



Radian6, a small insight

9th of June 2009

In the ever desperate search of creating more insight into the "talk of the town", I stumbled upon radian6.

It allows you to create a dashboard, using 5 types of widgets to create insight into talk around your brand(s).

These widgets are :

- Influence viewer

Creating an oversight of where the biggest "talk" (and who) around your brand is available

- River of news

Creating a resultset of your search keywords, with the ability to filter and sort, based on various metrics

- Topic Trends

Creating a linear graph with a trend graphic allowing you to compare yourself with competitor buzz for example

- Topic Analysis

Almost the same as topic trending, although the drilldown is counted, and can be segmented in several parts.

- Conversation Cloud

Creating a tagcloud with topics around the keywords you've searched for. Allowing for more drilldowns (and creating other widgets from those tags again)

Radian6.com seems to be offering the best possibilities at the moment, for checking out the "buzz" around your brand in several sources, including :

- Twitter

- Flickr

- Google

And also applies several metric like influence, number of inbound links and several others to create great overviews in several possibilites, like piecharts, graphs and textual overviews.

Possibilities are almost limitless and drilling down into the results is really impressive.

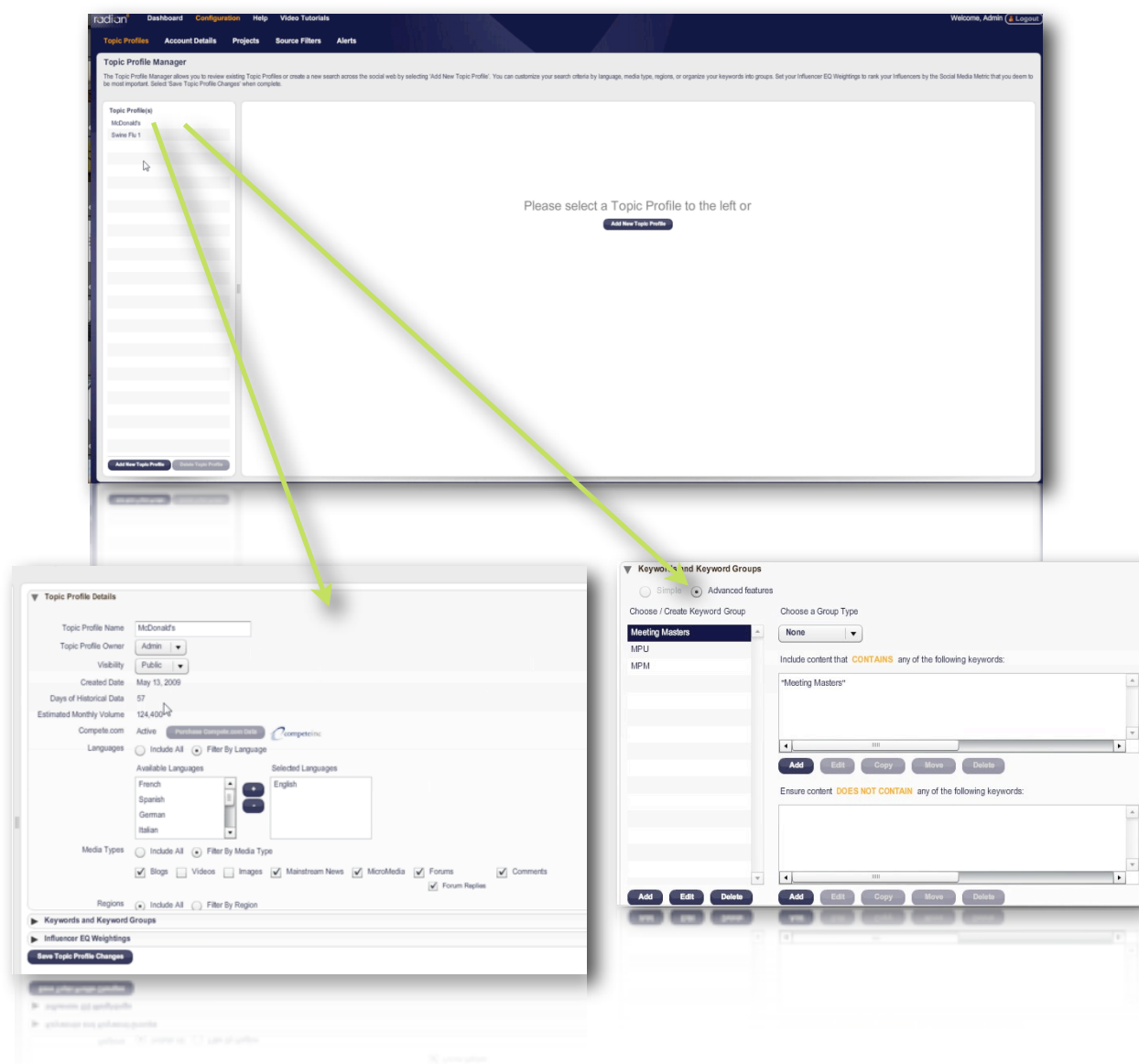
Creating reports, sending them automatically is also very easy and possibly one of the most powerfull tools included into the Radian6 platform is the "workflow" option in the "River of news" widget of radian6.

The following pages will show you several of these widgets, some setup screens and reports generated.

Topic profile manager

The screen where you setup your profiles (e.g. mcdonalds in this example, taken from the webinar I had with the guys from radian6.com)

These profiles are used again in every widget, please take your time to setup this in a good way.



Drilling down into the topic profile editor, adding a profile (bottom left) and setting up keywords (bottom right)

Dashboard - Influence widget

This widget shows you the biggest influencers for your search profile. The weight of each metric is set in your search profile, so you can pick yourself if you think inbound links are more important than ontopic comments on a blog for example.

The screenshot shows the 'radion' dashboard with the 'Influence' widget. The widget title is 'Who's influencing MINDZ.com?'. It displays a table of influencers with columns for Score, Influencer, and various metrics. A popup window titled 'Social Profile' is open, showing social media links for the selected influencer 'jkivit.tumblr.com/'.

Score	Influencer	5	138	0	130	3	0	0	0	0
100	youtube.com [Neville1337]	5	138	0	130	3	0	0	0	0
92	Camaro Forum - 2009 Camaro / 2010 Ca...	9	123	0	94	3	0	0	0	0
71	Denver, Colorado Hip-Hop	1	14	22	11	3	0	0	0	0
69	Hear it First	2	75	0	8	3	1	0	0	0
60	RmX4u	4	62	0	57	2	0	0	0	0
58	Camaro Forum - 2009 Camaro / 2010 Ca...	1	50	0	16	5	0	0	0	0
58	youtube.com [aokjshfromtheorb]	14	52	0	51	1	0	0	0	0
58	youtube.com [zzz33333]	1	43	0	41	4	0	0	0	0
54	Colorado Hip-Hop COStandUp.com	2	6	0	5	2	0	0	0	0
52	[redacted]	3	77	0	14	3	0	0	0	0
52	Tom lol	1	30	0	23	5	0	0	0	0
49	fash.plasticthinking.org	1	33	0	9	5	0	0	0	0
48	5th Gen 2010 Camaro	2	N/A	0	N/A	2	0	0	0	0
43	nutriot.com	1	1	0	1	1	0	0	0	0
43	youtube.com [Kitegat12]	1	19	0	16	4	0	0	0	0

Social Profile popup content:

- twitter.com/jkivit
- linkedin.com/in/jkivit
- jkivit.tumblr.com/
- delicious.com/multiscope
- google.com/reader/shared/09794167264164731391
- pownce.com/jkivit
- furl.net/members/multiscope
- flickr.com/photos/jkivit/

Bottom right shows you a popup with any "social DNA" tagged to this particular post. A twitter popup like shown above, also shows this users' facebook, friend feed and last.fm for example.

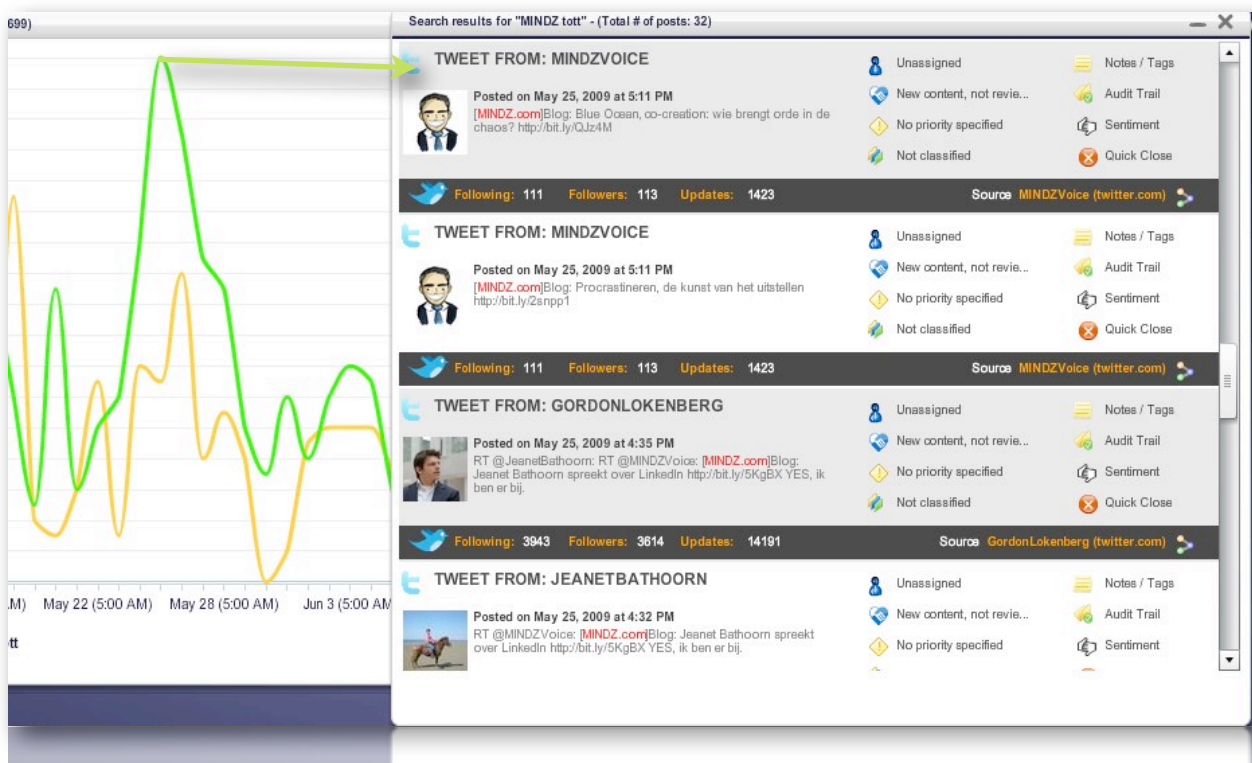
When do I use this ?

Checking out who is talking about who and if the person talking about me (or my brand) has a great bunch of followers. This could also lead to more priority in workflow for example.

Dashboard - River of news widget

Creating a river of news widget from one of your profiles is easy, but the real power comes from creating these widgets from a drilldowned portion of analytics.

This widget is the most powerful, as far as I can see now. Main reason for this, is the workflow option in the river of news, allowing me to assign "tags" to a certain piece of information, assign a relevance, assign a person to solve this and assign priority. It also allows drilling down even more, creating a popup with twitter information about that person that told something about your brand for example.



Drilling down from topic trends to river of news for a "peak" in our trends. The screen shown here is the "workflow" mode, where tags can be assigned, relevancy can be determined and priority specified.

There is also something called sentiment, that is currently set manual, but Radian6 surely is working on some algorithm to automatize this action.

When do I use it ?

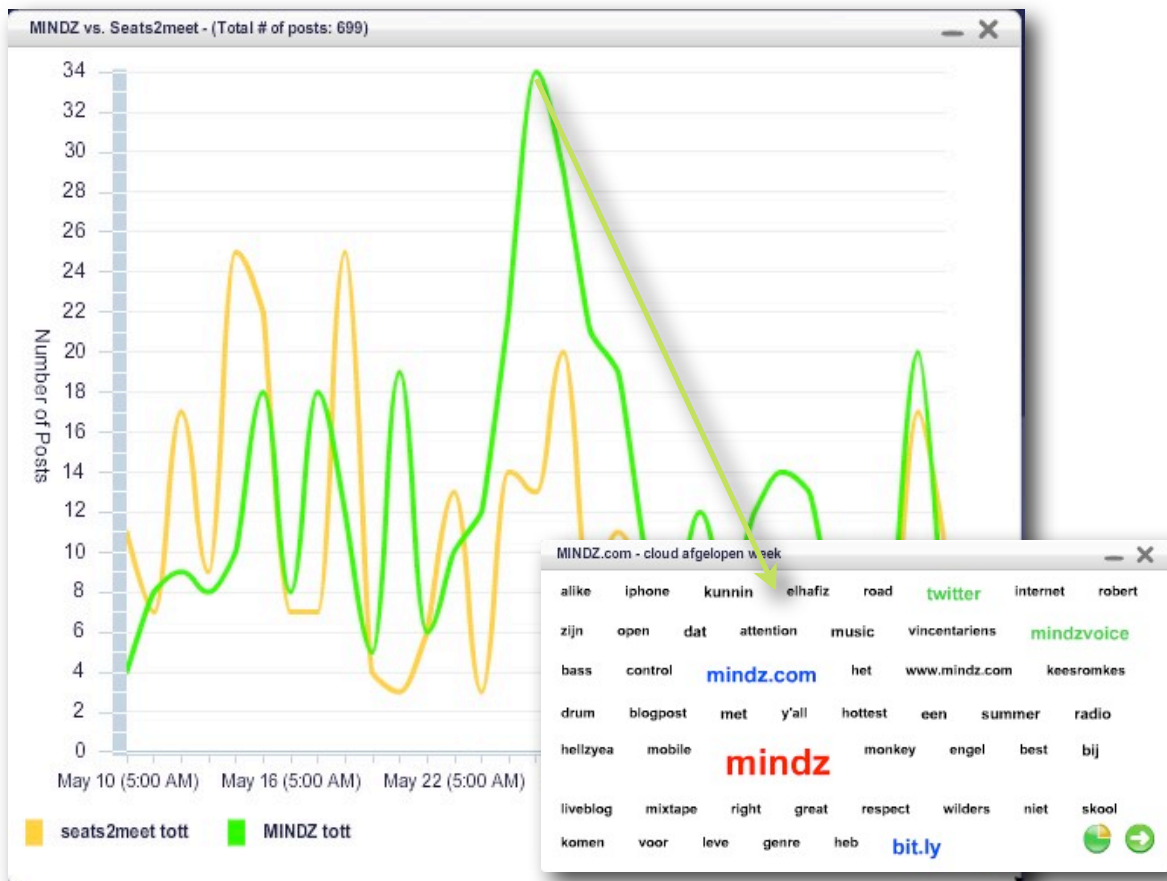
Whenever it's possible ! This is really one of the best widgets available, pure plain text is always the way you want to see information.

But it really can become quite overwhelming, this day for instance, already has 25 pieces of information relevant to my keywords setup.

And did I tell you any piece of this information can be send as a PDF/HTML report ? Even automated within a certain interval !

Dashboard - Topic Trends widget

Using this widget to compare "buzz" around certain brands, your company, the competition or the business is really easy. Just setup a few good keyword searches and you're set to go. Now what makes this most powerful ? You've guessed it, drilling down ! Check out the conversation cloud widget for example I created from one of the peaks. Other widgets are also available.

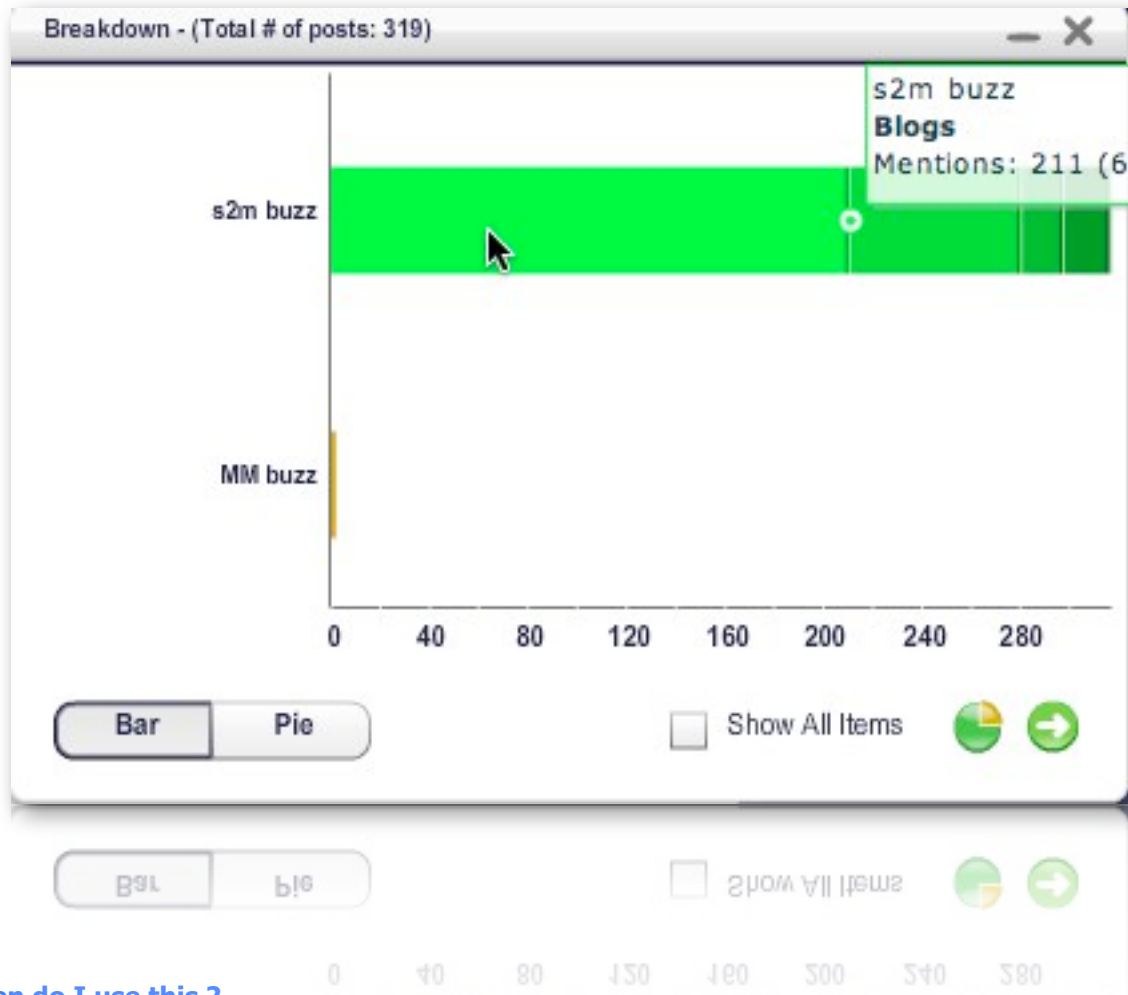


When do I use this ?

As said, comparing certain "buzz", or checking out when something interesting has happened at a certain point that made us really interesting at that moment. Drilling down is easier as ever and this graphs can also be send on mail !

Dashboard - Topic Analysis Wizard

A widget a bit less interesting, but certainly allows you to compare certain keywords to each other and segment on where is the most buzz, e.g. microblogging, blogging, pictures, photos etc.



When do I use this ?

It gives me easy insight and another entrance into the "river of news", where I use it for the most, just to check out only twitter for a certain period of time.

Dashboard - Conversation Cloud Widget

Spotting trends is easy using the conversation cloud widget, although it's use is slightly less straightforward than other widgets. It also needs a bit of work in your head to comprehend, drilling down into keywords (e.g. music/rock etc.) is a bit harder to manage, and it also lacks excluding of common dutch words as of yet.



When do I use this ?

In combination with other widgets, like the topic trends widget, it creates an easy overview of the trends of that moment. Mostly easier than diving into the river of news widget to create a general overview.



Radian6, what (i)t lack(s) (or not) ?

Some little downsides, not only on their side, but also on mine :

- Can't check out the "workflow" entirely, lack of other users to collaborate with on tasks, just need a few more people on radian6 for that
- Dashboards are easily filled on my 13" screen, don't want to think about working on this on a smaller screen, however on my 24" beast it's really, really awesome and creates a great overview
- Pricing isn't transparant, same for their own website. Had no idea what to expect untill I had my session with the (great) guys from Radian6
- Support is great, they'll have to ofcourse with such a product, envious if they'll pickup this PDF ;) e.g. on twitter, just had direct contact there.

I've got 6 days left to use this platform, I'm really envious in my results tomorrow, waking up and getting them in my mailbox is really great, so I can directly jump into it.

Current Direct Competitors (although not all fit the same need)

- Cotweet.com, for checking on twitter

Collaboration is good, although in Beta, twitter integration is awesome and works really well, search is also very powerfull

- Tracebuzz.com

Good search results, RSS integration, although not realtime results, just daily

- Google Alerts

Ah plain old google, hanging them into some yahoo Pipes makes it an even greater powerfull tool, although for the more novice users it can be a pain to setup