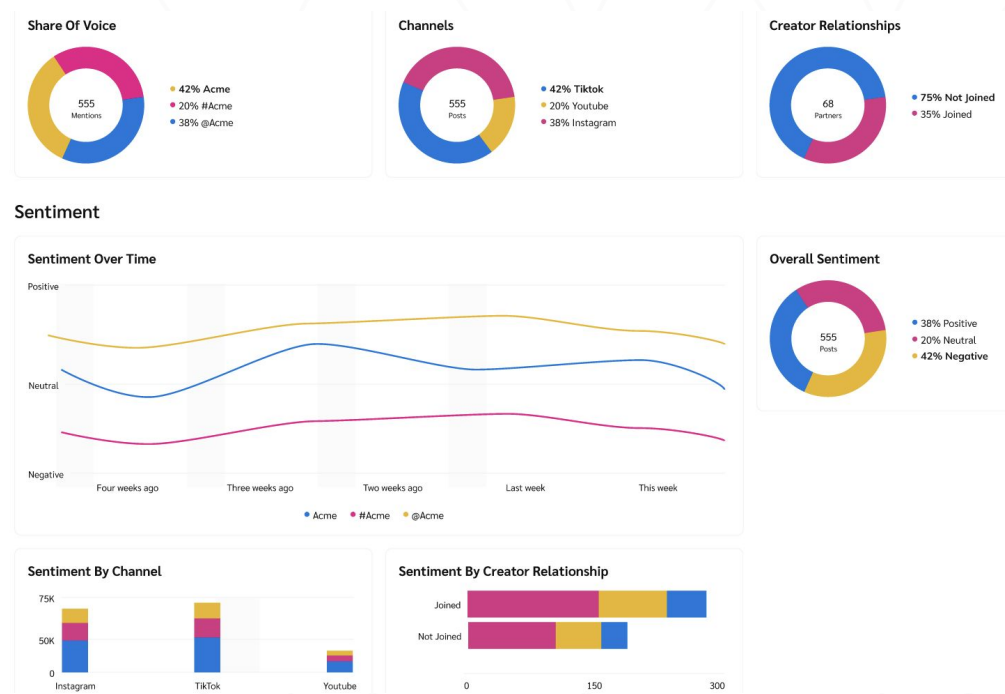


Sentiment Analysis: Feel the pulse of the conversation

Social media is noisy but true audience feelings often get lost in the chaos. Brands drown in mentions but struggle to understand how customers really feel, if messaging resonates, and when to act before a trend or crisis hits.

impact.com's Sentiment Analysis changes the game. Automatically track social conversations by keywords, hashtags, and mentions. Our advanced AI categorizes sentiment as positive, neutral, or negative and then delivers clear, actionable insights through intuitive dashboards and AI-powered summaries anyone on your team can use.

- Detect risks before they escalate
- Amplify authentic brand advocates
- Measure true campaign impact beyond vanity metrics
- Align product and content strategy with real audience emotions
- Understand how your brand is perceived versus competitors



Move beyond mention & tap into emotion

Understand how your audience feels, not just what they say. Uncover passion, frustration, and excitement that shapes brand loyalty

Actionable AI-powered summaries

Spot emerging trends, identify brand advocates and risks early, and prioritize what matters most — all through AI-powered dashboards built

Effortless monitoring across creator, channels & campaigns

Save time with automated analysis and stay ahead by tracking sentiment shifts across creators, campaigns, and channels