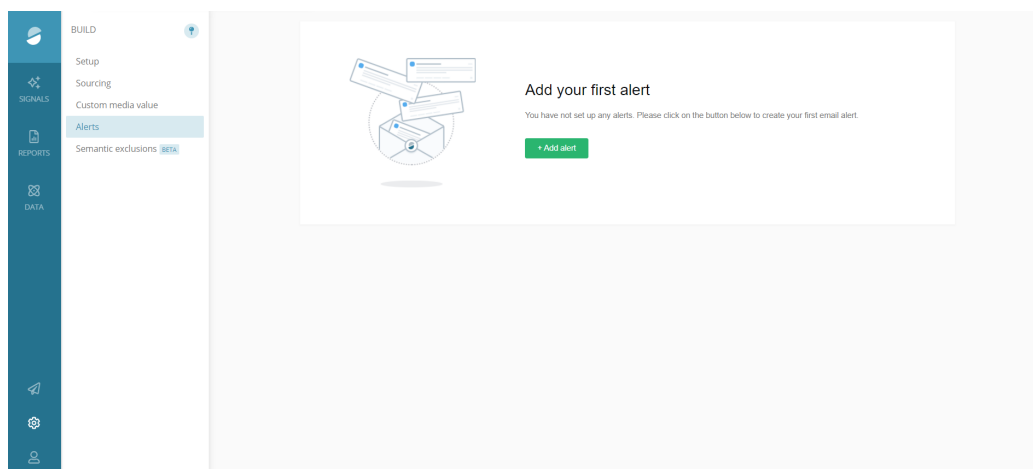

What is an Alert?

Alerts are e-mails sent to users either on a pre-set scheduled basis, in real-time or when an exceptional event occurs. Synthesio labels these Alerts as Scheduled Alerts, Real-time Alerts and Volume Alerts.

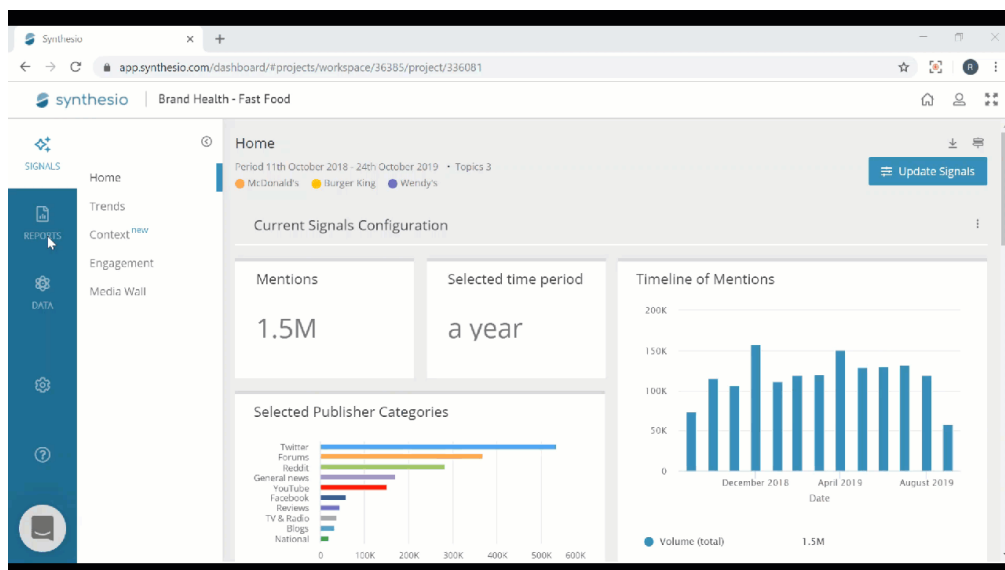
How do I create an Alert?

To set up alerts, click on 'Settings' and then 'Alerts' in the left navigation menu.



Information Section

The Information Section lets you title each alert and customize the list of recipients within your organization. Email addresses are required to activate alerts.

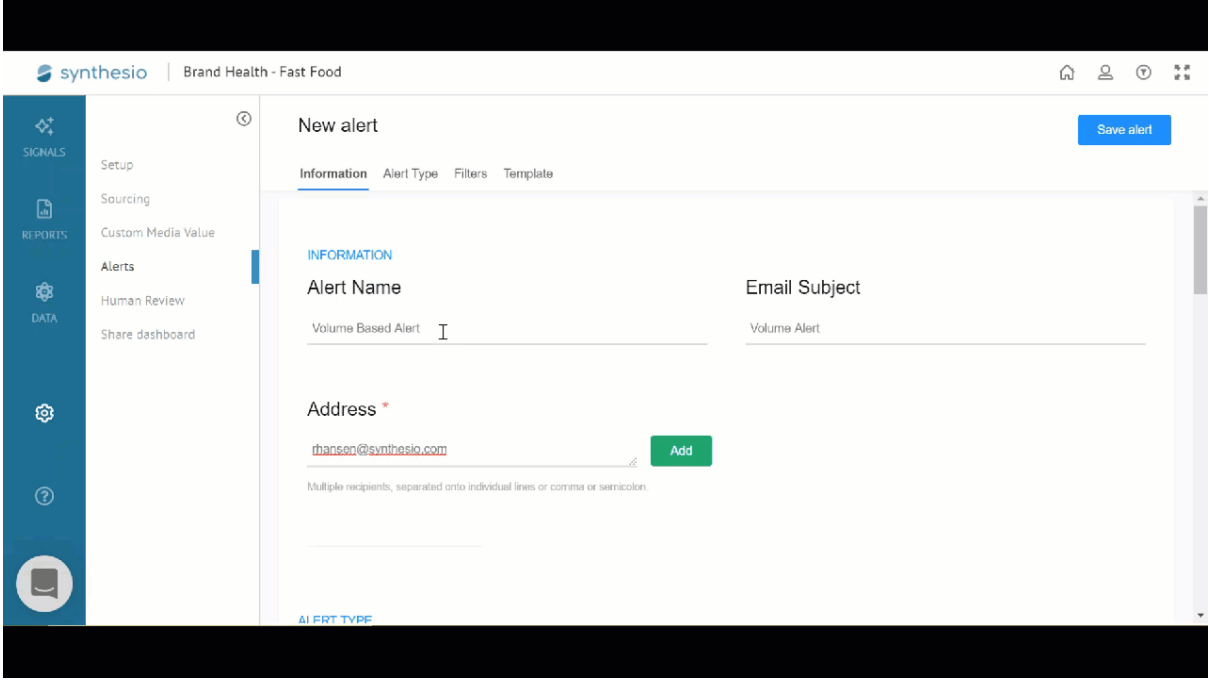


Alert Types

Scheduled

Customize your delivery options by choosing clock format, time zone, and your country's standardized 'first day of the week.' Hover over a day of the week and then click on the '+' to set a time for alert delivery.

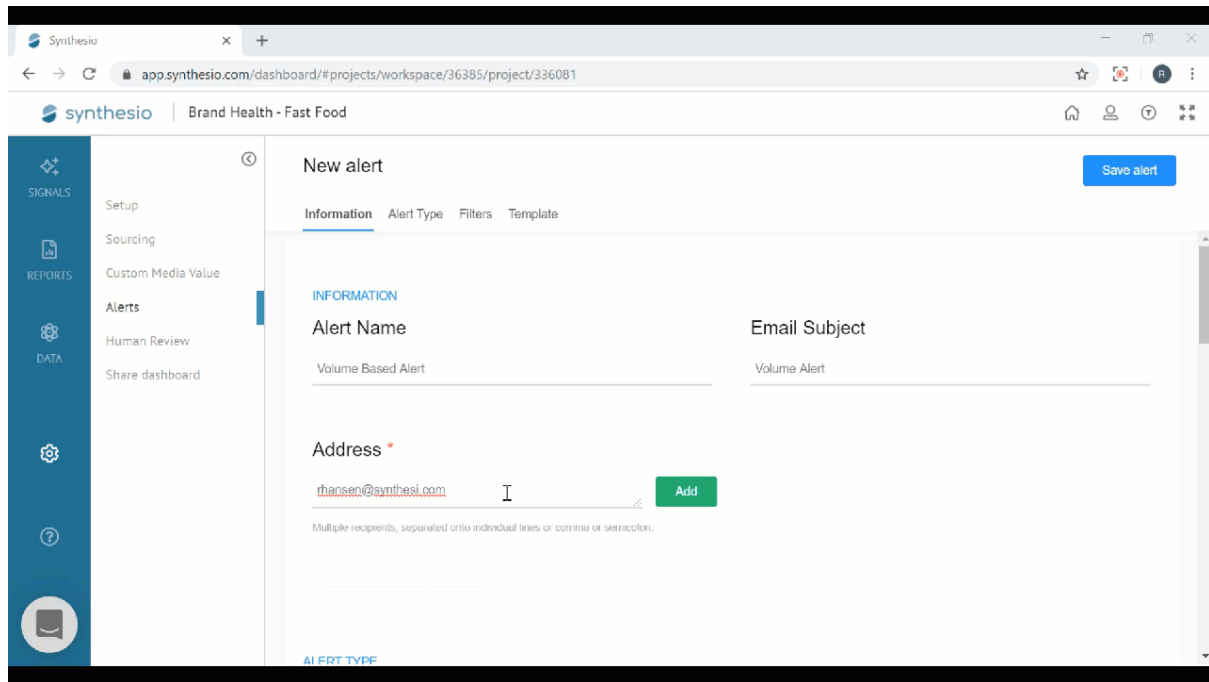
Email alerts generated for data-sets with no new mentions will contain a simple line of text explaining the absence of data in the alert.



The screenshot shows the 'New alert' configuration interface in the Synthesio application. The left sidebar contains navigation links for SIGNALS, REPORTS, DATA, and a chat icon. The main content area is titled 'New alert' and includes a 'Save alert' button. The 'Information' tab is active, showing fields for 'Alert Name' (set to 'Volume Based Alert'), 'Email Subject' (set to 'Volume Alert'), and 'Address' (with a red asterisk indicating it is required). The address field contains the email 'rhansen@synthesio.com' and an 'Add' button. Below the address field, a note states: 'Multiple recipients, separated onto individual lines or comma or semicolon.' The 'Alert Type' tab is partially visible at the bottom.

Volume Alerts (Velocity)

Volume alerts allow you to choose bench-marked thresholds that will trigger alert delivery. Each level compares the 'present' data set with data from 7 days prior. The different levels each have 'intensity' sliders which allow you to choose the volume percentage increase that triggers the alert. Each level looks at a progressively shorter time frames to generate data comparisons. Changing the 'spike option' allows you to determine how often the alerting system checks the data-set for new mentions. This is important if there are frequent fluctuations that generate a large volume of email alerts. Changing the ping rate will decrease the frequency with which alerts are sent.



Real-time

Real-time alerts allow you to receive an email when a new mention is posted in your dashboard.

Keep in mind: Real-time alerts can generate a large volume of emails if your data-set produces a lot of mentions. These alerts are best deployed on highly filtered data-sets with a specific goal in mind.

For example, you might want to be alerted each time a user from a target demographic mentions a specific brand. Or you might want to know when powerful influencers post videos to YouTube.

The Synthesio team can help you determine the most optimal use cases to deploy Real-Time alerts, so you receive true value out of the communications sent from the alerting system.

ALERT TYPE

Choose Your Type of Alerting *

Schedule

Volume

☒ Real-time

Receive Realtime alerts when a new mentions appears in your dashboard.

Alert Filters

Filters for alerts operate in the same manner as dashboard or widget filters. Simply choose the parameters you'd like to limit your data-set to and click apply. These parameters will drive the data collected by the alerting system. The Filter Counter visualizes the total amount of data filters you've applied to the alerting data set.

Alert Filters

close

Quick Filters

Favorite Filters

Search Query

✓▼

Human review status

1▼

Topics

0▼

Media types and sites

0▼

Social accounts

0▼

Sources

0▼

Sentiment

0▼

Countries

0▼

States

0▼

Cities

0▼

Languages

0▼

Type of mention

0▼

Type of tweet

0▼

Apply

Reset

Save as

Alert Templates

There are two different email templates that you can choose for your alerts - **'Alerting'** and **'Notification'**.

The **'Alerting'** template will send an email that focuses on qualitative data and is appropriate to maintain a vigilant eye on your brand mentions if you don't log into the platform daily.

Types of beer has received 9 new mentions since the previous alert.

Summary

Types of Beer

9

Craft Beer	4
Lager	4
Ale	1

Types of Beer

Raavan Raavan_Mirchi

[2021-02-02 17:05:00](#)

Always thirsty  #stayhydrated #craftbeer



0



neutral



Not available



Twitter

Beer Co. beercogboro

[2021-02-02 17:05:00](#)

#delivery #superbowl #beer #craftbeer #biggame #houseparty @ Beer Co.

<https://www.instagram.com/p/CKzC1yVDjsc/?igshid=mwl3g1snzp1s>



8



positive



United States



Twitter

The 'Notification' template sends a simple text email with a summation of the total volume of brand mentions in the data-set. This is most appropriate for tracking keywords that are sensitive to your brand and enables you to receive updates whenever a trigger keyword is used.



Beer Types has received 9 new mentions since the previous alert.

[View dashboard](#)

This is an automatic email, please do not respond.

No longer interested? [Change your settings in the Alerting page of your dashboard.](#)

Dashboard 375351 - Alert 9745