Scraawl

Actionable Insights from Analytics

BLUEHALO

bluehalo.com | www.scraawl.com | contact@scraawl.com

Scraawl

Actionable Insights from Analytics

SocL

Search, Analysis and Visualization for PAI

Scraawl SocL® is an enterprise-level, easy-to-use, web-based PAI listening and analytics tool. Scraawl SocL searches, analyzes, and visualizes online conversations and news data, providing a user with a detailed 360-degree analysis. Using advanced text and social network analytics, Scraawl SocL helps brands and agencies understand their global audience, manage customer experience, improve public relations, drive strategic growth, and develop new clients.

PixL

Video and Image Processing and Exploitation

Scraawl PixL® is a high fidelity, cloud-based video and image processing and exploitation tool that significantly reduces the time for analysis and delivery of actionable intelligence. Scraawl PixL offers an easy-to-use interface and workflows for analyzing video and image data from online digital platforms, security footage, and surveillance feeds. Machine learning-based algorithms enable face detection and recognition as well as object detection, tracking, and classification.

TxT

Document and Media Exploitation

Scraawl TxT® is an analytics toolbox that leverages advanced machine learning techniques to facilitate knowledge discovery from unstructured text. Scraawl TxT offers context-aware, multi-source text information extraction and extends current search and analysis capabilities by enabling the exploration of large bodies of text. Analysts can quickly search and explore large volumes of unstructured text, identify the most relevant and valuable information, and discover and monitor interesting patterns of topics, opinions, and/or interactions.

TrndZ

Automated Discovery of Emerging Trends

Scraawl TrndZ® is a streaming collection and analysis dashboard that enables discovery of emerging trends in PAI data. The big-data architecture, user-editable, searchable monitors, and real-time computation provide users with ready access to a detailed summary of large volumes of data (millions of posts). Scraawl TrndZ is interoperable with Scraawl SocL and Scraawl PixL for deeper analysis.