Semiocast is a company based in Paris, France, providing data intelligence and research on the real-time Web. Semiocast helps companies measure and evaluate reactions of consumers to a campaign or product launch, to understand what consumers are saying about their products, services and brands, and to engage in real-time Web conversations happening today mostly on Twitter and Facebook.

Semiocast’s offer is based on proprietary technologies and tools to index real-time web conversations and perform semantic analysis of conversations. With these technologies and its expertise, Semiocast provides its customers with in-depth insights into thousands of conversations concerning their brands and products, solutions to monitor these conversations and tools to engage with consumers.

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