SAAS Natural Language Processing Business for Social Listening and Data Analytics

MERGERSCORP

The Leader In Business Sales Mergers & Acquisitions

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The company is a Software as a Service company started in 2010 and founded in 2011 in Barcelona. With special focus in Natural Language Processing, the company specializes in structuring unstructured data for non-technical users.

Thanks a powerful and yet user-friendly dashboard and a team of analysts, service provides successful experiences around social data.
From Scraping the Web to enabling Contact Centers with omnichannel capabilities and text enrichment, they offers Social Listening Services and tools for the new era of Big Data.

Differentiatiors

• Spiders: Software has spiders built to search on facebook.com, instagram.com, tiktok.com and linkedin.com so they can have all the conversations and avoid the current restrictions by these Social Networks APIs. They also provide adhoc scraping services to other clients.
• Curation: Each client is provided with a dedicated data analyst responsible for managing search queries and data cleansing. This ensures that data quality remains consistently high, regardless of the client's level of expertise. Actually the majority of clients don't want to even see the queries, they delegate that in expert team and rest assured the data quality.
• Support: The data curator is the support representative directly assigned to each client, so they always have a person in charge of their account who knows exactly everything about it and can be contacted in their timezone by email, chat or phone.
• Services: Probably the only Social Listening Tool with its own team of Data Analysts who leverages the client's knowledge to
generate the qualitative reports they need. Sometimes even the agencies who hire them, hire also the reports since they offer them cheaper and with high analytical quality.

Products

• Main product: Dashboard, an easy to use Analytics tool with Real Time data for non-technical users.
• Secondary products: Streams for unassisted KPIs on TV screens, Ranking sites based on popularity, Connectors to ticketing services like Zendesk and the new product about to be launched "Social Plus" a cheap for owned channels only.
• Automated Sentiment, Language, Gender, Influence and Category assignment.
• Automated Alerts and Reports based on templates to customise users' needs.
• Advanced indexing features to add new mentions to the dashboard.
• Easy to add customer private data from any type of source (Satisfaction surveys, Results of focus groups or interviews, Customer history (CRM), Incident history (Help Desk), Corporate email.

TARGET PRICE
EUR 1,000,000

GROSS REVENUE
881000

EBITDA
136000

BUSINESS TYPE
Software & SAAS

COUNTRY
Spain

BUSINESS ID
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www.mergerscorp.com

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