

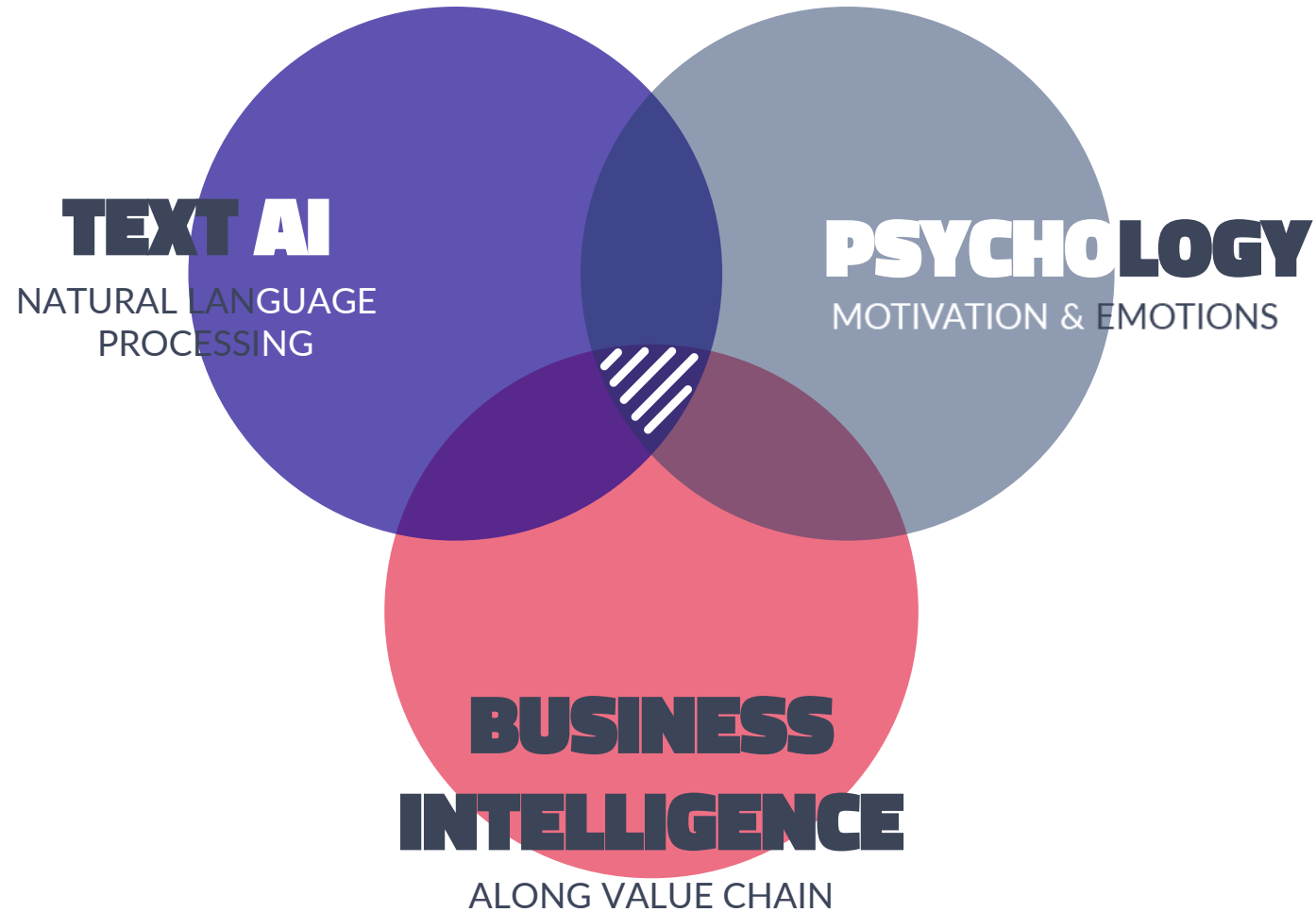
SYMANTO PSYCHOLOGY AI

**Deeply understand and  
resonate with people at scale**



**SYMANTO AT A GLANCE**

We combine Text AI with Psychology to deeply understand people at scale and leverage into actionable business insights.



## WHO WE ARE

We are a software- and service provider around data analytics, combining leading edge Natural Language Processing technology with many years of insights expertise since 2010.

+70 employees

thereof, ...

+29

- Deep Learning Experts
- Psychologists
- Data Scientists
- AI Engineers

and

- Marketing- & Market Research Industry Experts

from 32 nationalities

+80 research papers &  
9 PHDs

Germany (HQ)  
Spain



Collaboration with professors,  
researchers in Europe & US

Germany



Spain



Switzerland



UK



US



Partnerships with

ROBERT KOCH INSTITUT



Monitoring mental health state of German population based on aggregated social media

Gold  
Microsoft  
Partner  
Microsoft



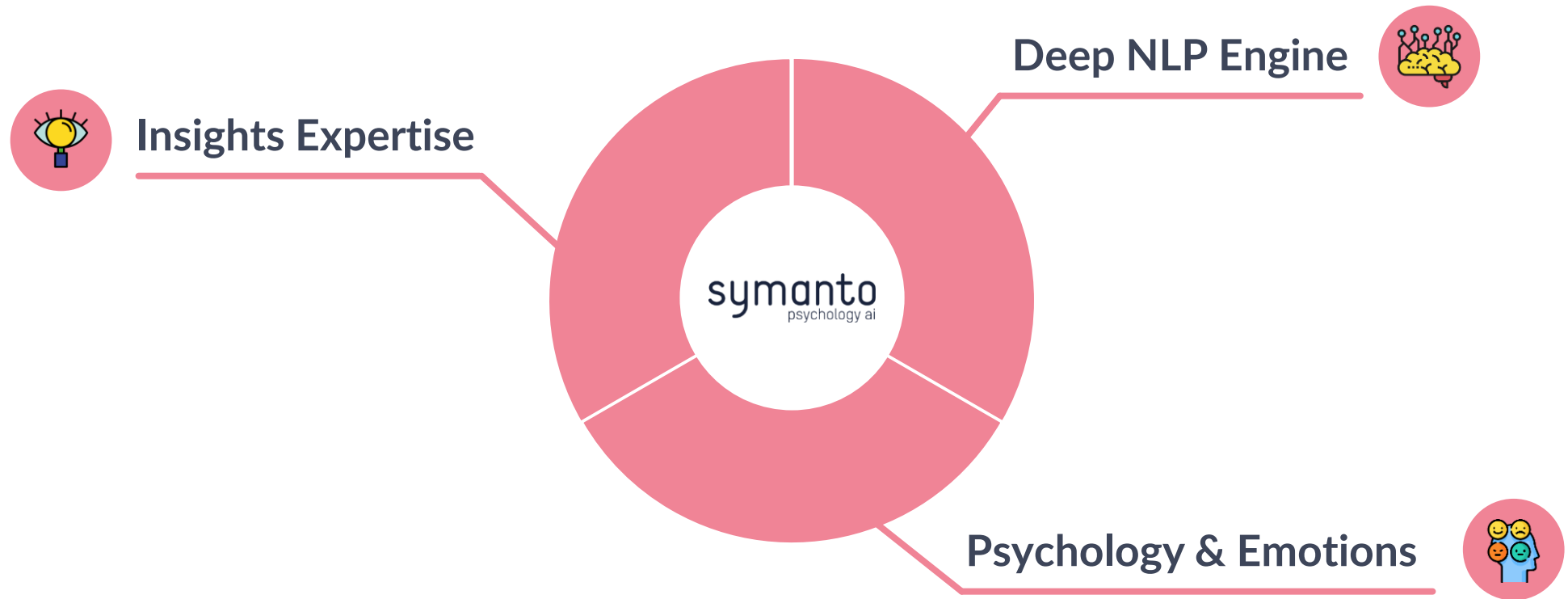
ai-zwei



QuestionPro

## INTRODUCING SYMANTO PSYCHOLOGY AI PLATFORM

The next level of **Applied NLP** by combining unique capabilities that can be delivered in flexible ways.

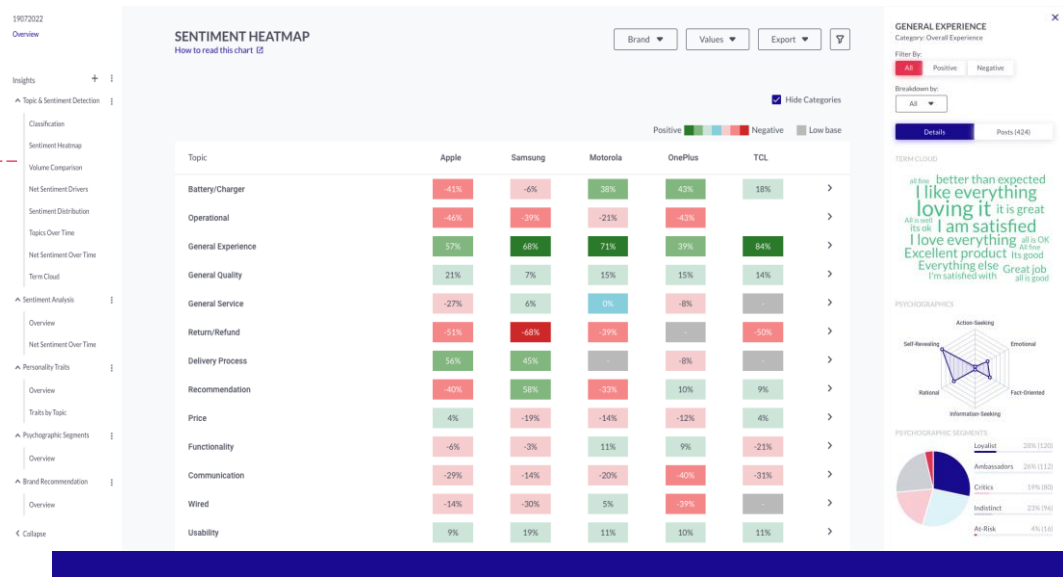


## SYMANTO INSIGHTS PLATFORM

A scalable platform that injects various data sources and applies modularised analytics to deliver in-depth insights within minutes.

### DATA SOURCES

- B2B & B2C
- Social media
- Review sites
- Forums
- News sites
- Surveys
- CRM
- Call-Centre transcripts
- Chatbots



### INSIGHTS

- What do people talk about?
- How do people feel about a brand?
- What are the emotional and rational drivers of purchasing?
- Are consumers recommending a brand to others?
- Are people emotionally connected to a brand?

### MODULES

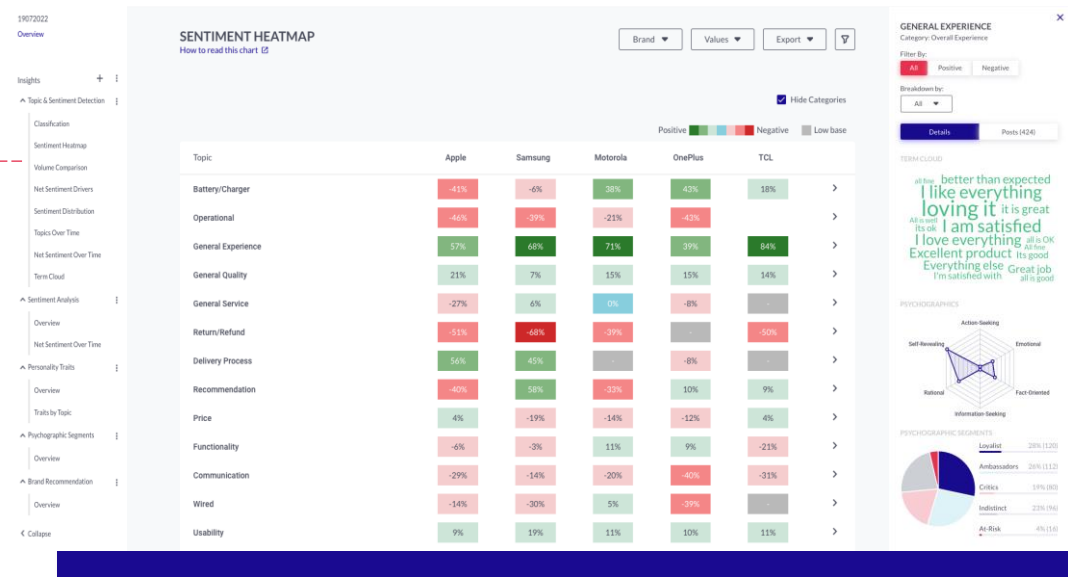
- Topic Sentiment
- Deep Learning Sentiment
- Personality Traits
- Psychographics
- Communication Style
- Brand Recommendation
- Emotions
- Rating Impact Analysis
- Open-End Coding

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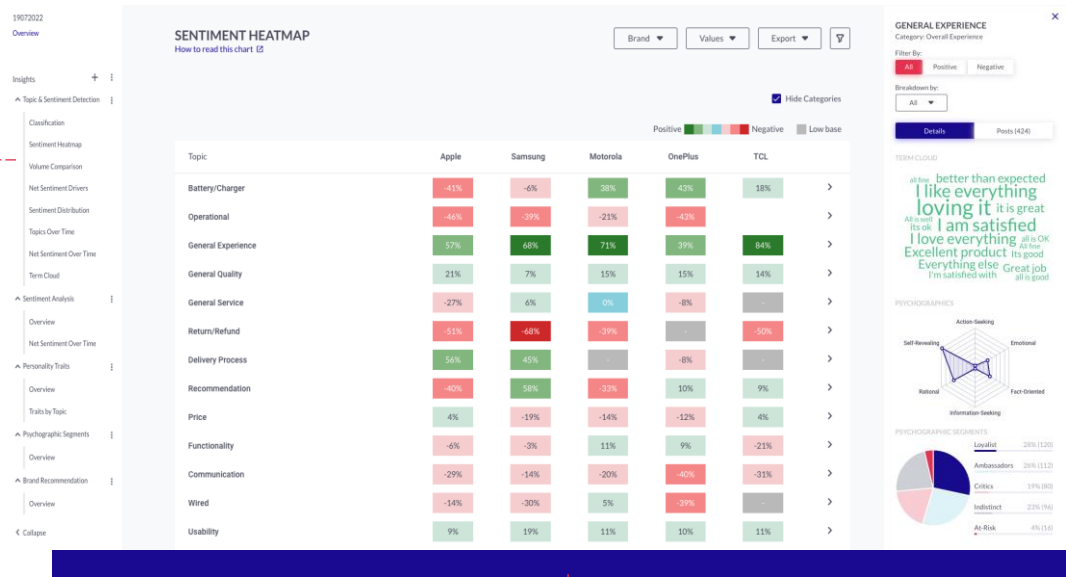
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## DATA SOURCES



## INSIGHTS

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## MODULES



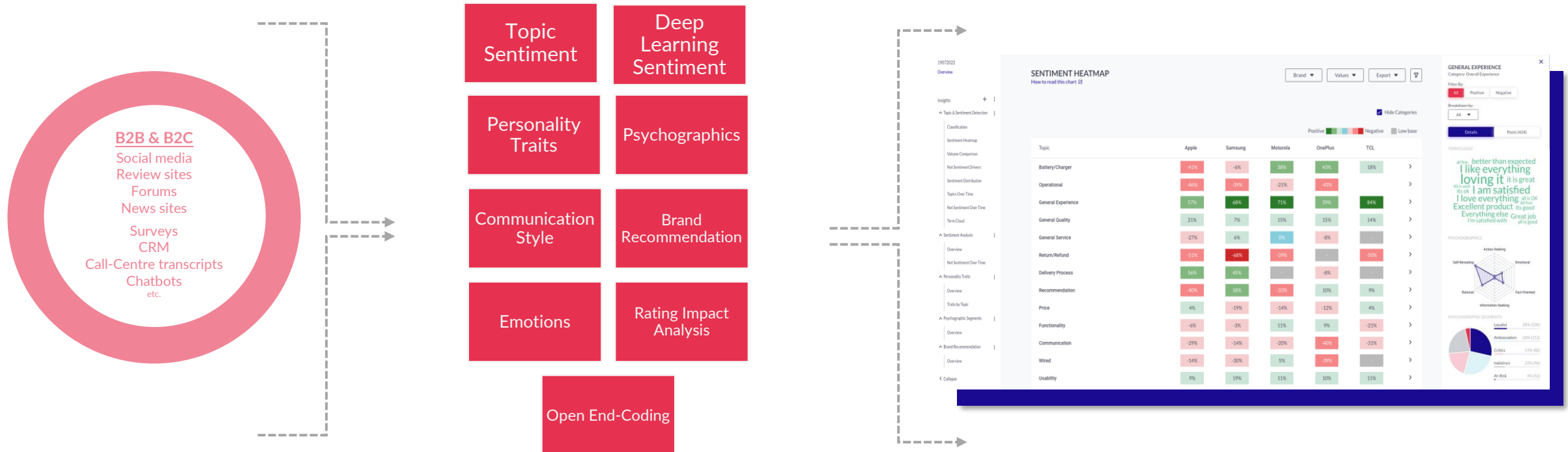
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A scalable platform that injects various data sources and applies modularised analytics to deliver in-depth insights within minutes.

## DATA SOURCES

## MODULES

## INSIGHTS





## Symanto Insights Platform

Top up your credits as you go

### Starter Package

(credits are valid for 1 month)

**1500 €**

Best for small to medium-sized social media studies

- ✓ 25.000 collection credits
- ✓ 25.000 analysis credits
- ✓ Access to all insights modules
- ✓ Email support and live chat
- ✗ Personalised training

### Basic Package

(credits are valid for 3 month)

**3000 €**

Best for brand health or due diligence projects

- ✓ 100.000 collection credits
- ✓ 100.000 analysis credits
- ✓ Access to all insights modules
- ✓ Email support and live chat
- ✗ Personalised training

### Pro Package

(credits are valid for 1 year)

**9000 €**

Best for large scale brand health or due diligence projects

- ✓ 600.000 collection credits
- ✓ 600.000 analysis credits
- ✓ Access to all insights modules
- ✓ Email support and live chat
- ✓ Personalised training

All packages to be paid upfront, with no cancellation options.  
All prices shown are excluding VAT.

[Terms of Service](#) apply.

## Symanto Insights Platform

### Additional Services

#### Social Media Data Collection

**990 €**

Social Media Data Collection Service,  
max. 100.000 comments

- ✓ We do the data collection for you
- ✓ Data cleaning by Symanto
- ✓ Access to cleaned data directly on the platform (within 2 business days)

#### Dictionary Creation

**1500 €**

Industry specific tailormade model

- ✓ Our team creates a dictionary tailored to your data and use case
- ✓ The dictionary is uploaded into your project
- ✓ You can reuse the dictionary for any other projects

All prices shown are excluding VAT.

[Terms of Service](#) apply.

# THANK YOU FOR YOUR INTEREST

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follow us:



Symanto transforms textual data from online sources into meaningful insights about audiences, competitors, company valuation, brand equity, mental health and much more. We help you to really understand human motivations, attitudes and emotions and apply this precious knowledge to your daily business through our broad product portfolio. Get in touch with us now and find your perfect solution!

“If you really look closely,  
most overnight successes  
took a long time.” – Steve  
Jobs

