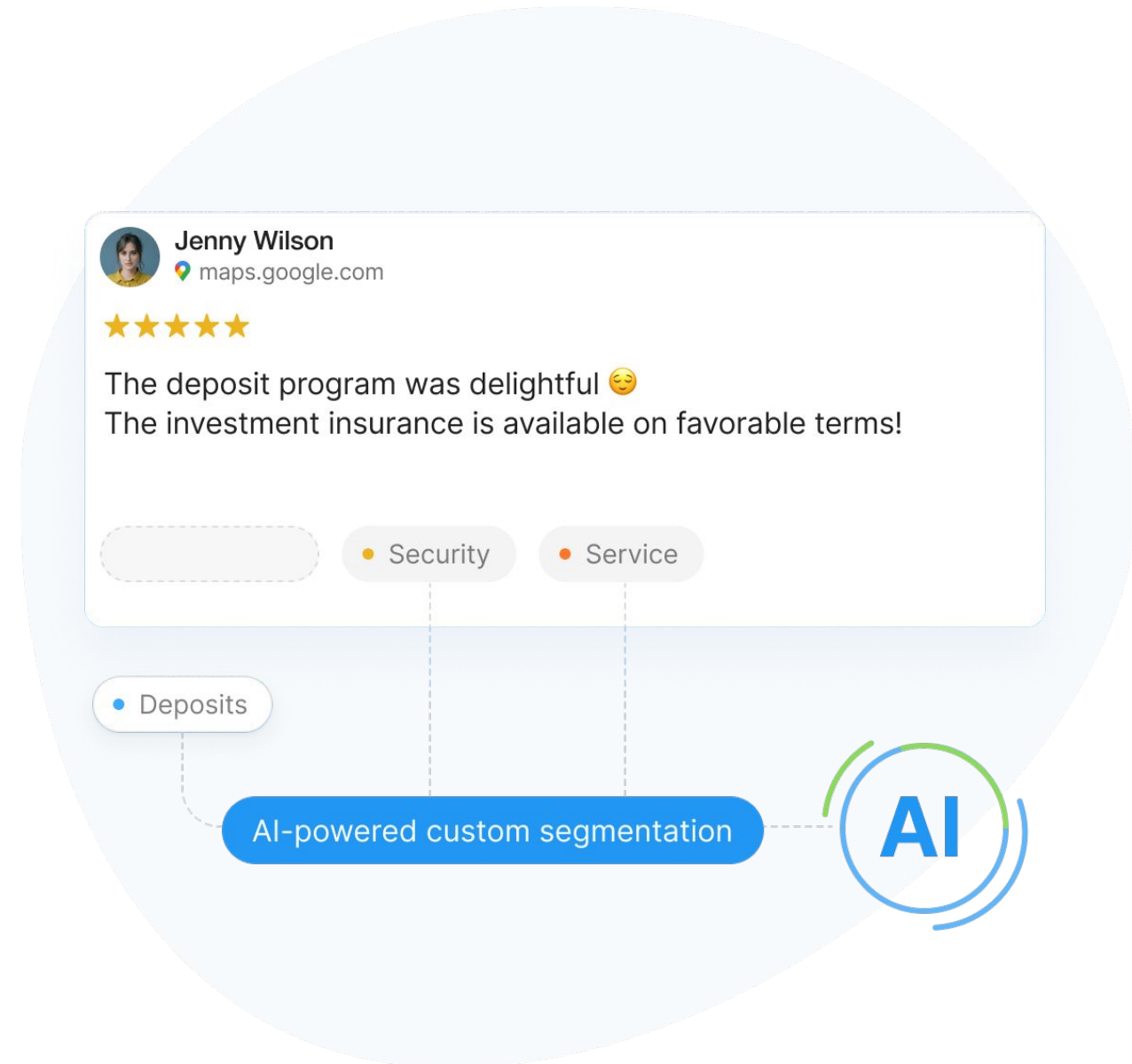
[More information on subjects](#)

AI-powered data segmentation

Smart Tags

Forget about manual data markup with AI-powered data segmentation. No matter how complex and niche your request is, the algorithm can learn and provide results.

Smart Tags will be a gamechanger for brands that get hundreds of mentions daily, or deal with complex research that requires context-based data segmentation.



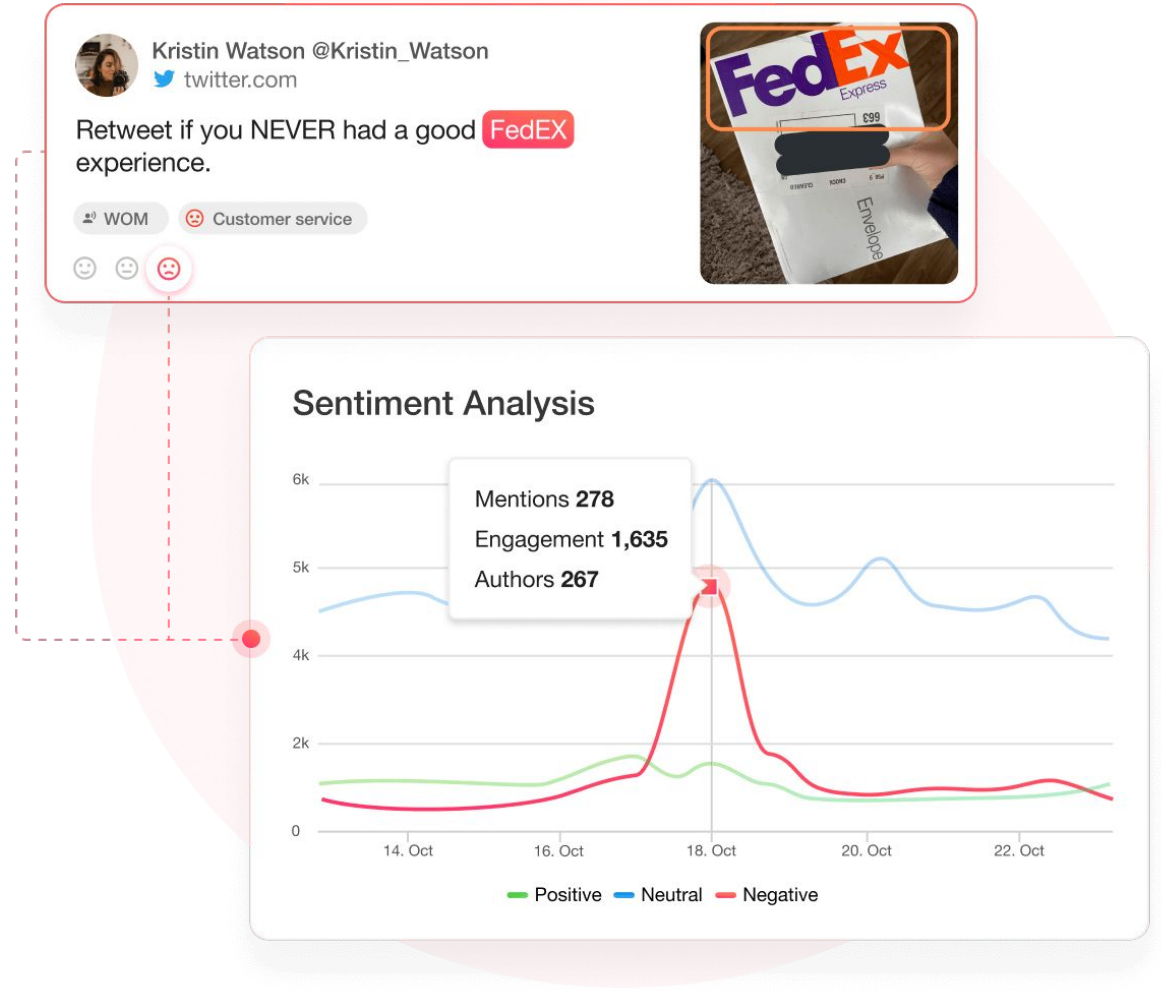
Insightful analytics

YouScan's AI-powered system provides real-time insights to help you make data-driven decisions.

Sentiment analysis

Assess customer sentiment around your brand or any given topic with a highly accurate sentiment analysis feature. Oversee changes in customer attitudes and timely address issues.

95% sentiment accuracy



[More information on sentiment analysis](#)

Insightful analytics

Get instant insights about emerging trends and conversation drivers in brand-related discussions.

Trends

Be aware of major discussions around your monitoring subject that gain traction within a certain period of time. Get to know what triggered discussion spikes and where they originated.

The Trend feature understands the context of the discussions, assigns meaningful titles and relevant sentiment.

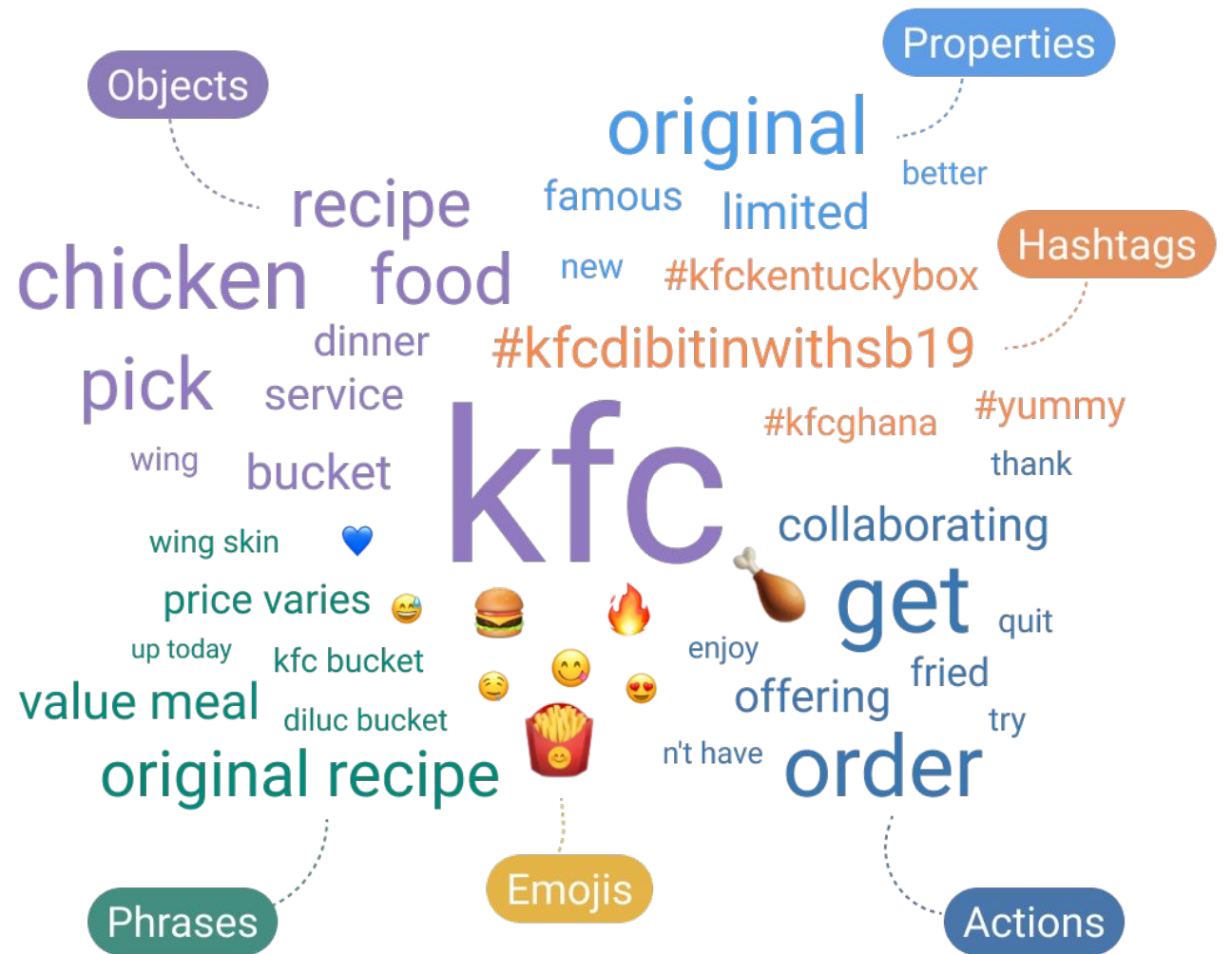


Insightful analytics

Word cloud

Uncover the most common words and phrases that have appeared in your monitored topic in the selected time period. Drill down into a specific word and see all the related mentions.

In addition to individual words, the graph includes phrases, emojis, and hashtags. View all words or choose to display individual categories (Objects, Actions, Properties) for more precise analysis.



Insightful analytics

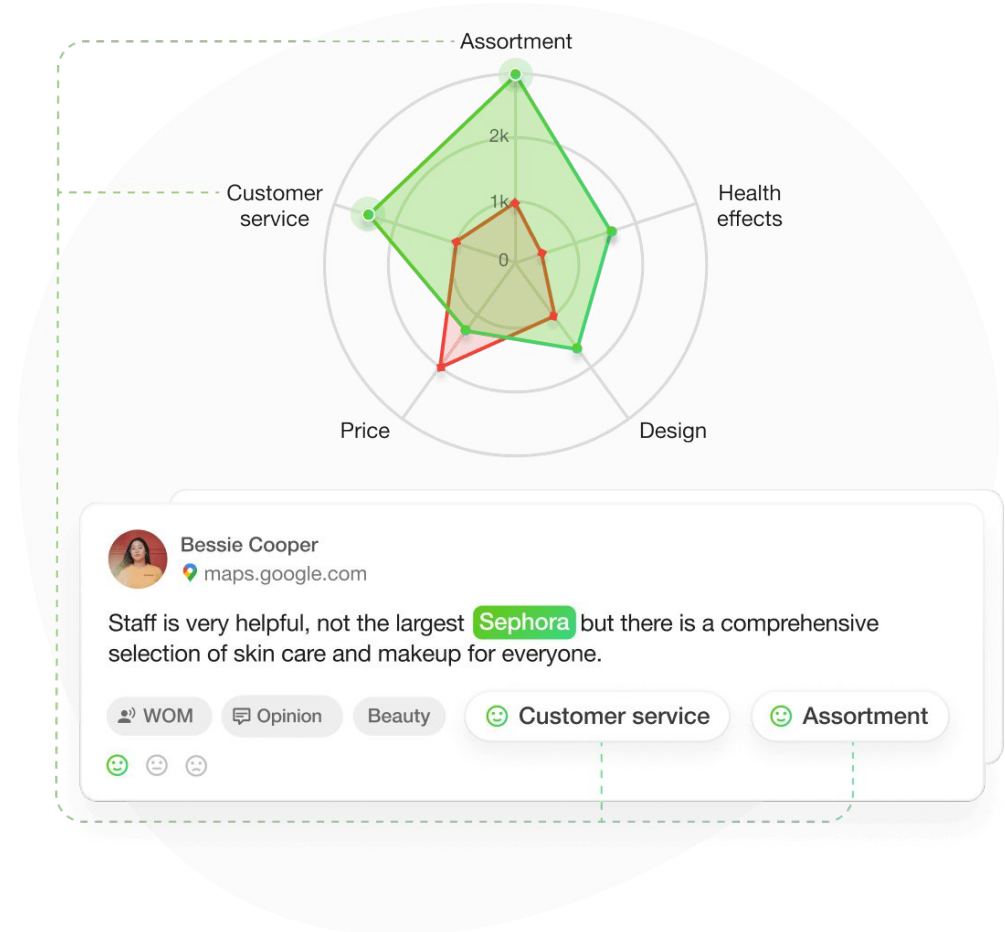
Aspects

Tracking positive or negative mention spikes is essential, but it's even more crucial to understand the reasons behind these changes.

Aspect-based sentiment analysis provides detailed customer opinions on your product's strengths and weaknesses by recognizing both the context of posts and their tone.

Available aspects

Price	Packaging	Consistency
Assortment	Size	Functionality
Quality	Design	Usability
Contents	Service	Performance
Smell	Expiration date	Health effects
Taste	Availability	Usage



Location
Atmosphere
Cleanliness

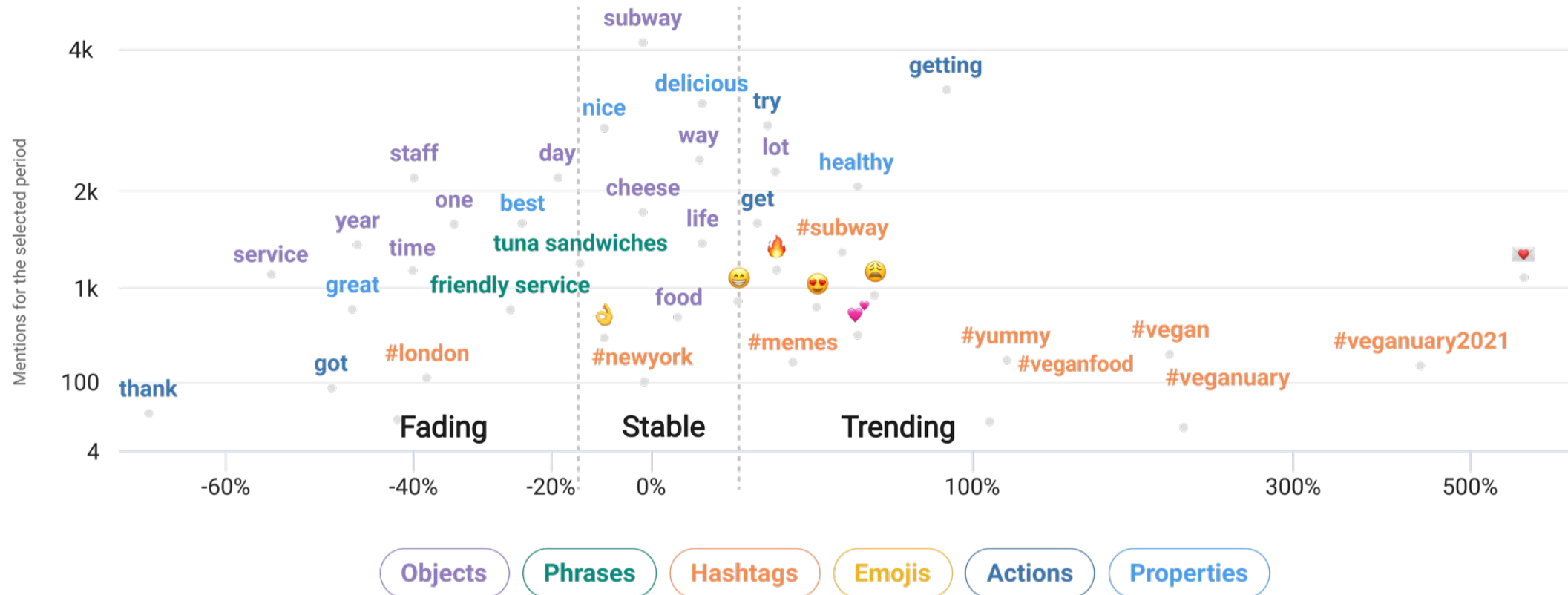
[More information on aspects](#)

Insightful analytics

Trending words

Get to know the words and phrases that fall in and out of fashion with your audience.

Understand what drives these trends and stay updated on the latest social media flashmob, challenge, meme, and more.



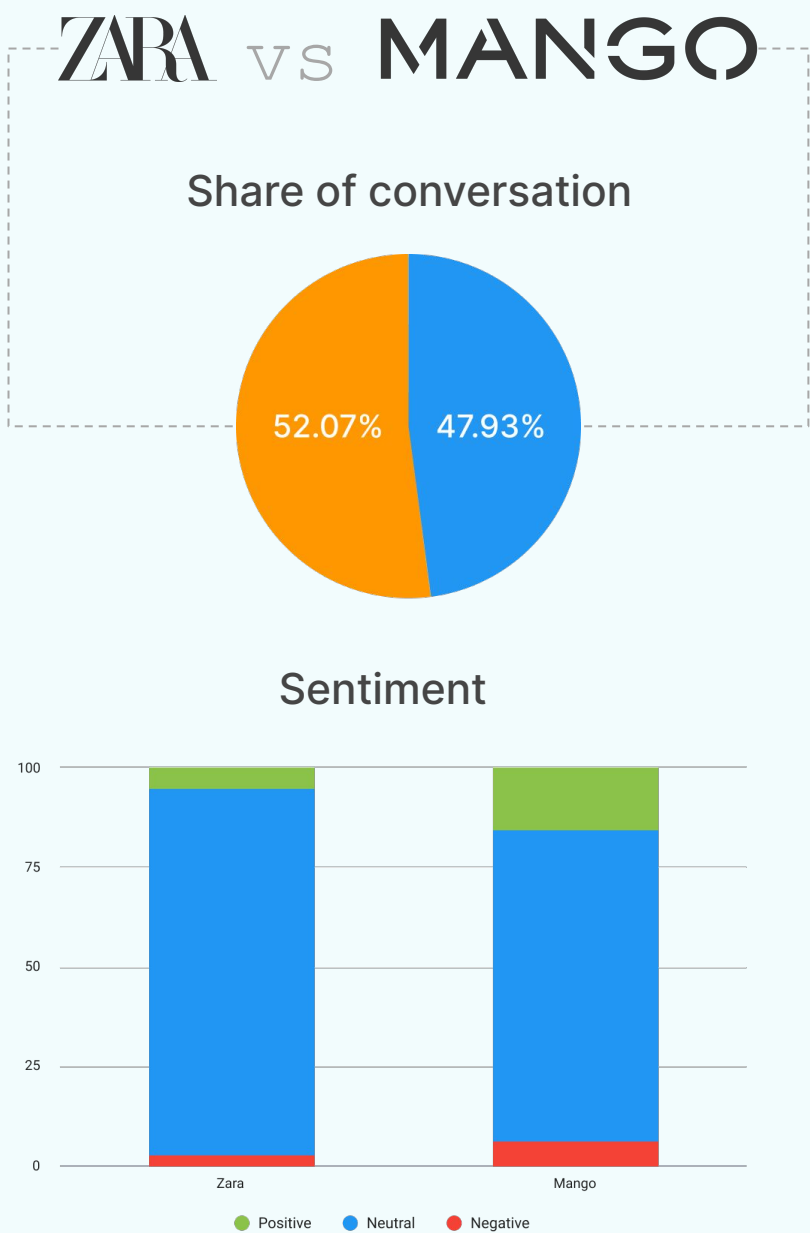
Insightful analytics

Comparison

Analyze the overall mention volume and activity across chosen topics. See the share of voice taken up by your brand and competitors.

Compare the sentiment breakdown for each topic to understand the position of your brand in the market. Uncover what consumers perceive as the strengths and weaknesses of your company and its competitors.

[More information on competitor analysis](#)



Visual Analytics

YouScan's advanced capabilities describe images in vivid detail, providing brands and agencies with instant access to valuable consumer insights.

Visual Insights

See 80% more brand mentions using YouScan's AI-powered image recognition. Analyze objects, scenes, activities and demographic information on images to understand your customers better.

Get a complete picture of your products and services consumption situations, discover new use cases, and get inspiration for new product and marketing ideas.

[More information on Visual Insights](#)



Brand: Nike

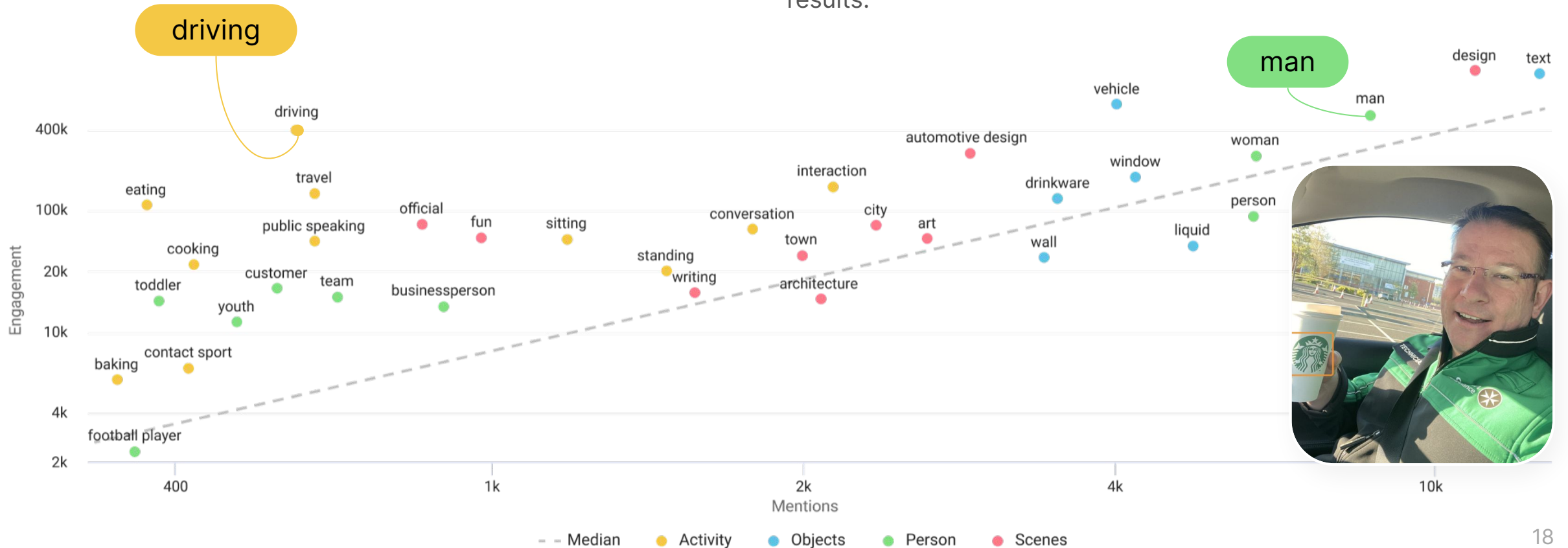


Visual Analytics

Engagement graph

Analyze user-generated images in vivid detail. Understand which objects, scenes, people, and activities on images gain traction and increase engagement.

Leverage this knowledge in your marketing efforts to gain better results.

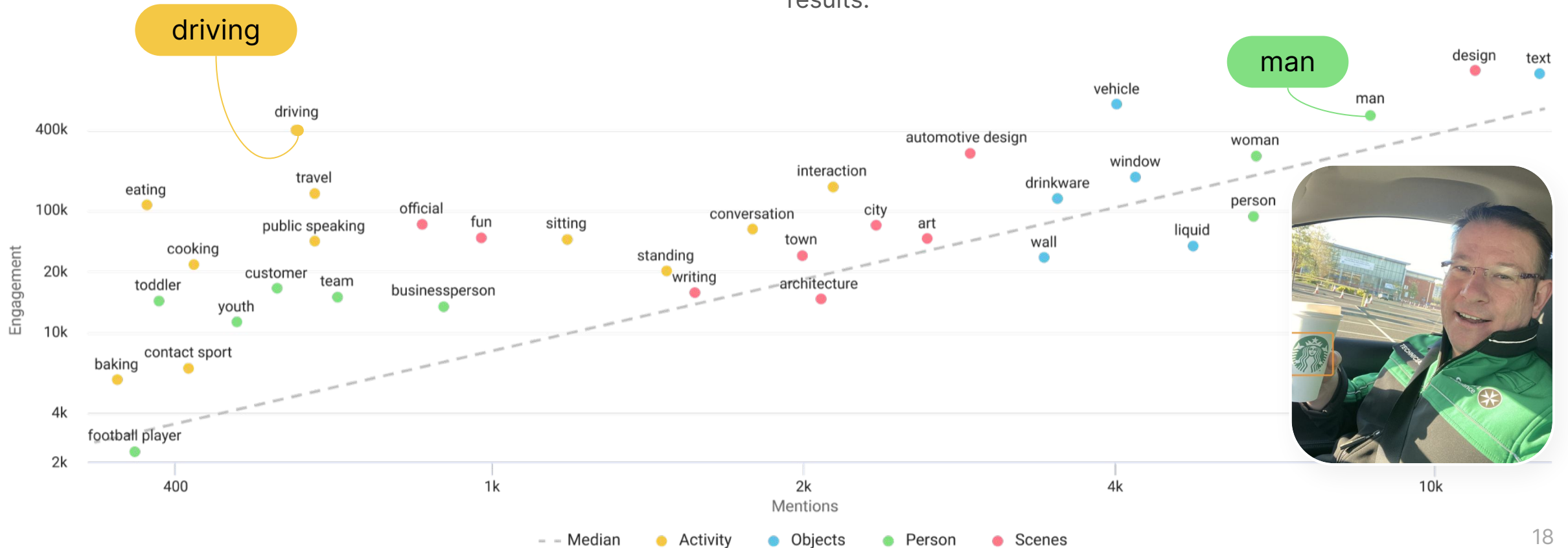


Visual Analytics

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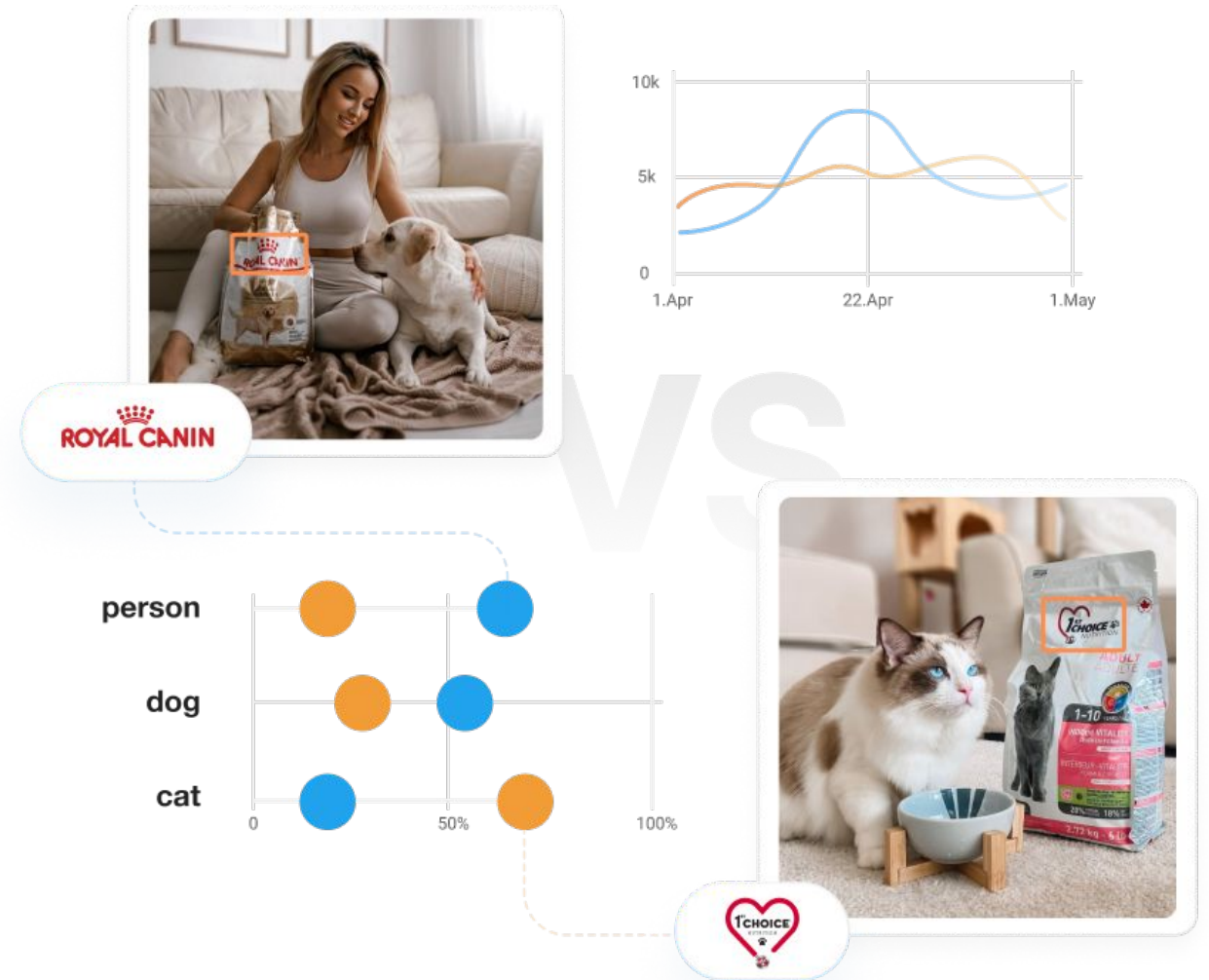


Visual Analytics

Comparison analysis

Compare the context of images featuring your brand logo with the competition. Discover which scenes, objects, persons, and activities appear on user-generated images.

Identify the differences and similarities by juxtaposing images. Find out how your brand stands out from the rest.



Influential authors

Implement a data-driven approach to finding, choosing, and working with influencers to increase ROI.

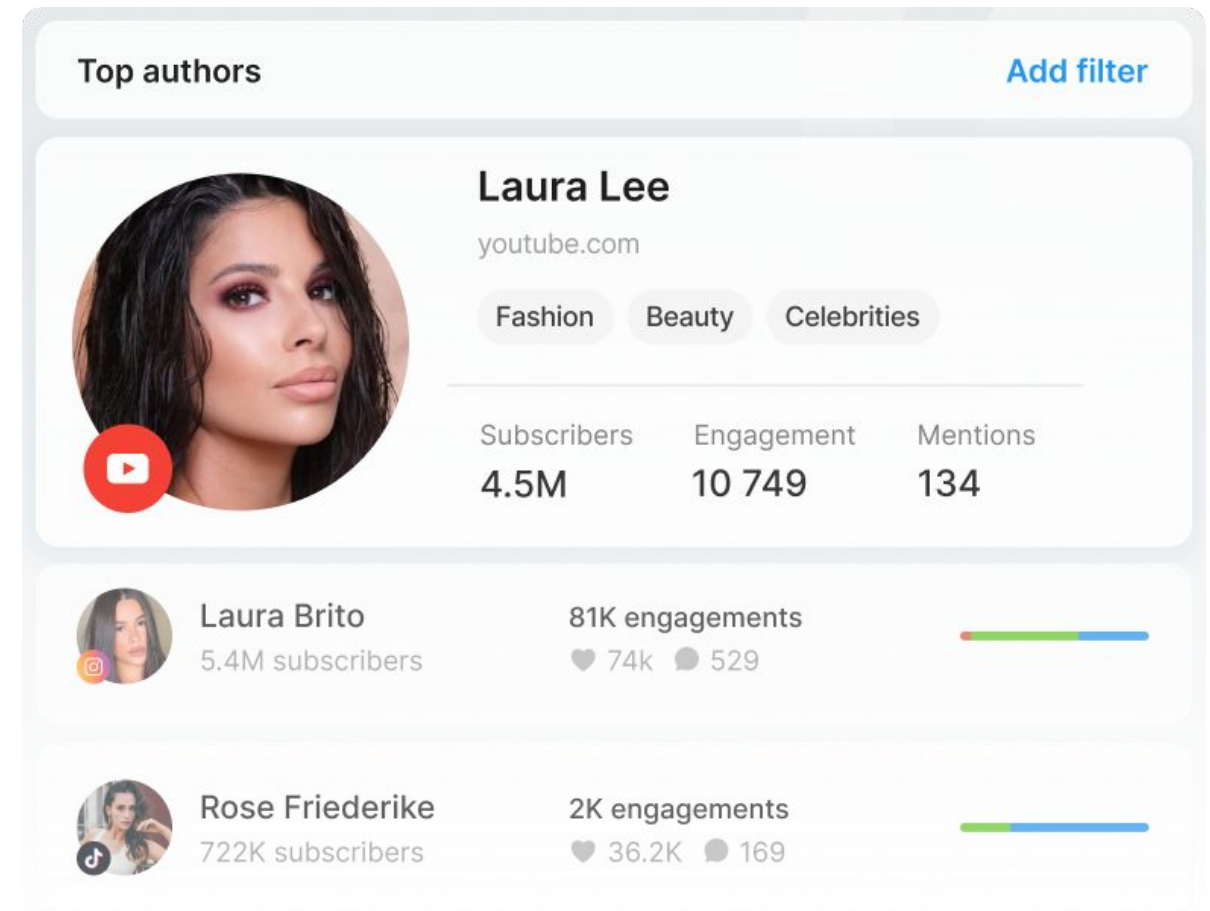
Authors

Find influencers and brand ambassadors

Find niche influencers, local celebrities, and potential ambassadors of your brand to collaborate with. Reach creators with engaged audiences and content that resonates with your brand.

Track your influencer marketing performance

Monitor and evaluate the real reach of your influencer marketing campaigns on social media. Measure the influencers' impact on your brand and its success.



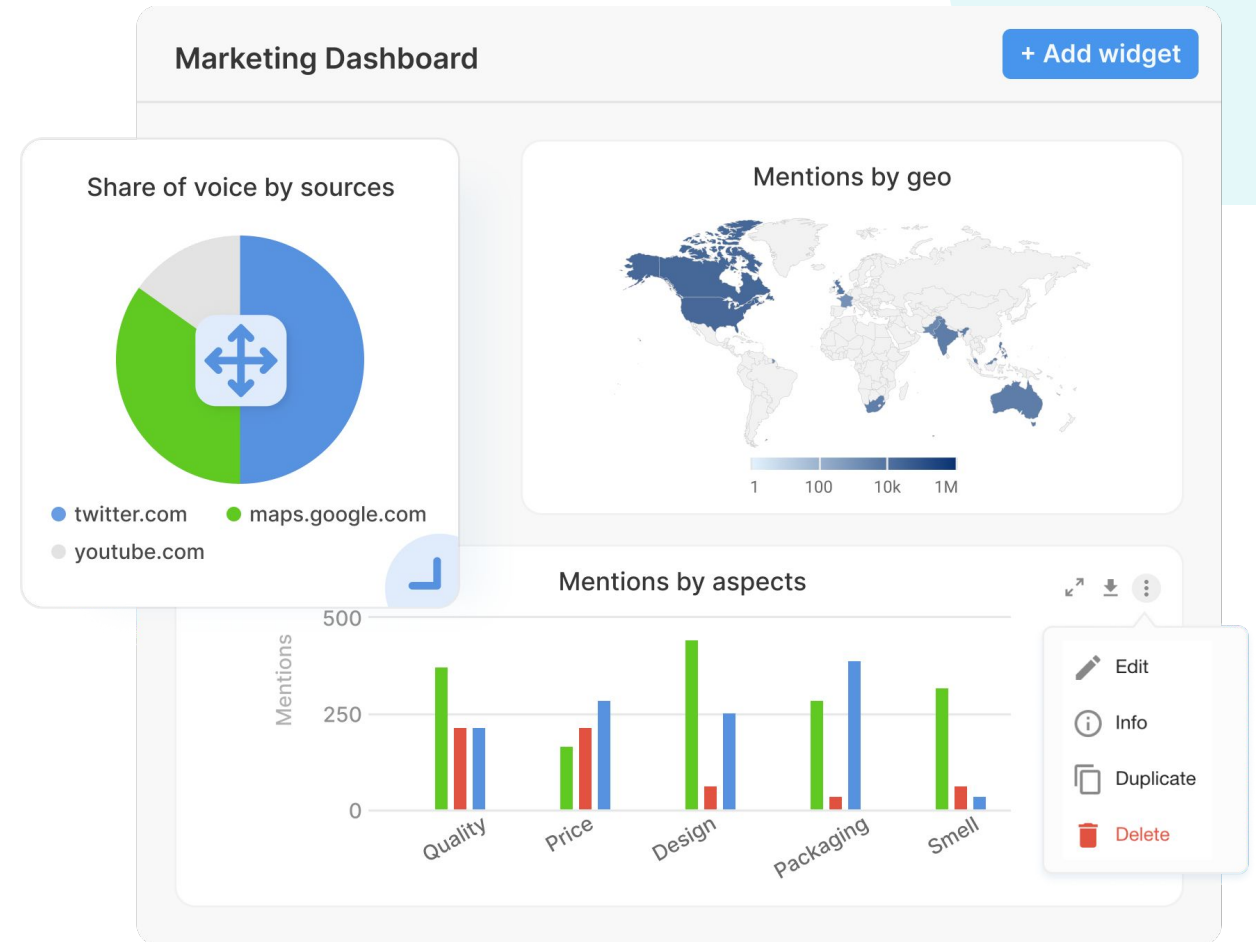
Customizable reporting

Create custom dashboards for various teams and stakeholders across your organization.

Custom Dashboards

Keep the most important data at your fingertips. Create separate dashboards for various tasks and stakeholders, providing access to a real-time analytics.

Showcase data from different monitoring topics within a single dashboard. Drill down into detailed analytics using interactive widgets.



Customizable reporting

Create, customize, and share reports without a hassle.

Reports

Create reports in various formats, including PDF and XLS, or use an API to export analytical data — in whatever format your stakeholders prefer.

Get automatic reports via email and easily share them with your team.



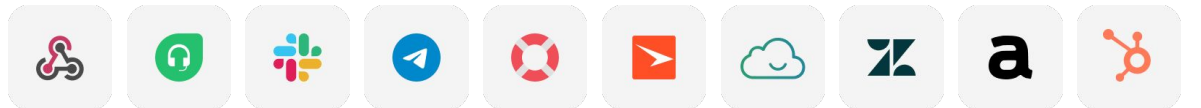
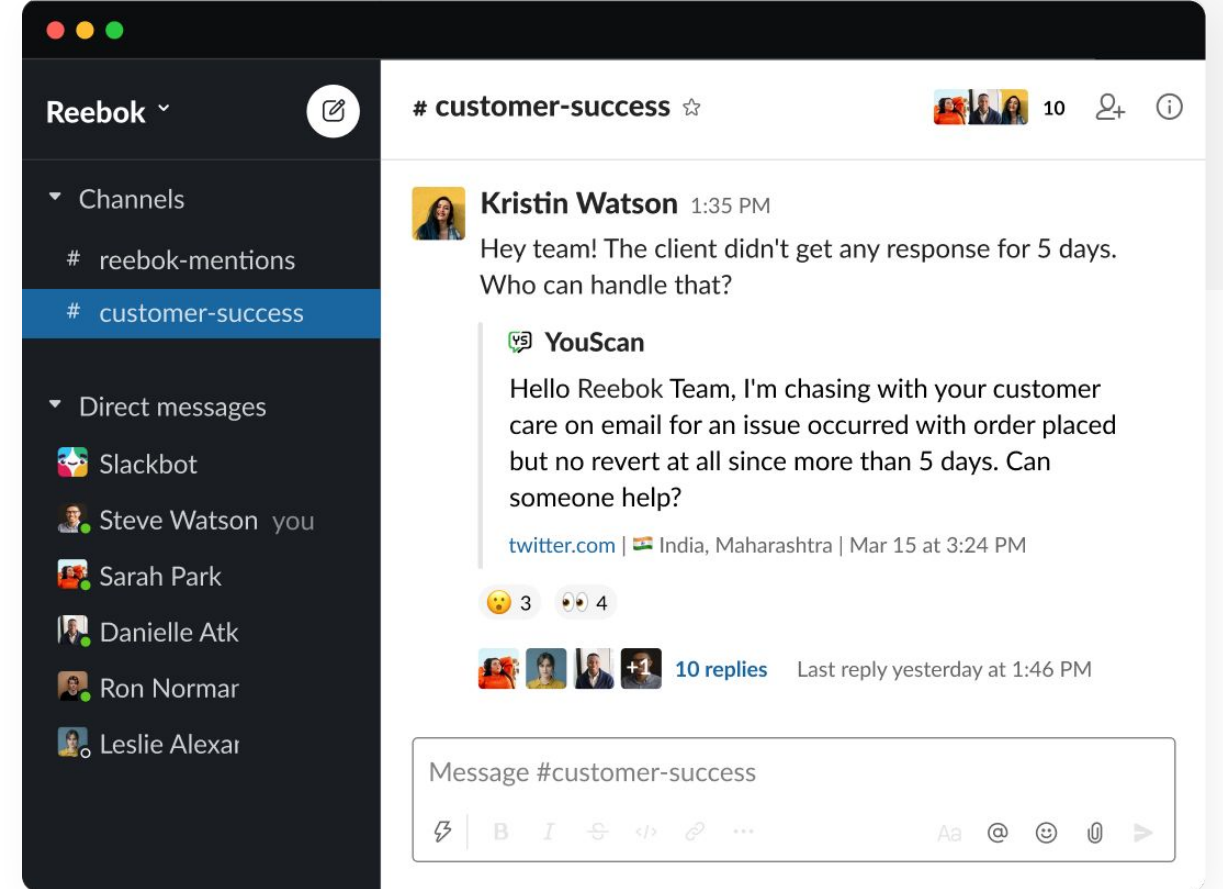
Automation & Integration

Collaborate with your team effortlessly.

Integrations

Rely on YouScan's automation and integration capabilities to make your teams' workflows faster, easier, and more efficient.

Send important data from YouScan to your existing workspaces and tools like CRM, helpdesk platforms, and messengers using ready-to-go integrations.



Automation & Integration

Rules


Automate your workflows within monitoring topics for easier data management and segmentation.

[More information on rules](#)

New rule

Search: app or bug or crash × 🙄 Negative ×

Actions:

 Send to Slack @support-team

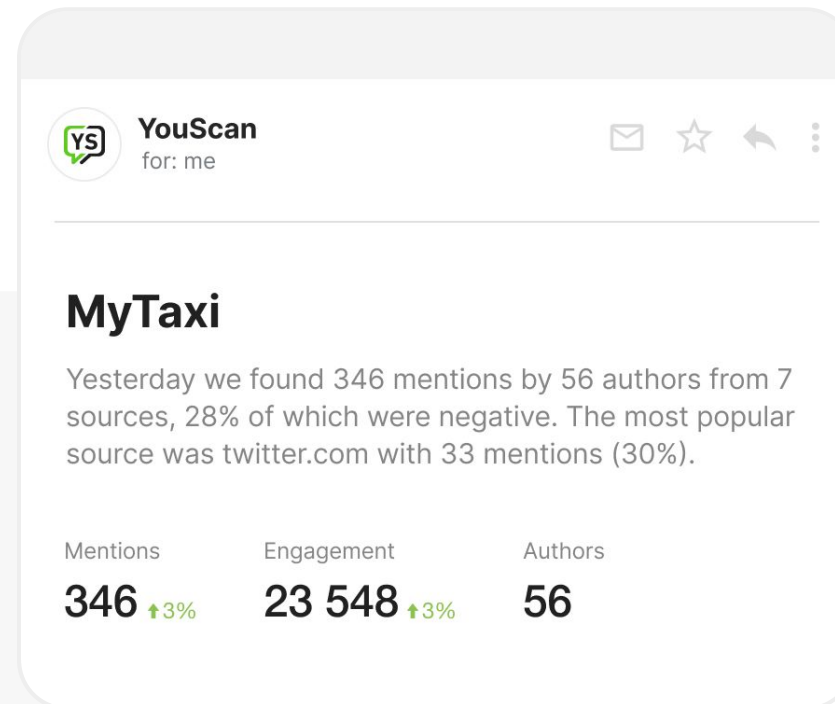
+ Add action

Create rule

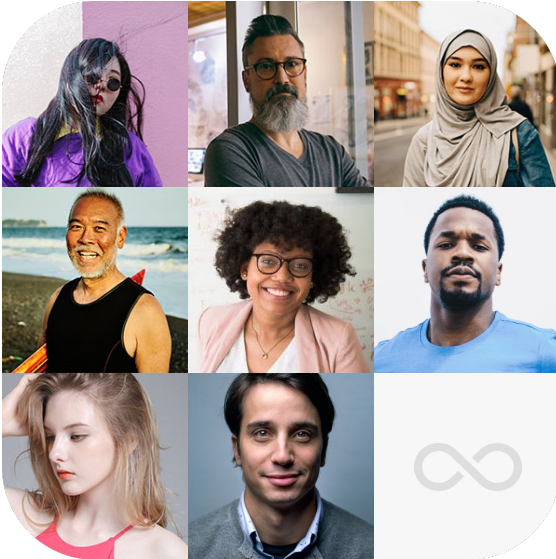
Smart Alerts

Get notified about any unusual activity in your monitoring topics by email or messenger.

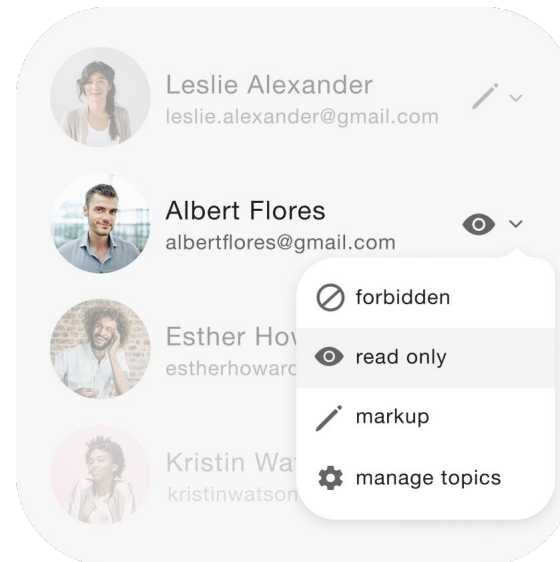
[More information on smart alerts](#)



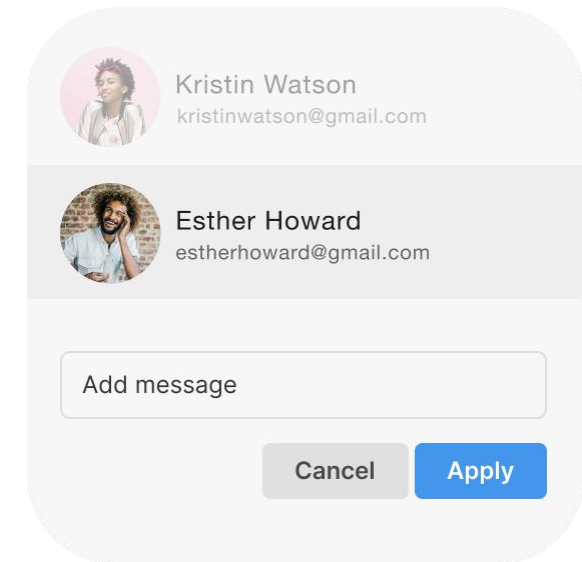
Collaboration



Unlimited
number of users



Different
permission levels



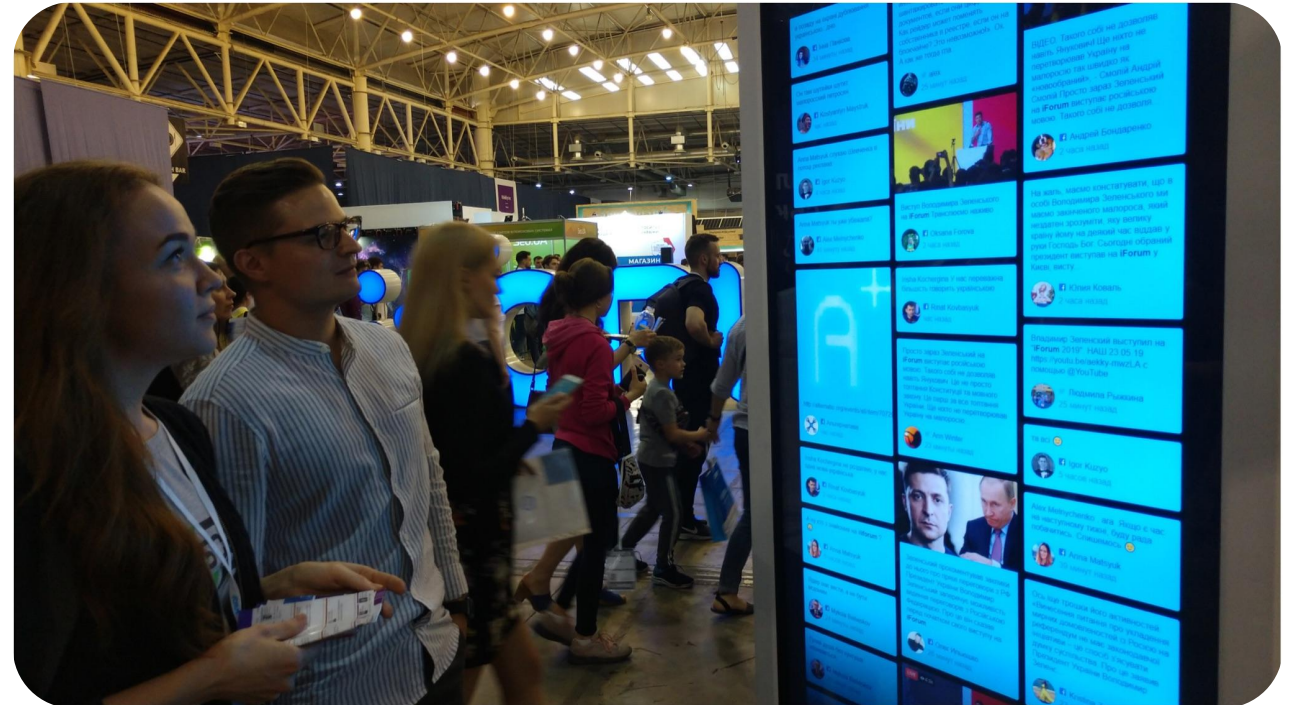
Task assignment

Add-on

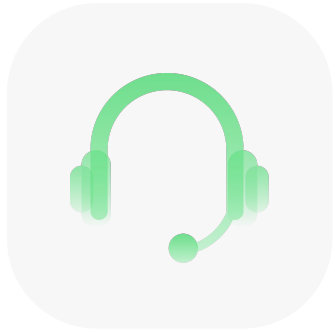
Mention Wall

Display social media posts on big screens or projectors. Increase engagement at your events and conferences.

[More information on mention wall](#)

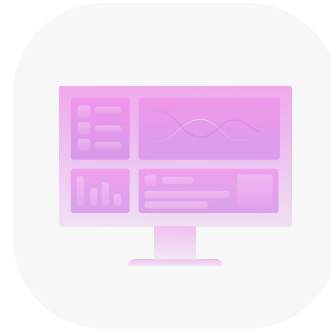


Customer experience



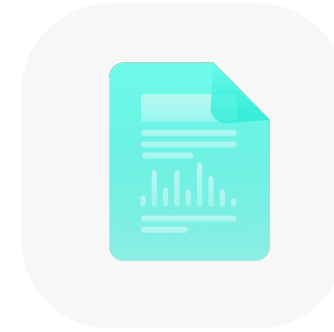
Customer support

Outstanding customer support and account management help you focus on the important information for your business and get the best results. Included in all pricing plans at no charge.



Friendly interface

YouScan's fresh, friendly, and intuitive user interface requires a minimal learning curve. Available in light and dark mode.



Research services

Discover valuable consumer insights and receive practical recommendations for the development of your business. Delegate various types of research to YouScan's dedicated team.

Cases

Over 600 brands and agencies from over the world trust YouScan.

Auchan

Read →



Michelin

Read →



Ipsos

Read →



L'Oréal

Read →



Testimonials

L'ORÉAL®

Tarandiuk Maryna
Market research specialist, L'Oreal

YouScan helps us understand what to say to our consumers and how. People use their own language when they communicate online, and it is essential for us, brands, to use it to create a closer connection with our audience.

navico

Tom Kerkhof
Head of Social Media, Navico

AI determines the sentiment of conversations about our brand - whether people are positive or negative. We also can see whether this is a complaint about design or customer service in order to later decide which department to invest in.



Artem Stepanov
Influencer marketing and technical communication manager, Michelin

We use YouScan to know our customers and their preferences better; get a deeper understanding of how they perceive our products. YouScan is an excellent choice for both real-time monitoring of social media, as well as for sophisticated analytics of consumer reviews and opinions





We help companies listen to their customers and improve.

Choose a reliable social media intelligence partner to achieve your business goals.

