

用于社交聆听和数据分析 SAAS 自然语言处理业务





SAAS

该公司是一家软件即服务公司，成立于 2010 年，2011 年在巴塞罗那成立。

该公司特别注重自然语言处理，专门为非技术用户构建非结构化数据。

得益于功能强大、用户友好的仪表板和分析师团队，该服务可提供社交数据方面的成功经验。

从扫描网络到使联络中心具备全渠道功能和文本浓缩功能，他们为大数据新时代提供社交聆听服务和工具。

区别

- 蜘蛛：软件内置的蜘蛛可在 facebook.com、instagram.com、tiktok.com 和 linkedin.com 上进行搜索，这样他们就能进行所有对话，并避开这些社交网络 API 目前的限制。他们还为客户提供临时刮擦服务。

- 整理：为每位客户配备一名专门的数据分析师，负责管理搜索查询和数据清理。

无论客户的专业水平如何，这都能确保数据质量始终保持在较高水平。

事实上，大多数客户甚至不希望看到查询，他们会委托专家团队进行查询，并对数据质量放心。

-

支持：数据管理员是直接分配给每位客户的支持代表，因此他们的账户始终有一位负责人负责，该负责人对账户的所有情况了如指掌，可以在客户所在的时区通过电子邮件、聊天或电话与他们取得联系。

- 服务：可能是唯一拥有自己的数据分析团队的社交聆听工具，他们利用客户的知识来生成所需的定性报告。

有时，甚至雇用他们的机构也会雇用报告，因为他们提供的报告更便宜，而且分析质量高。

产品

- 主要产品：Dashboard 是一款简单易用的分析工具，为非技术用户提供实时数据。

- 辅助产品：电视屏幕上的无辅助关键绩效指标流、基于受欢迎程度的网站排名、与 Zendesk 等票务服务的连接器，以及即将推出的新产品“Social Plus”（一种仅适用于自有渠道的廉价产品）。

- 自动情感、语言、性别、影响和类别分配。

- 基于模板的自动提醒和报告，可根据用户需求进行定制。

- 先进的索引功能可在仪表板上添加新的提及内容。

-

轻松添加来自任何来源的客户私人数据（满意度调查、焦点小组或访谈结果、客户历史

TARGET PRICE

EUR 1,000,000

GROSS REVENUE

EUR 881,000

EBITDA

EUR 136,000

BUSINESS TYPE

软件和 SAAS

COUNTRY

西班牙

BUSINESS ID

L#20230523

记录（客户关系管理）、事件历史记录（帮助台）、企业电子邮件）。

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

www.mergerscorp.com



© 2024 MergersCorp M&A International. All rights reserved.

© 2024 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.



WWW.MERGERSCORP.COM