Social Asking
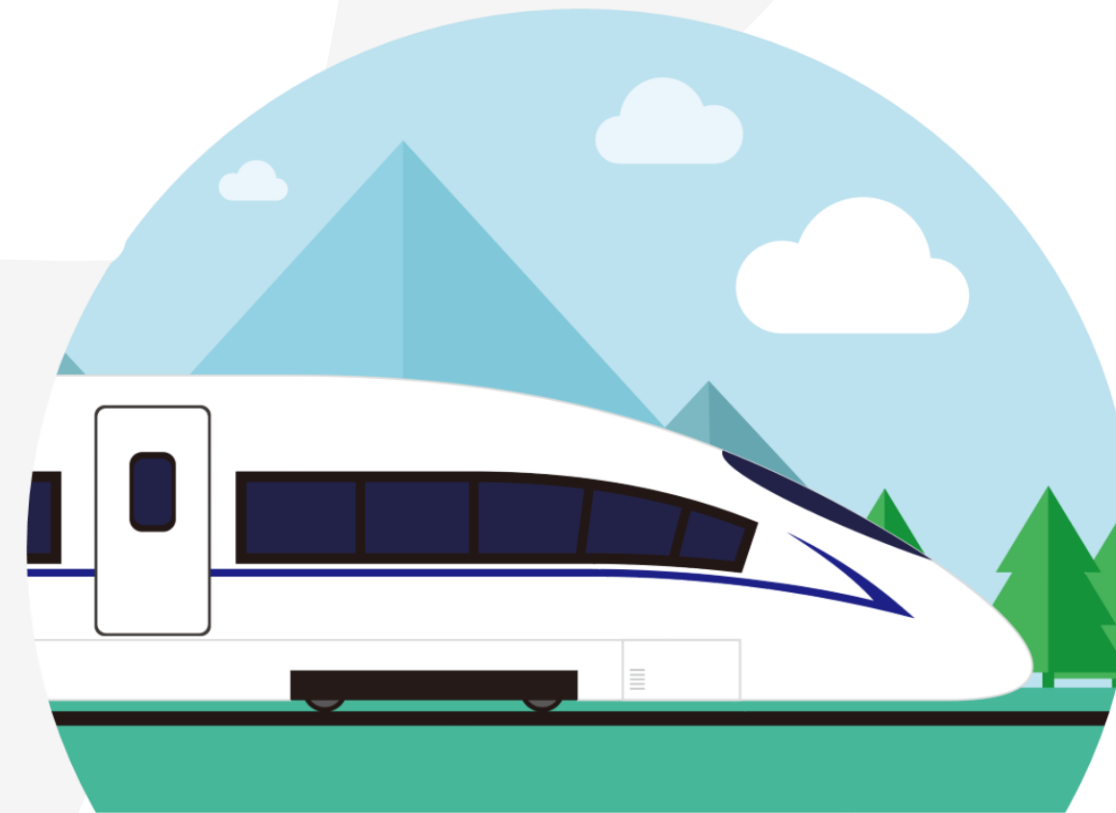
The people's platform

Social Asking is the AI bridge between social media and surveys.

Take the best parts of social experiences and marry them with the guidance of a survey to make a come-as-you-please system whose guiding principles are **transparency**, **choice**, and **democracy** to ignite intelligent and insightful new conversations on all manner of topics your audience cares about.

Own your audience

- Move from **'thinking'** to **'knowing'**
- Unshackle from Social Media chaos
- Protect your brand
- Provide a fun, engaging and social experience
- Build trust
- Glean priceless insights
- Give your loyal audience a voice
- Flexible, fast & economical
- Turn **insights** into **revenue**

How it works

Ignite the conversation

Ask an imaginative question to draw targeted conversation about things you want to know about.
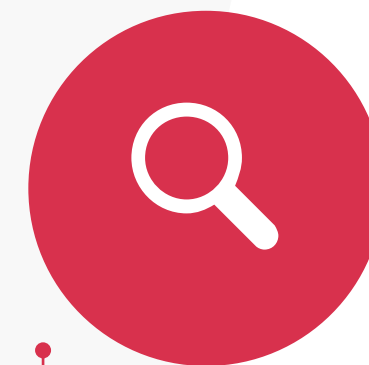
Collect raw data

Share a URL or embed your engagement and begin collecting comments and votes.

Analyse

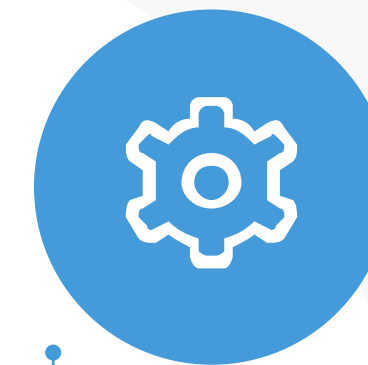Download insights reports that give you the need-to-know of a conversation not endless comments.

Explore

Use filters to drill down to comments of interest and discover insights as you explore.

Go deeper

Re-engage users with more specific prompts and collect another round of data.

Action

Put your insights to work by making informed decisions that you can back up with quantitative data from your customers.

Endless scrolling of comments sections and unanswered surveys just don't work

Key features

Seamless and simple installation

White-labelled custom domains and SSO that works with your site for a frictionless experience for everyone.

Representative comments

Build a richer picture of customer opinion with snippets that summarize common sentiments and thoughts.

Intent tags

Gain clarity on what customers are thinking and feeling with intent tags that give context to comments.

Smart filters

Cut through the noise with smart filters that let you and your customers get to the responses they care about quickly.

Automated reporting

Share insights with automated reports for you to download and circulate.

> Searches

> Labels

☑ Positive (298)
☐ Negative (12)
☐ Accommodation (79)
☐ Food & drink (54)
☐ Facilities (28)
☐ Events (32)

Smart Filters

> Topics

☑ Hotels
☐ Beach holiday
☐ Ski
☑ City breaks
☐ Luxury

- Engage customers
- Collect insights
- Analyze data
- Explore possibilities
- Make deeper connections
- Take action to give customers what they want

Intent Tagging

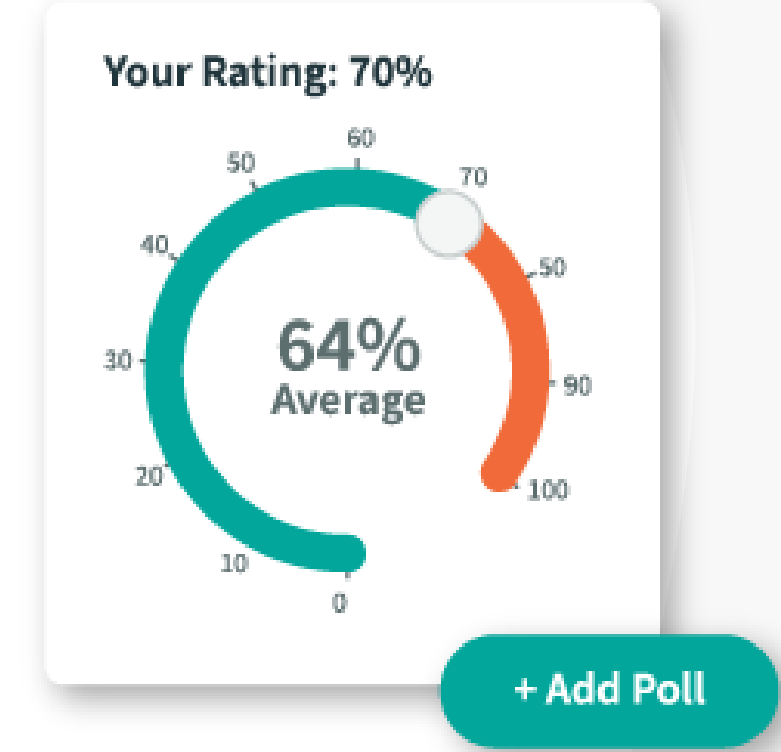**The latest update is here. We want to know your thoughts and opinions!**

Leave a comment

Label your comment

(Hotels) (Luxury) (Beach)

(Ski) (Cruise) (City)

Submit response

Search comments

Your Rating: 70%

64%
Average

+ Add Poll

Provide insight

Our AI Capabilities

- Deep Language Parse and Indexing
- Topic extraction
- Sentiment and descriptor extraction
- Summarization *(coming soon)*
- Interactive chatbots to query survey data

Valuable Training Sets

Tagged metadata from labels on engagements create much sought unique training sets for AI fine-tuning.

- Sell training sets
- Create unique personalized AIs
- Source specifically needed training data

Portable PDF
Easily share with colleagues and others.

Key Performance Metrics
Quickly understand your audience participation

Poll Results
Instantly evaluate results from polling

Representative Comments
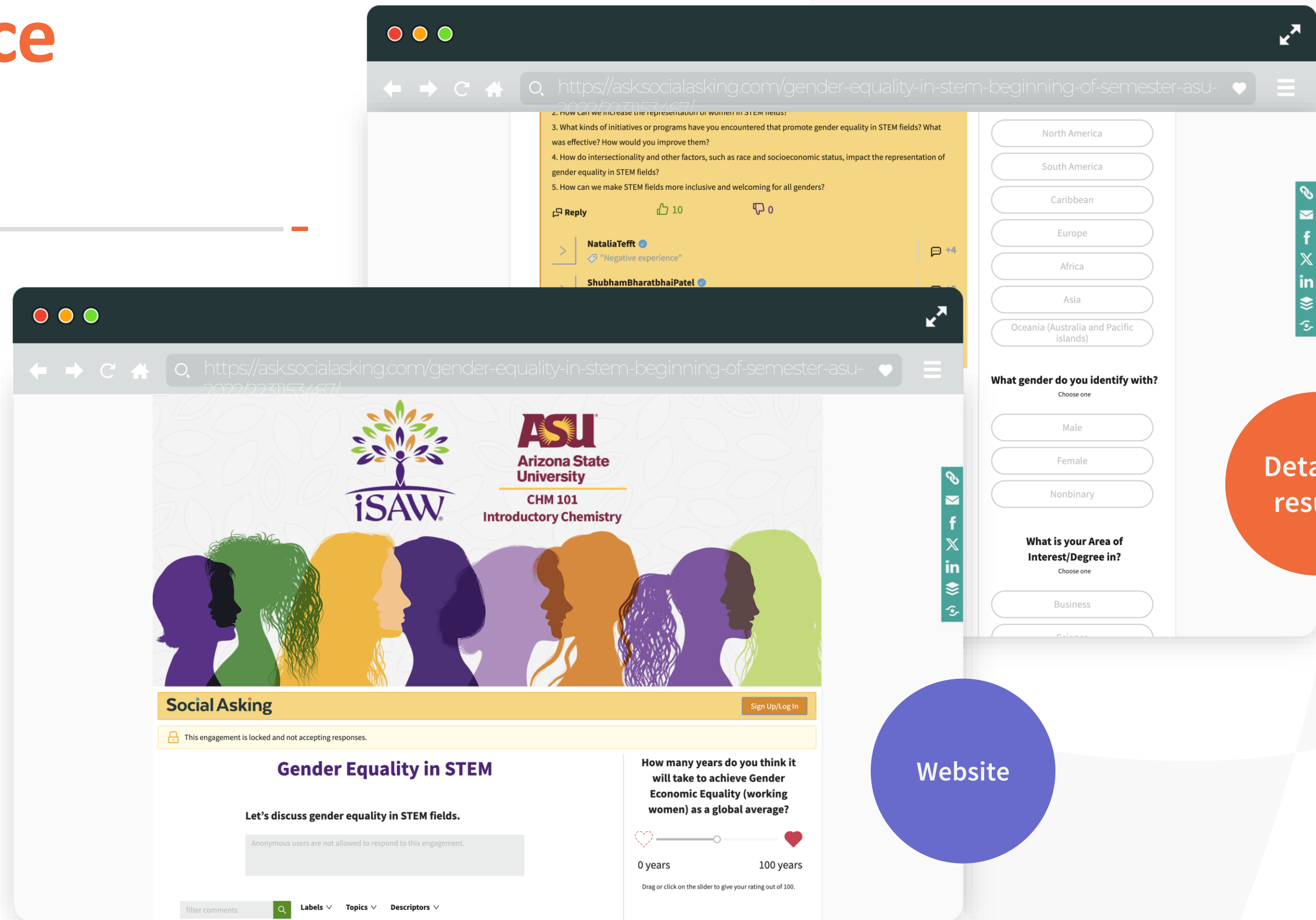Effortlessly browse feedback that represents the group

Conversational Analysis
Deeply dive into key topics and their sentiments and descriptors

Net Enthusiasm Score
Simply see audience sentiments

Automated Reporting

Insights Report
Your report is ready to download
Download report

Survey **Interface**

- Engage with your audience through open-ended questions, gathering thousands of customer responses and rich data points, traditionally taking months to process.

- Visualize customer feedback with clarity – displayed with or without tags for streamlined analysis.

Detailed results

Website

Data Analysis Report

- SocialAsking's AI instantly distils thousands of comments into actionable insights, categorising by topics, tone, sentiment, and tags.

- Stay ahead of the curve with market-leading insights, driving your marketing and customer engagement strategies with real-time intelligence.

- Ensure no opportunity is overlooked with AI that identifies and highlights potential issues and opportunities instantly.

Word clouds

Executive summary

Data snapshot

Ratings & polls

Social Asking | Insights Report
September 26, 2019 - August 03, 2022

Generated on 2022-08-03 20:28:35 GMT

FIFA Example

The wait for FIFA 20 is finally over and we want to know your first thoughts and opinions!

How do I use this report?

Use this report to understand the shape of the conversation. Spot trends and view representative comments that characterize what everyone had to say.

Spot key takeaways   Publish findings   Share with colleagues

Overall Rating
Good / Bad

80%

Visitors	3 Gauges	1 Polls	889 Comments
889 respondents	3 ratings	3 votes	889 unique commenters
895 interactions	1 unique raters	3 unique voters	1 featured comments

Are this years Packs better value than previous years?

Choice	Votes	Ratio
unsure	166	47%
no	104	30%
yes	81	23%

Do you feel shooting has been improved?

Choice	Votes	Ratio
yes	174	50%
no	113	32%
unsure	63	18%

Do you want the defending mechanics patched?

Choice	Votes	Ratio
no - I'm willing to learn the new mechanics		86%
yes	30	9%	286
unsure	15	5%

Yearly **flexible** contracts

Social Asking

Limitations and Supported Features

We believe pricing should fit your needs and results. Beyond these listed plans, we can also structure affordable options that reflect the value you receive.

We promise to never surprise you or deactivate your service due to a surge in usage. We're here to help you succeed, never to hold you back. Our flexible limits will keep you running even if you temporarily exceed your existing plan.

	LIMITED	ESSENTIAL	COMPLETE	CUSTOM
Active Engagements Limit Your plan level specifies how many simultaneous engagements can be active and accessible to your audience at once.	One At a Time	Up to 5 Concurrent	Unlimited Concurrent	Unlimited w/ Automation
Maximum Audience Size Choose a plan that fits your target reach, or the number of audience members you expect to target.	< 1000	< 50.000	Up to 500.000	Unlimited Audience
Dashboard Access Create and manage your own engagements via the dashboard allowing you to craft and publish your own sayso's anytime.	✔	✔	✔	✔
Whitelabel Branding We will provide a fully customized template to match your brand colors, look and feel and identity that you can use for engagements	—	✔	✔	✔
Expert Support and Guidance This wholly managed white glove package includes it all. We'll be with you every step of the way to ensure your success.	—	—	✔	✔
Account and Other Integrations Use existing user accounts with our systems and do deeper automations and integrations with our products.	—	—	—	✔

Thank you

Contact Social Asking today

www.socialasking.com

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