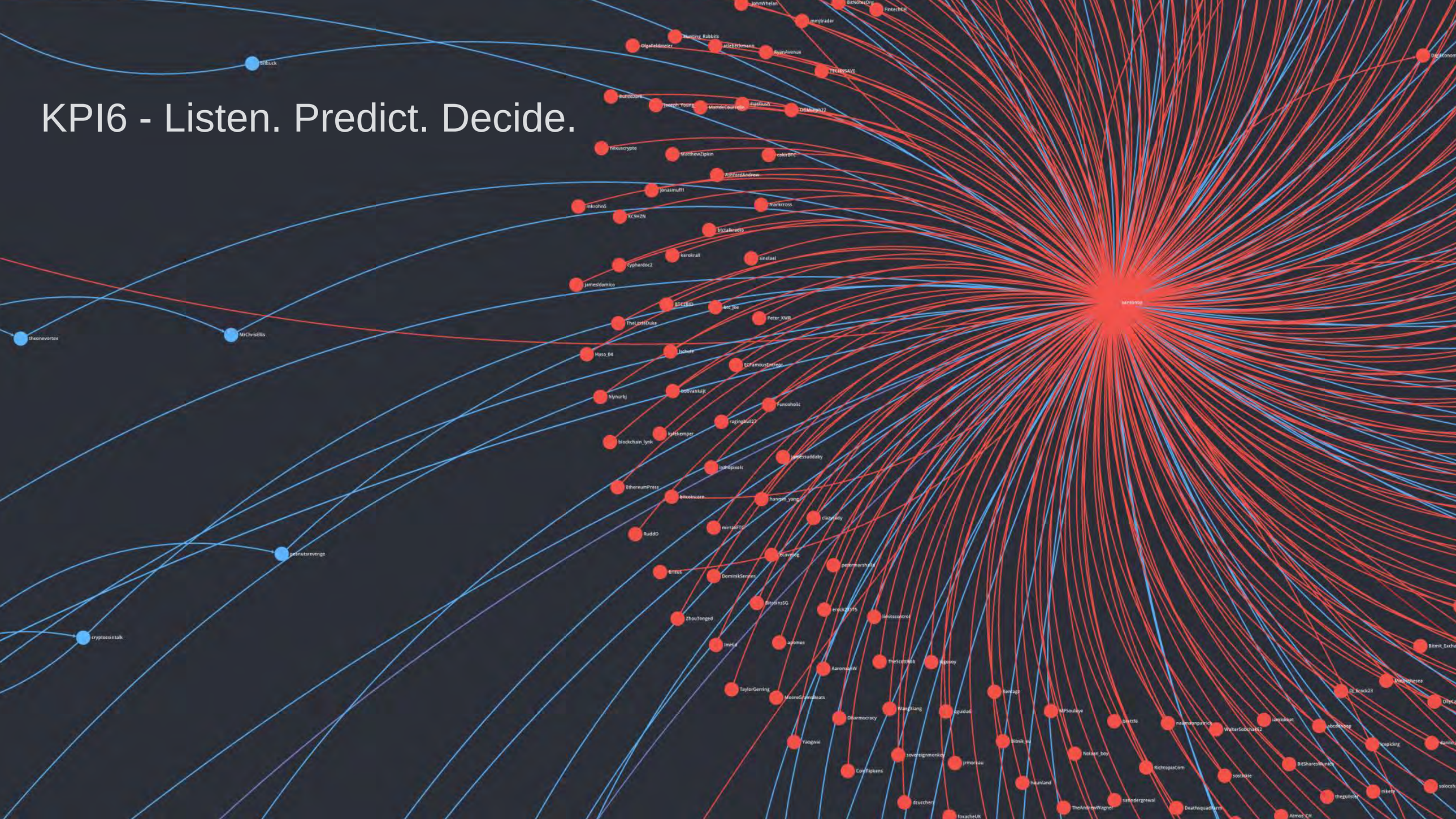
kpi6

27th April 2016

CNANEXT

KPI6 - Listen. Predict. Decide.



1. Listen

KPI6 gives you instant access to the database of conversations happening daily on the hottest social media platforms.

Monitor real-time conversations as they happen. Explore historical data to identify trends. Never miss an interaction that might impact your business.

2. Predict

Use KPI6 prediction engine to predict future trends based on past social media interactions.

Extract your data of interest. Classify messages with a machine learning process. Filter the outcome to visualize data.

3. Decide

Use KPI6 as the ultimate tool for business intelligence.

Real-time Marketing, super-qualified Lead Generation to Brand Reputation Management and Competitive Analysis, KPI6 empowers you to run your business with a data-driven approach.

BLOCKCHAIN | No filters selected

3

Media > Photo

KPI6 - Product

EXPORT AS

Klout Score

749

256 Tweets

493 Retweets

1,110 Keywords

467 Hashtags

183 Mentions

Klout Score

EXPORT CSV

IlSole24ORE 04 April 2016 16:33
@sole24ore
Microsoft si allea con R3 per fornire il cloud alla nuova blockchain delle banche https://t.co/gopTO0TWMU https://t.co/jbXY5V5MS2
5 0 73 0.0005

Spiros Margaris 02 April 2016 23:40
@SpirosMargaris
@aantonop on Ethereum and #Bitcoin at Blockchain Meetup Berlin https://t.co/fs69d9MM1h #fintech @NEWSBT https://t.co/irWxrMNfrb
0 0 68 0.0000

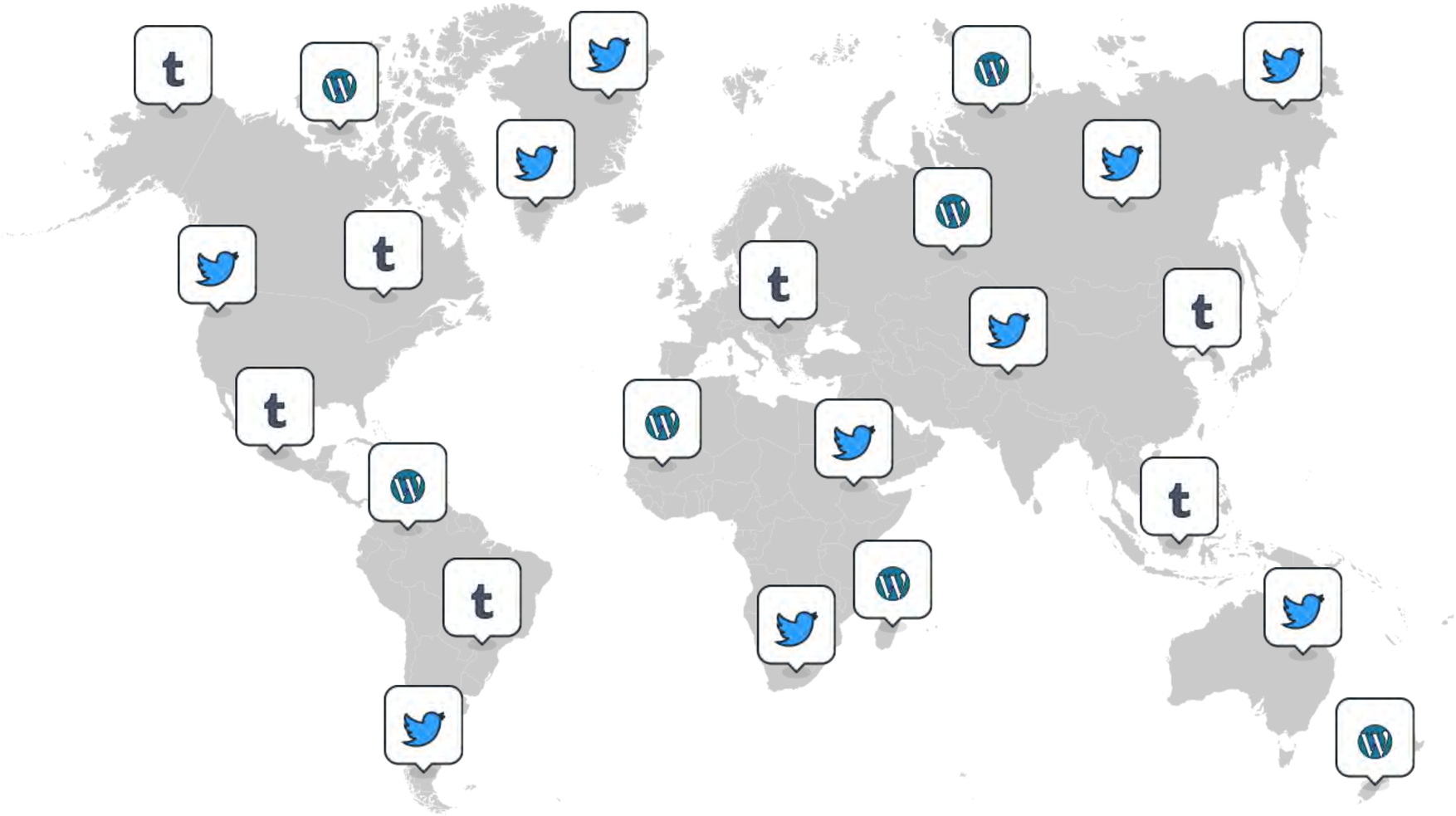
Spiros Margaris 03 April 2016 00:13
@SpirosMargaris
@aantonop On The Non-existent #Bitcoin Demise https://t.co/v1jlOD268p #fintech @newsbtc https://t.co/Dm6gJbThf5
0 0 68 0.0000

Twitter, WordPress, Tumblr, Facebook.

With KPI6 you'll be able to connect to various social data sources and run queries to get answers to your questions.

TWITTER WORDPRESS TUMBLR FACEBOOK

KPI6 - Product



1B

Tweets every two days

53M

Wordpress articles every month

54M

Tumblr posts every month

Get Access to the World's Largest Social Network for the First Time

1 BILLION
DAILY ACTIVE USERS

PEOPLE SPEND
46 MINS/DAY
ON FACEBOOK [1]

50M+
SME BUSINESSES

WITH ACTIVE
FACEBOOK PAGES

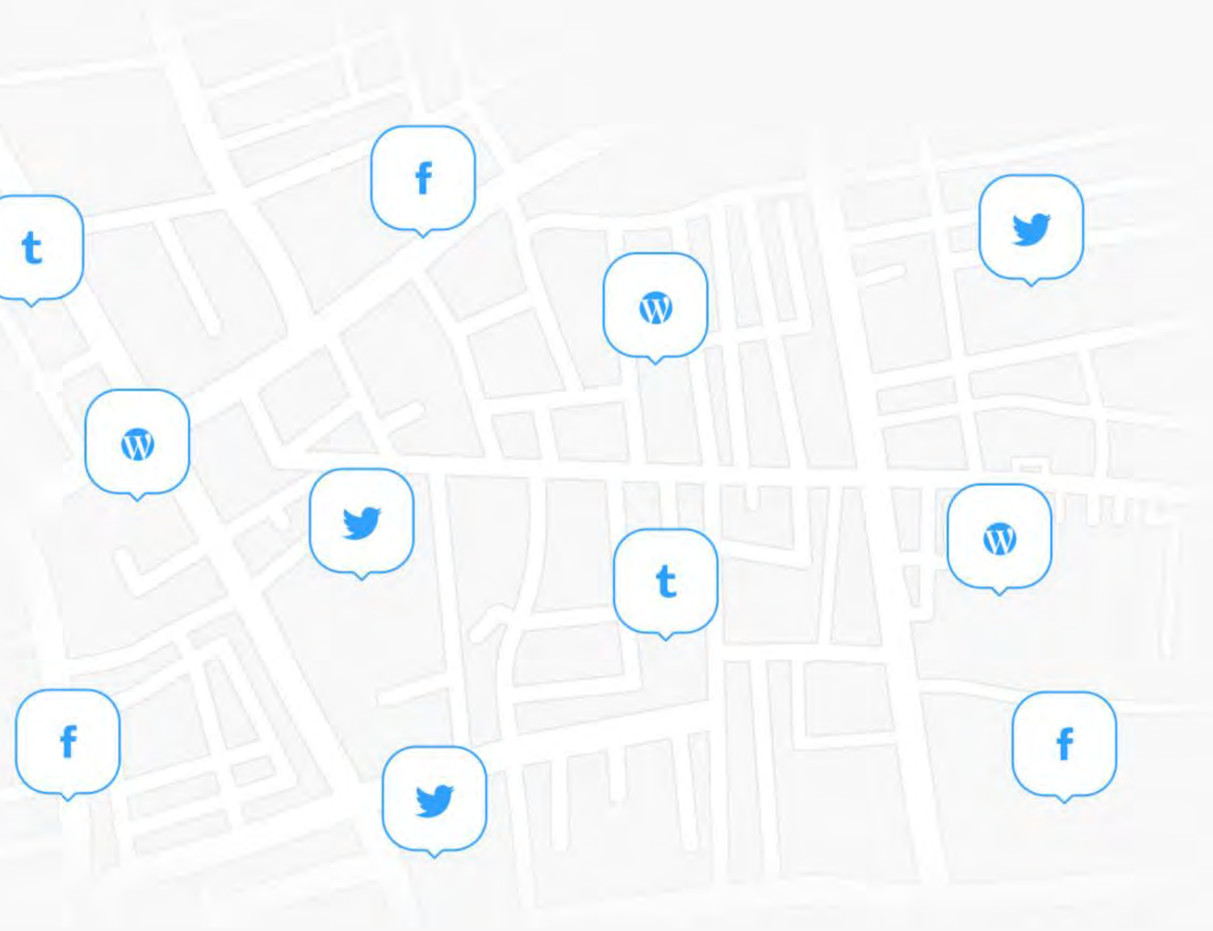
2M+
ACTIVE ADVERTISERS

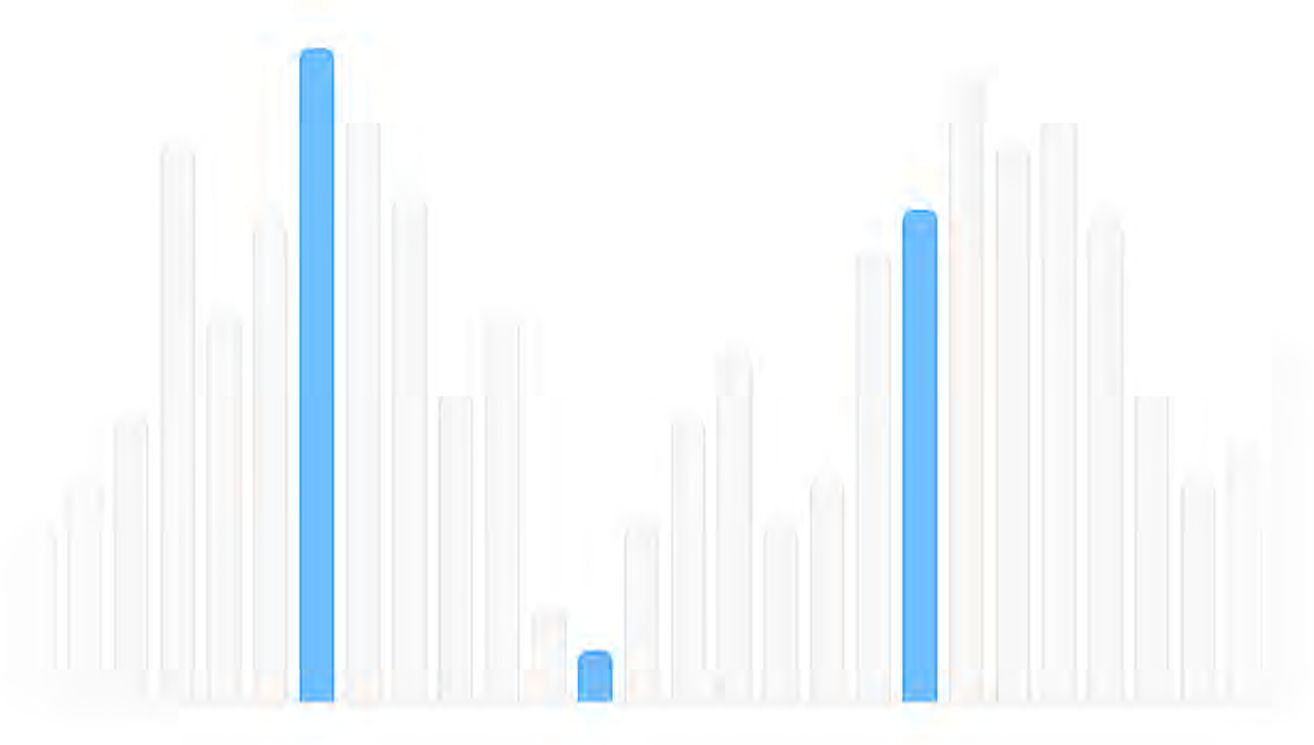
$5.6B Q415
AD REVENUES
GROWING 57% YoY

KPI6 is one of **30 platforms in the world** to have access to Facebook topic data

Lead generation

Every single day 500 million Twitter tweets, 53 million Tumblr posts and almost 2 million WordPress articles are generated. Turn those posts into hot sales leads by uncovering their hidden value with KPI6.



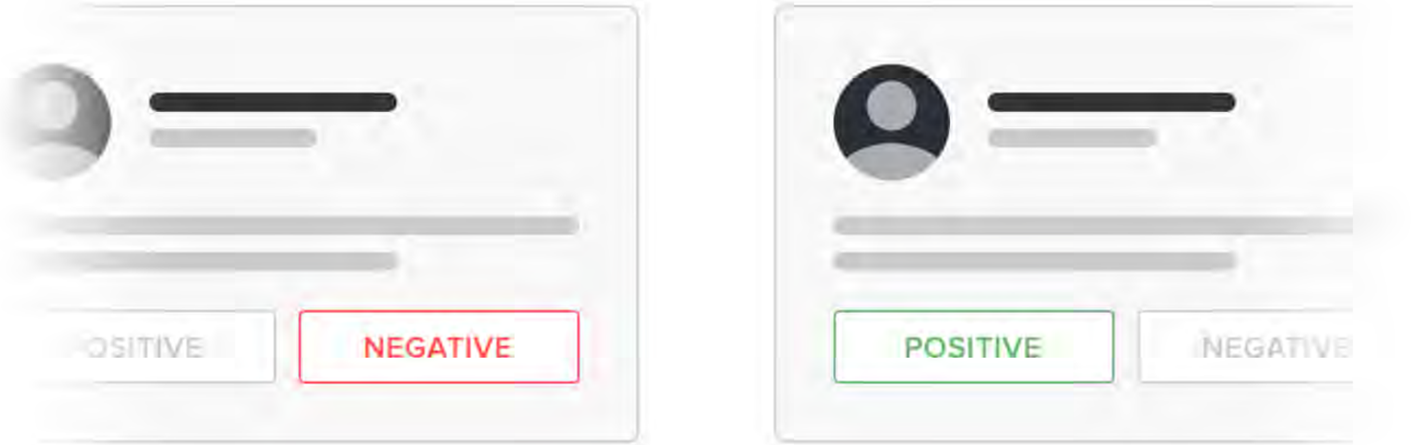


Competitive analysis

Keep track of competitors performance by listening to relevant conversations about them. Benchmark their strenghts and exploit critical issues to satisfy your audience like no one else

Predictive analysis

Develop your social media content strategy ahead of the competition use KPI6 social data analysis to model and predict the future. After selecting messages concerning your topic of interest, classify a sample of them and our predictive analysis will show you how the trend will evolve.

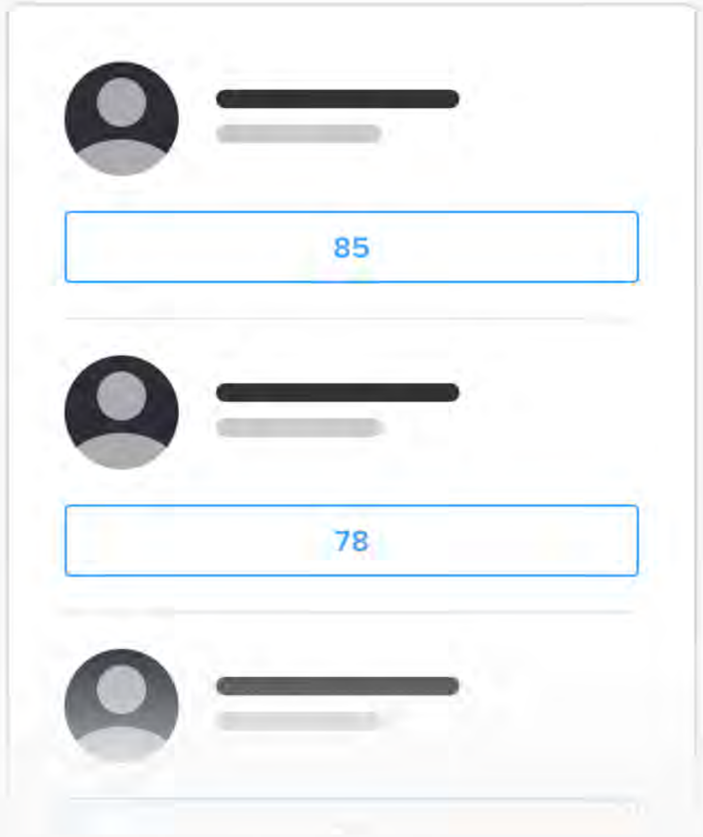


Brand reputation management

Measure the impact of your online marketing campaigns through the social sphere thanks to advanced sentiment, reach and engagement metrics. Be on top of what's buzzing around your brand and react timely to any crisis.

Influencer scoring

Detect, qualify and engage the most influential actors in your industry. Thanks to KPI6 you can discover the most important topics for your brand and who's having the most impact in generating new conversations or directing them.



Not the usual social insights.

KPI6 can also help you with geo-localized messages, data visualization filters, exporting reports, real-time marketing and more.

Startup	Small	Medium	Big
–	–	–	*from*
$99/mo	$199/mo	$499/mo	$999/mo
30 days trial	30 days trial	30 days trial	Contact us

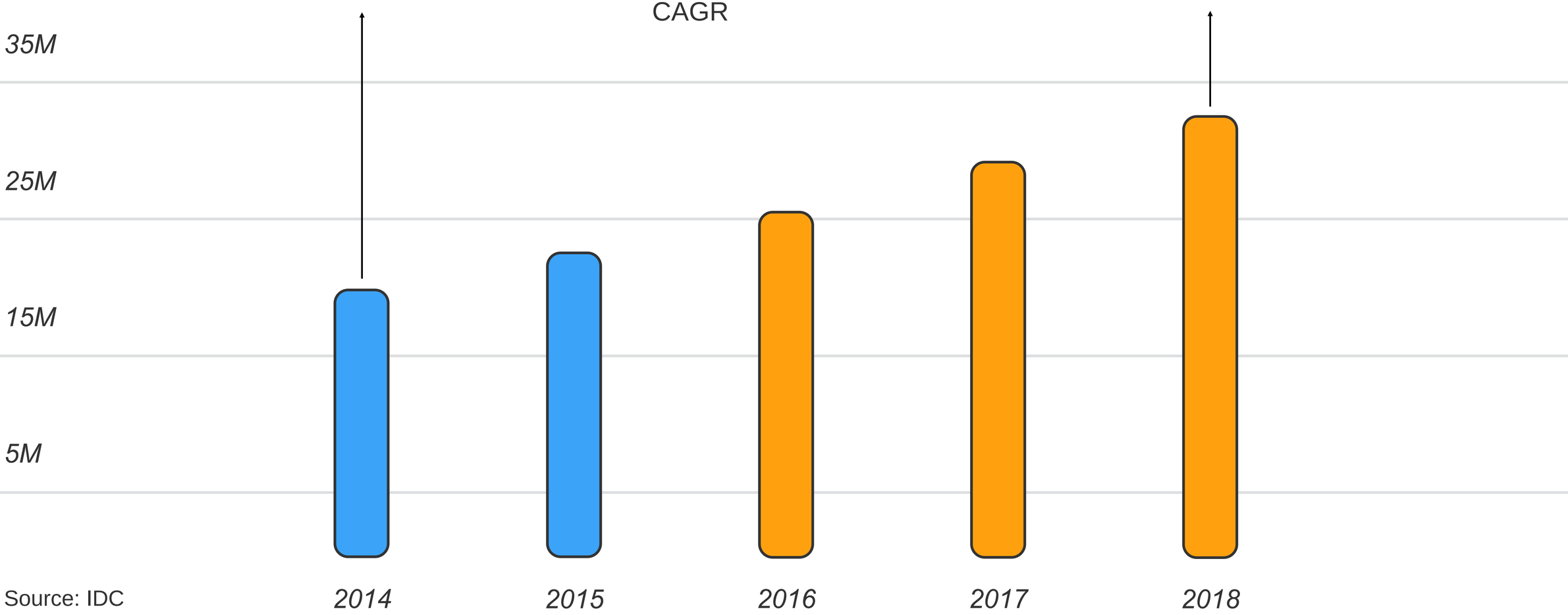
KPI6 - Market

$20.2B

12.4%

CAGR

$32.4B



Source: IDC

Influencer detection

Sentiment analysis

GEO marketing

Predictive analysis

Social network analysis

Lead generation

Brand reputation

Influencer detection

Sentiment analysis

GEO marketing

Predictive analysis

Social network analysis

Lead generation

Brand reputation

Brandwatch
Social Media Monitoring

Datamin

Influencer detection

Sentiment analysis

GEO marketing

Predictive analysis

Social network analysis

Lead generation

Brand reputation

Influencer detection

Sentiment analysis

GEO marketing

Predictive analysis

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GEO marketing

Predictive analysis

Social network analysis

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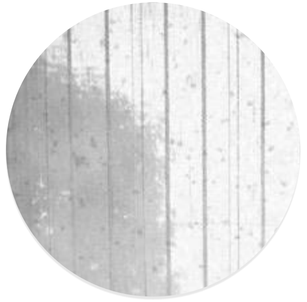
Data Scientist

Luca Matteis

Front-end Developer

Davide Bennato

Data Scientist



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KPI6.com Srl
company

Sep 2015

KPI6.com Srl company

Sep 2015

Deloitte bridge program

Apr 2016

KPI6.com Srl company

Sep 2015

Deloitte bridge program

Apr 2016

New data sources

Jun 2016

KPI6 - Customers goal

100

Customers

—

$20K

MRR

Jun 2016

KPI6 - Customers goal

100
Customers

$20K
MRR

Jun 2016

400
Customers

$100K
MRR

Feb 2017

Thanks :)

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