



## Harnessing the Power of Social Media Analytics

Every day, every hour, every minute, your customers are using social media conversations to share feedback about your products and services, and make purchase decisions. They're generating a staggering volume of data that has tremendous value for your business...IF you're listening, and IF you can analyze it quickly and accurately.

The old approach of relational databases, data warehouses, and business intelligence doesn't work with social media. It's too costly, too slow, and doesn't offer the capabilities you need to generate valuable information.

[Register Now!](#)

Join Altimeter Group Founder and New York Times best-selling author Charlene Li to find out how you can harness the power of social media analytics to make better decisions, increase revenue, and minimize risk.

You'll also hear from MarkLogic veteran technologist Fernando Mesa, who will describe the unique challenges of listening to huge volumes and varieties of social commentary, and how this complexity adds a Big Data challenge.

In this one-hour webinar, you will learn how to cull and analyze social media conversations so you can:

- Improve your understanding of your customers by keeping pace with fast-moving social media conversations
- Increase revenue with the new products your customers are asking for
- Minimize risk and head off crisis by monitoring and reducing the number of adverse events
- Improve operational efficiencies by cutting time-to-market and costs

### Webinar Details

#### Harnessing the Power of Social Media Analytics

Jan. 26, 2012

8:00 am PDT

11:00 am EDT

4:00 pm GMT

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### Featured Speakers



**Charlene Li**  
Founder  
Altimeter Group



**Fernando Mesa**  
Principal  
Technologist  
MarkLogic