



LSFinteractive and ioSquare launch an innovative online reputation solution for SMEs

Paris, October 22, 2012 – To help companies deal with the exponential growth of online conversations, the marketing and Internet communication agency LSFinteractive has developed its own online reputation solution, and chosen ioSquare as its technology partner.

Most brand mentions do not originate from the brand owner, and 70% of Internet users trust consumer opinions they read on the web*. It has therefore become crucial for brands to actively monitor those conversations.

« Companies try and promote conversations on their social network accounts, but it is increasingly difficult for them to manage their online presence outside of these. This is why we have developed our own online reputation offering, allowing us to deliver innovative monitoring tools that can be swiftly implemented for our customers », says **Jacques-Edouard Duffour**, Head of Social Media and e-Reputation at LSFinteractive.

This solution is built around three types of tools:

Knowledge tools

The Classmatic software, developed by ioSquare, scans the web and social networks in real time and detects the conversations that relate to a brand, its products, its competitors, or an individual. Content is then qualified by sentiment (positive, negative, neutral) and according to topics specific to the brand (news, ad campaigns, sponsorship, HR, customer reviews...). This automated processing is based on next-generation intelligent algorithms allowing contents to be qualified accurately and in real time.

« Our algorithms extract and interpret the meaning attached to each message, and measure their impact in terms of brand image. Using personalized and comprehensive content analysis, our platform offers a 360-degree view of these conversations », says **Maxence Bernard**, CEO of ioSquare.

All contents are made available through a powerful interface that includes interactive reports and customizable email alerts.

Analysis tools

LSFinteractive leverages this data to draw up periodical reports and executive summaries, which act as key complements to the knowledge tools.

« Thanks to these reports, our clients have at their fingertips a global outlook on essential information about the brand's online reputation. These documents are easy to share, and allow all teams to have access to this strategic data », adds **Jacques-Edouard Duffour**.

Engagement tools

Based on these conclusions, the LSFinteractive staff can be called upon to minimize the visibility of negative contents on search engines, and to intervene in the conversations where necessary, through its mediation team.

The increasing volume of conversations on the Web requires brands to monitor and manage their online image, and to assess the performance of their e-marketing efforts. The solutions developed by LSFinteractive and ioSquare offer real decision-support capabilities, which the agency already harnesses for its customers' campaigns.

* Source: Nielsen http://blog.nielsen.com/nielsenwire/media_entertainment/consumer-trust-in-online-social-and-mobile-advertising-grows/

About ioSquare

ioSquare is dedicated to developing a new breed of real-time solutions for organizing information. In the age of big data and ever-increasing amounts of unstructured information, we help companies automate data processing, and enable them to extract value from their data.

ioSquare offers innovative turnkey solutions for online reputation management, social media monitoring, content moderation, document tagging and classification.

To find out more: www.iosquare.com
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About LSFinteractive

LSFinteractive is a marketing and Internet communication agency which helps its clients build their image, grow traffic and online revenues, as well as create and leverage their prospects' and clients' assets. Starting with the development of a digital strategy led by our market specialists, LSFinteractive activates the whole spectrum of digital marketing services, from SEO to media buying programs (display, special operations, affiliation, emailing, SEA, ad-exchanges, social media campaigns, mobile, tablets and Connected TV, ...) as well as the newly defined 'Customer Engagement™ services', that encompass acquisition and eCRM.

Located in the United States (San Francisco, San Diego, Chicago, Philadelphia and St. Louis), Serbia (Belgrade) and France (Paris, with about 50 employees), the GearyLSF Group has over 200 employees.

To find out more: www.lsfinteractive.fr – www.gearylsf.com
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