

Hello!

If you are looking to know more about Signals, our trend detection solution, you've come to the right place.

Overview

In this article, we will discuss some key concepts:

- We'll define Signals for you
- We'll define the different types of Signals that you can explore
- We'll show you how to create Signals
- And then we'll take a deep dive and explain how to use each Signal type

For technical questions regarding Signals, please reference [this FAQ article](#).

Explaining Signals

Discover the trends your brand needs to know about.

Synthesio's Signals module is your brand's personal trend detector. Signals is here to reduce your time to insights and to help your brand focus on the online conversations and trends that matter the most for your brand. Each Signal is a statistically significant occurrence relating to your monitored topics taking place online.

We are not afraid to say that we are very proud of Signals, as it is solution we built together with Ipsos and their Data Science teams.

Types of Signals

In Signals you can discover the following:

1. **Media** - All of the videos and images related to your topic(s) that went viral.
2. **Peaks** - Spikes or dips in conversation surrounding specific topics
3. **Shifts** - Topics that are trending over specific periods of time
4. **Correlations** - Topics your brand is monitoring with similar evolutions in mentions, interactions or impressions.
5. **Daily Patterns** - Topics that are most often mentioned on specific days of the week.
6. **Topic Co-Mentions** -- Topics that your brand is monitoring that are often mentioned together.

7. **Context (NEW)** -- Words that are often mentioned in conversations surrounding your monitored topics.

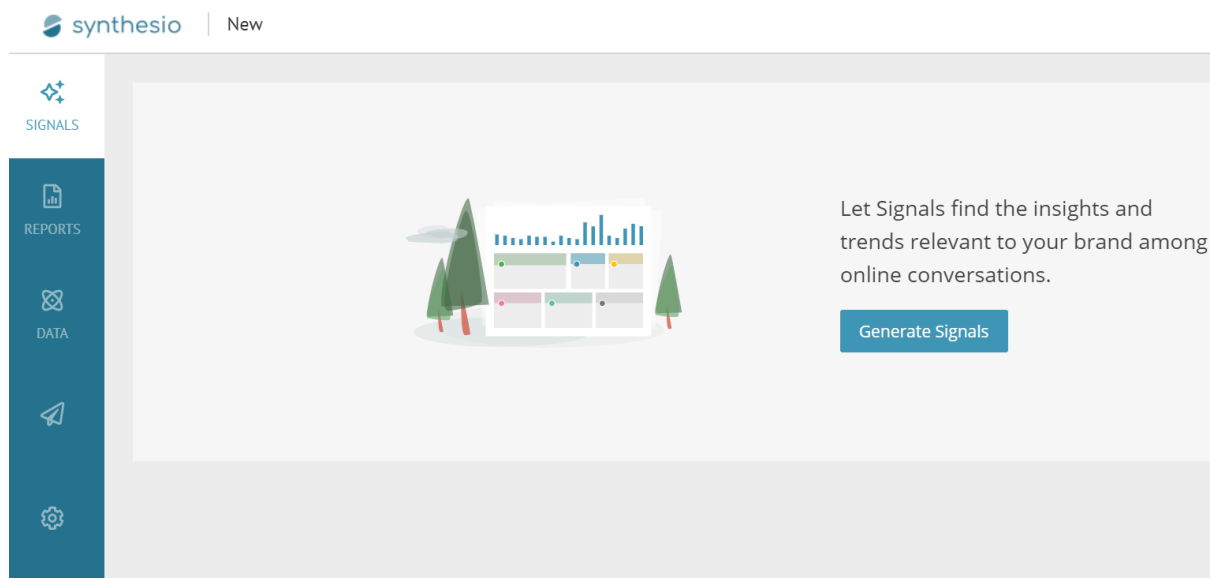
After we show you how to generate Signals, we will take a deep dive and explain each Signal type.

Finding and Creating Signals

Using Signals is easy. To get started, navigate to the Signals tab of your dashboard. You'll find it top left within your Dashboard.

Generate your Signals

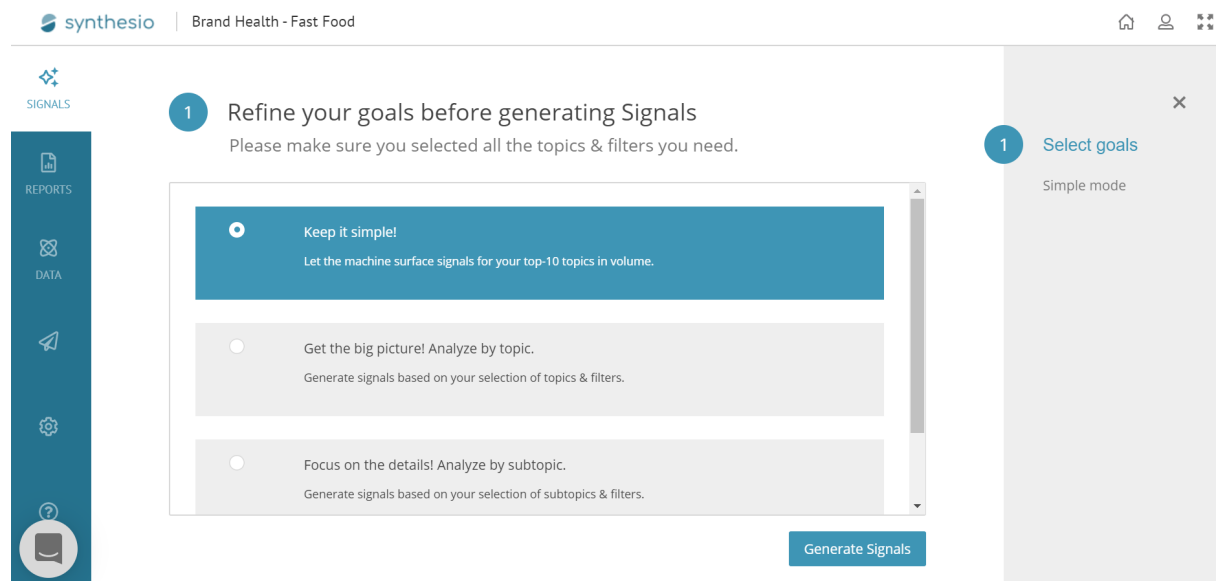
When you are ready, click 'Generate Signals'



Pick between three options

Next, you will notice that you can select from three options:

1. Your top 10 topics. This option is automatic and will generate your Signals without you having to define any additional parameters.
2. A selection of your topics and filters that you define.
3. A selection of your sub-topics and filters that you define.



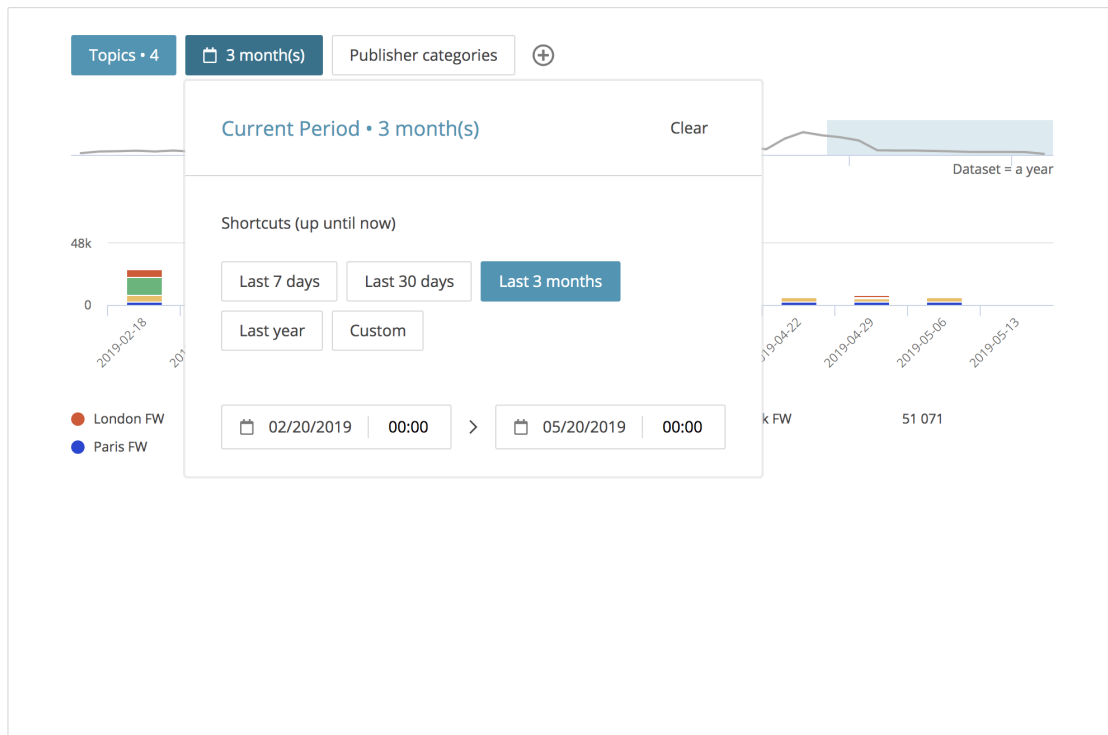
Applying Filters

As alluded to above, if you click the option to generate by Topic of Sub-topic, you can then apply various filters. You can select from topics/sub-topics, time period, publisher categories and any other relevant filters to specify the data set you would like Signals to analyze. You won't need to complete this step if you've decided to generate Signals with the "Keep it simple" option.

1

Filters ⓘ

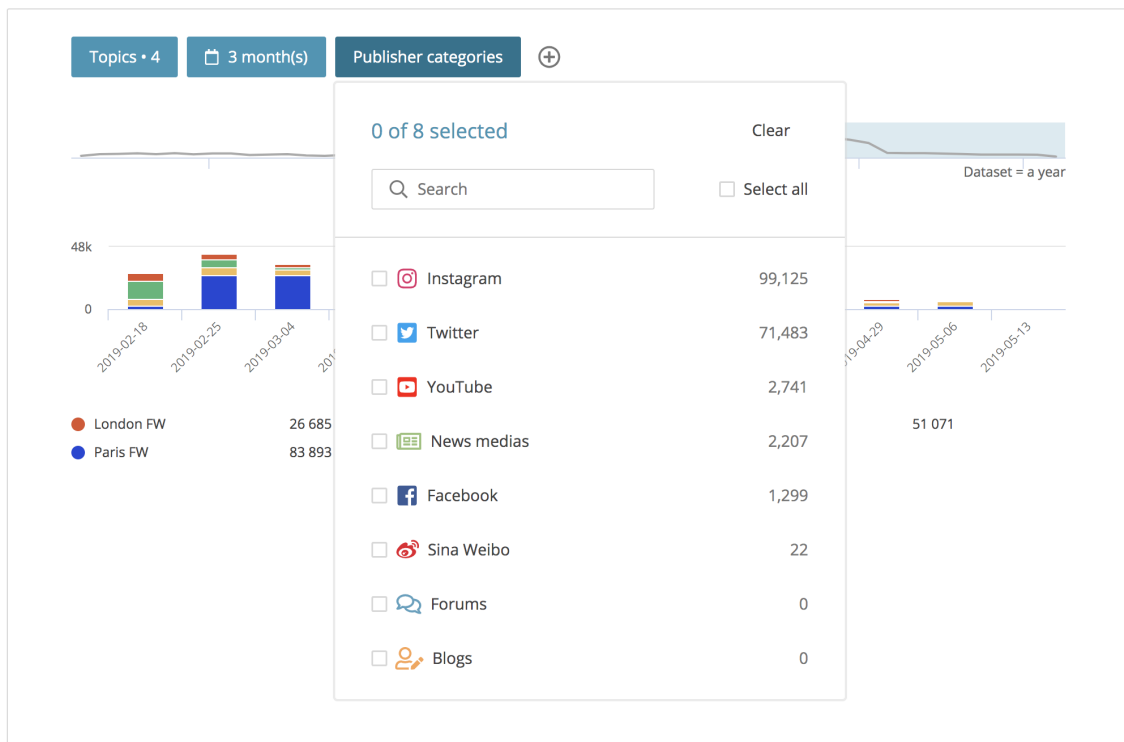
Select filters to restrict your data set



Next

1 Filters ⓘ

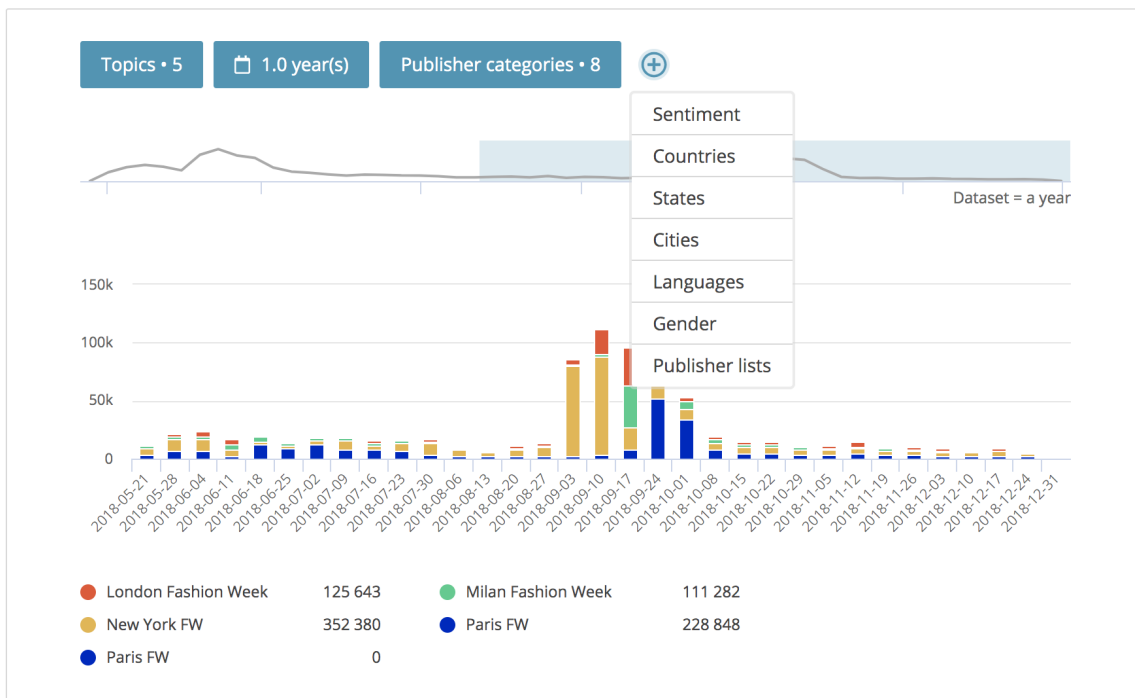
Select filters to restrict your data set



1

Filters ⓘ

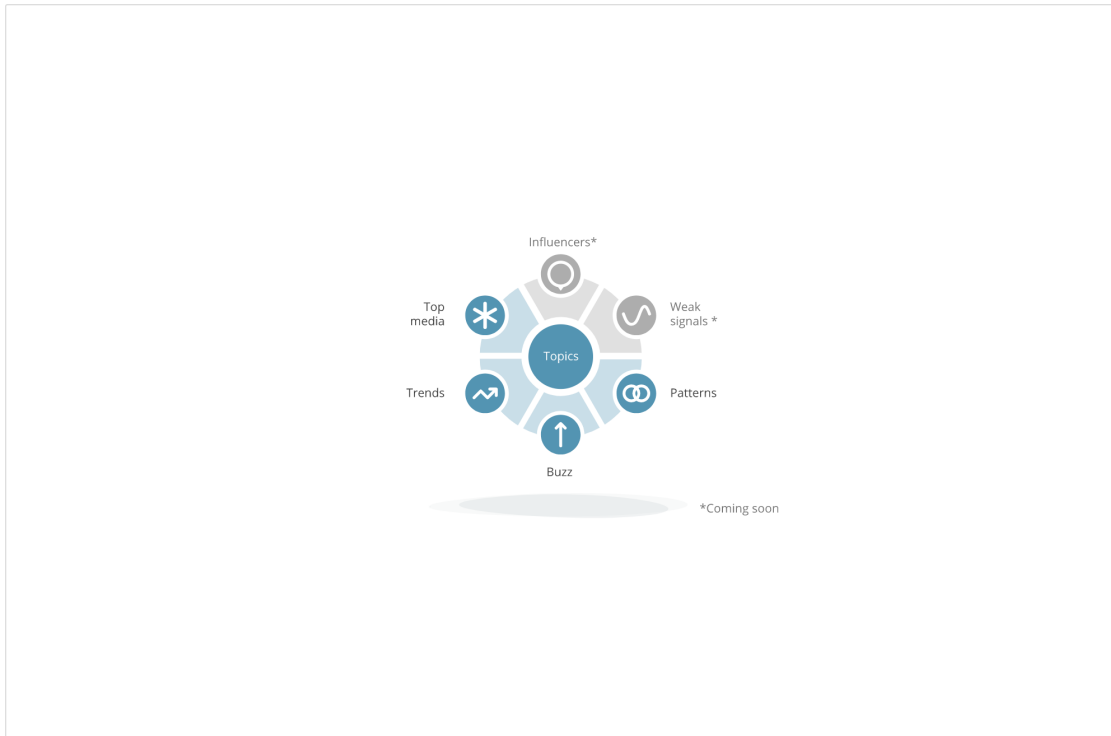
Select filters to restrict your data set



3. Then generate your Signals!

2 Generate your study

Please make sure you selected all the topics & filters you need.



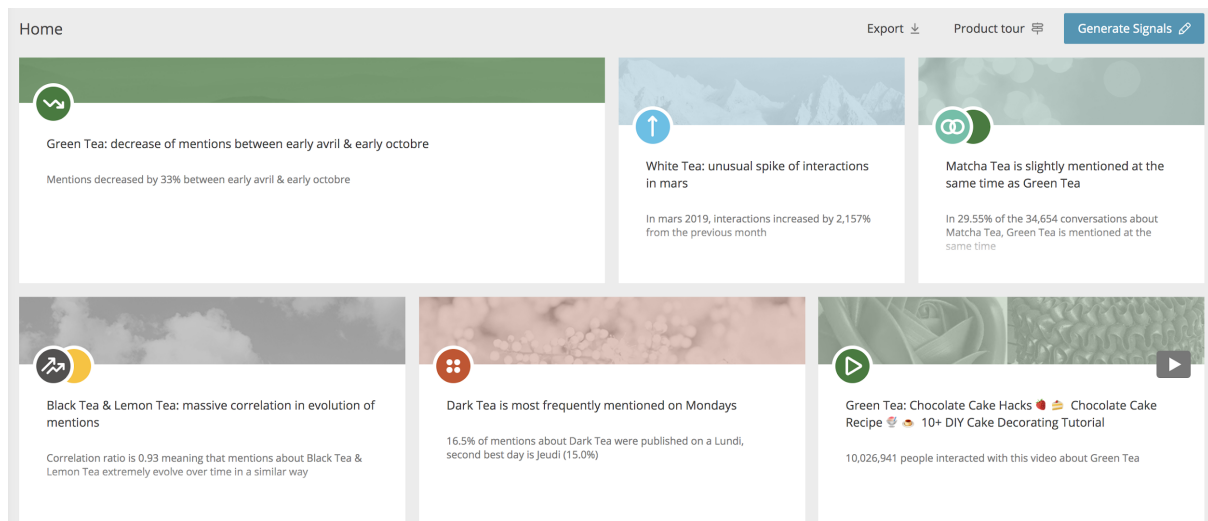
[previous](#)

[Generate Signals](#)

After your Signals have been generated, you will be taken to our Signals home page, Top Signals.

Quick Tip: Any time you need to update the topics, timeline, or publisher categories used within your Signals module, follow the same three simple steps outlined above.

Home



Displayed on this page are the Signals (trends and insights) our AI engine has identified as most relevant to your brand. These Signals are the most statistically significant Signals from each category, so on this page, you will find a combination of media, peaks, trends, correlations, co-occurrences and daily patterns.

Getting The Full Story

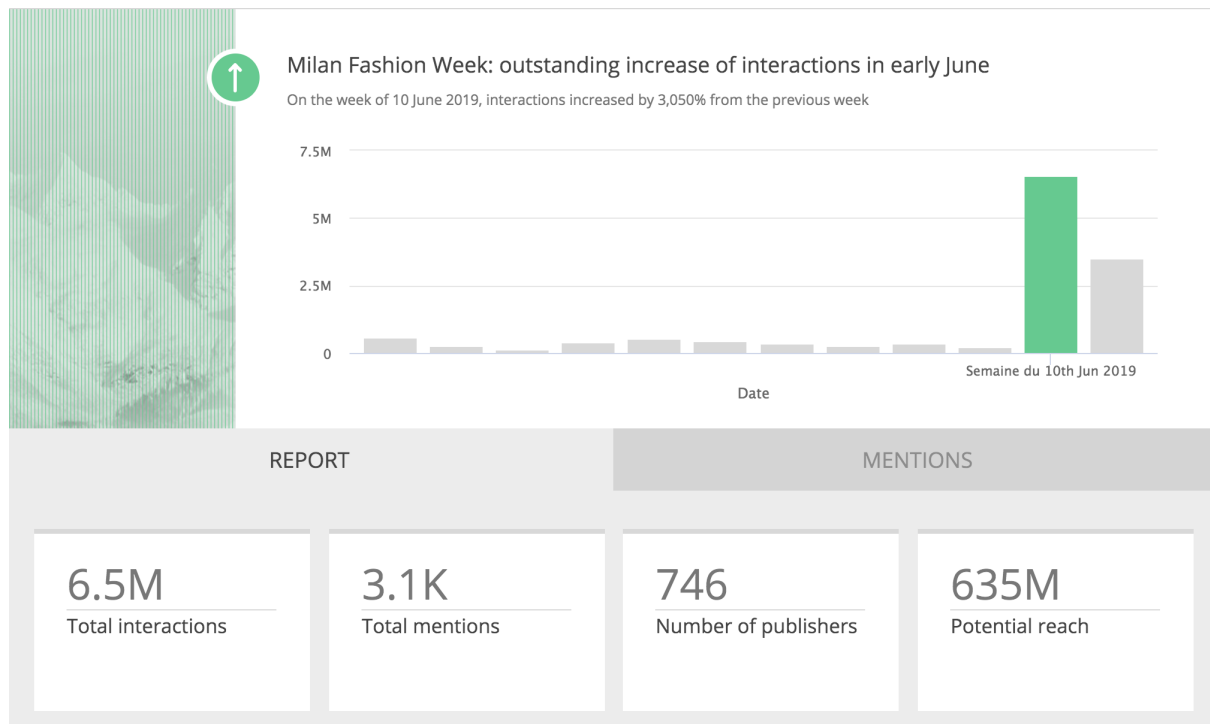
Click on any Signal throughout the Signals module to open up a contextual report and understand what is driving the trend or insight you want to explore.

Each contextual report is customized for the Signal it is describing and contains two tabs.

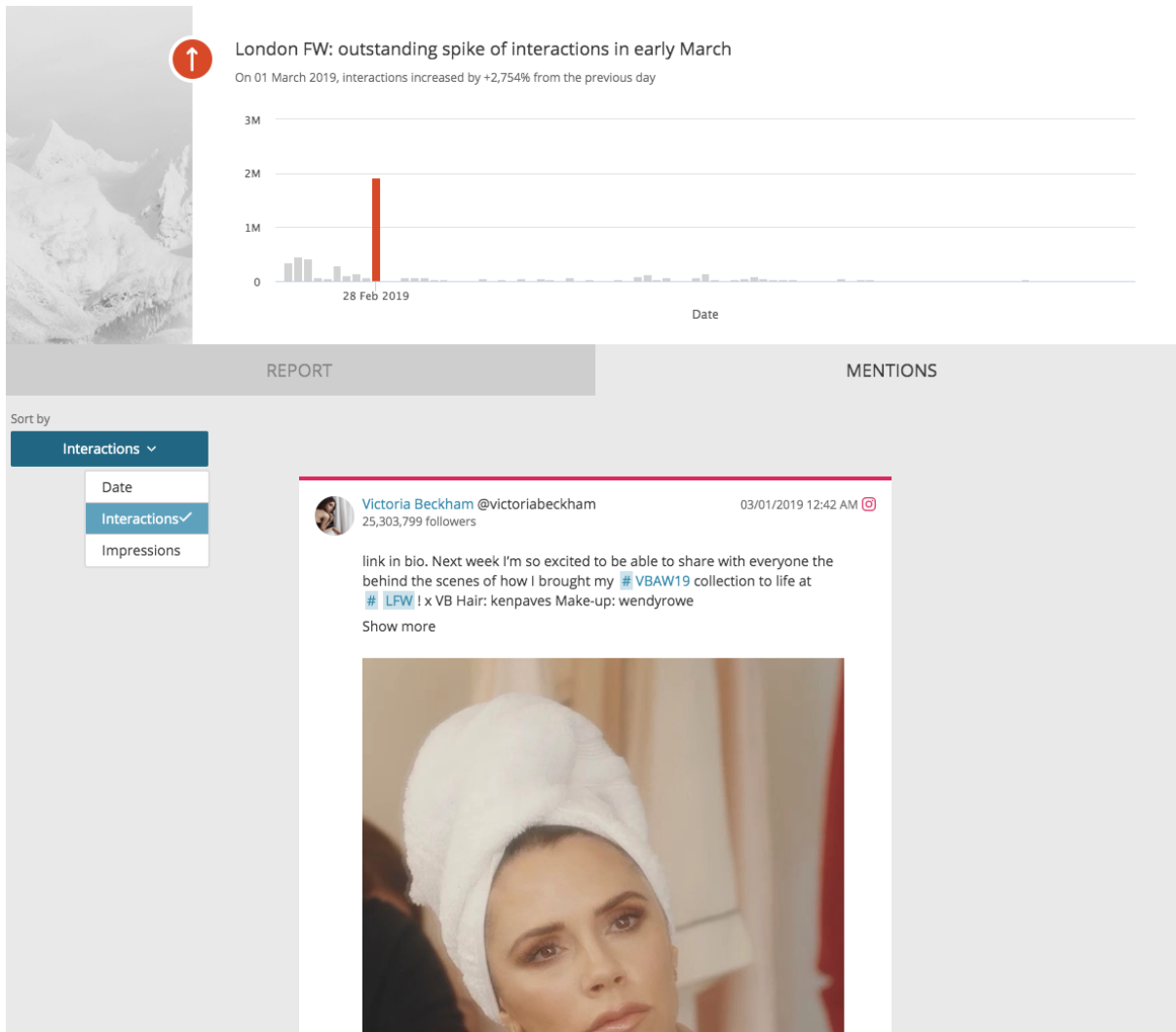
The first tab provides information on things such as

- Total Interactions, mentions, and impressions
- Sentiment Distribution
- Media Types
- Country Distribution
- and More

so you can better understand the trend you are exploring.

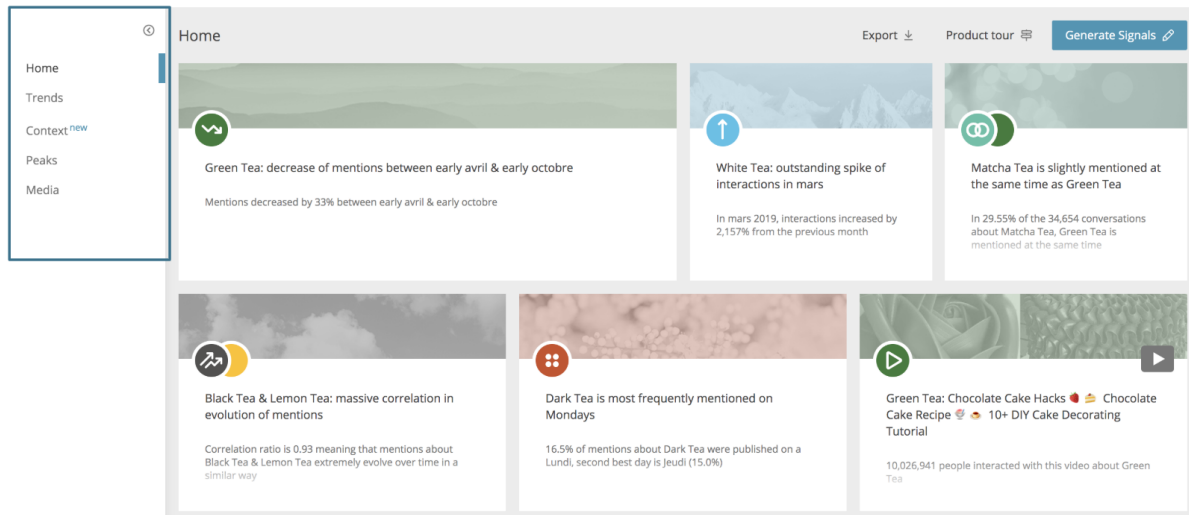


The second tab contains the mentions the trend is made up of. The mentions can be sorted by date, interactions or impressions and each mention contains the same information that mentions contain in your [mentions stream](#).



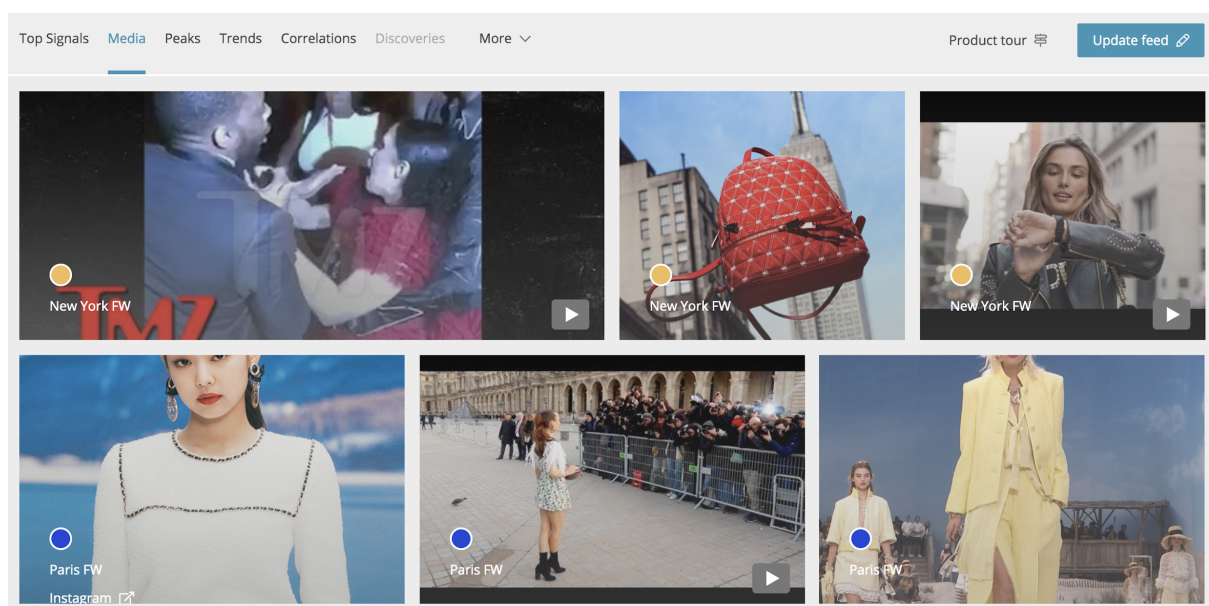
Navigating Signals

To switch from one page to another within Signals, you can either click on the desired page name in the left navigation bar:



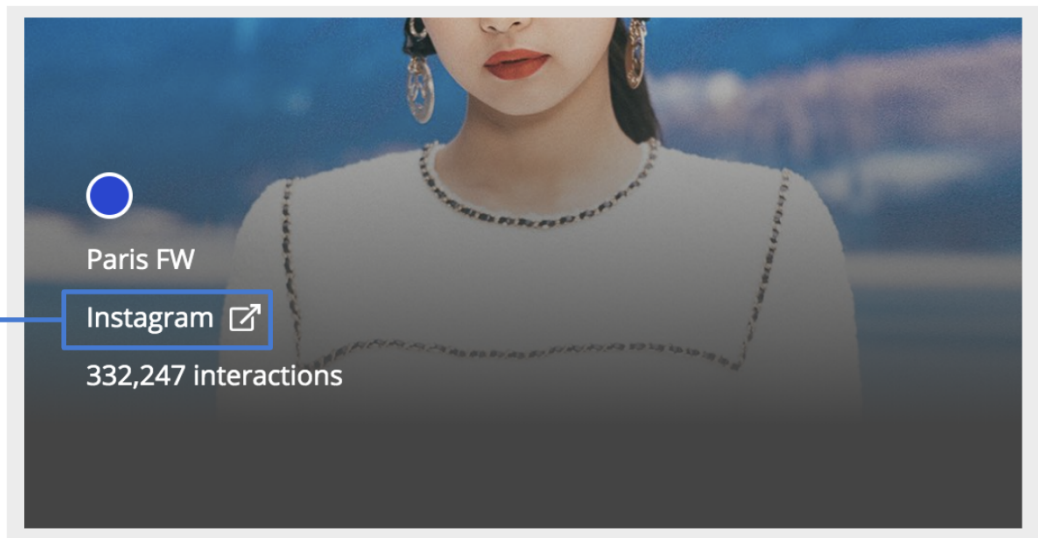
Media

The *Media* page of Signals is your news feed containing all of the videos and images relevant to your brand's monitored topics that are trending.

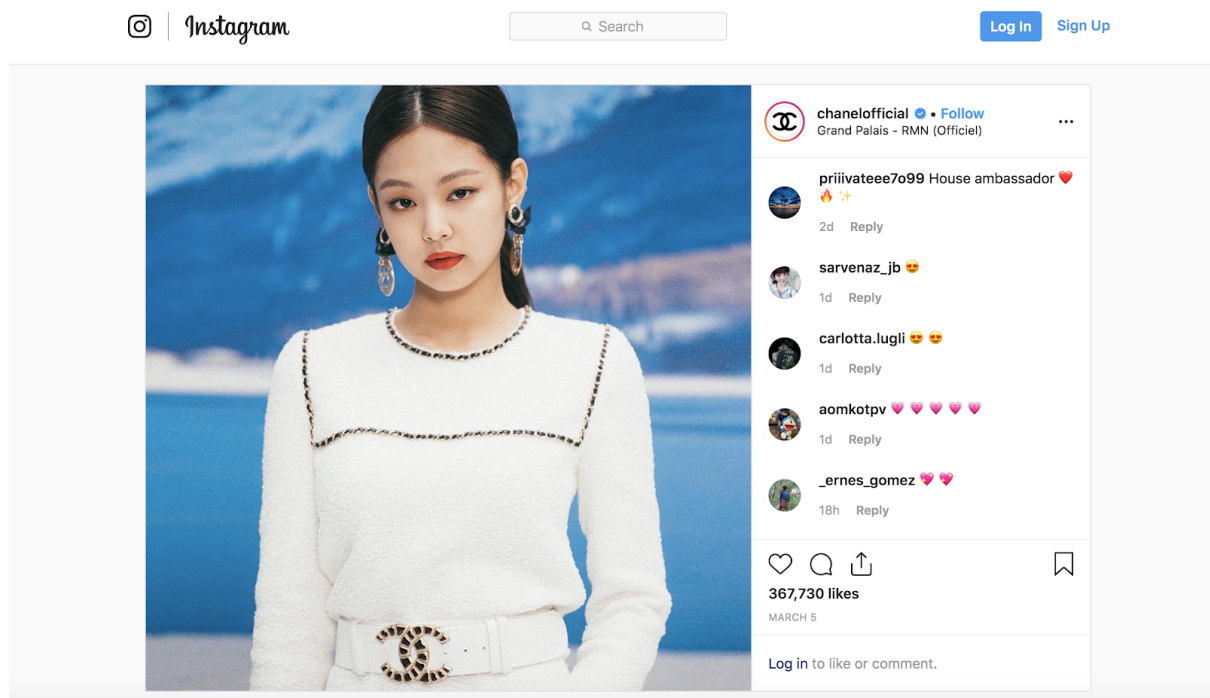


Hovering over any of the Media cards shows you

1. Which of your topics the media is related to
2. Which platform it went viral on
3. How many interactions the image or video generated



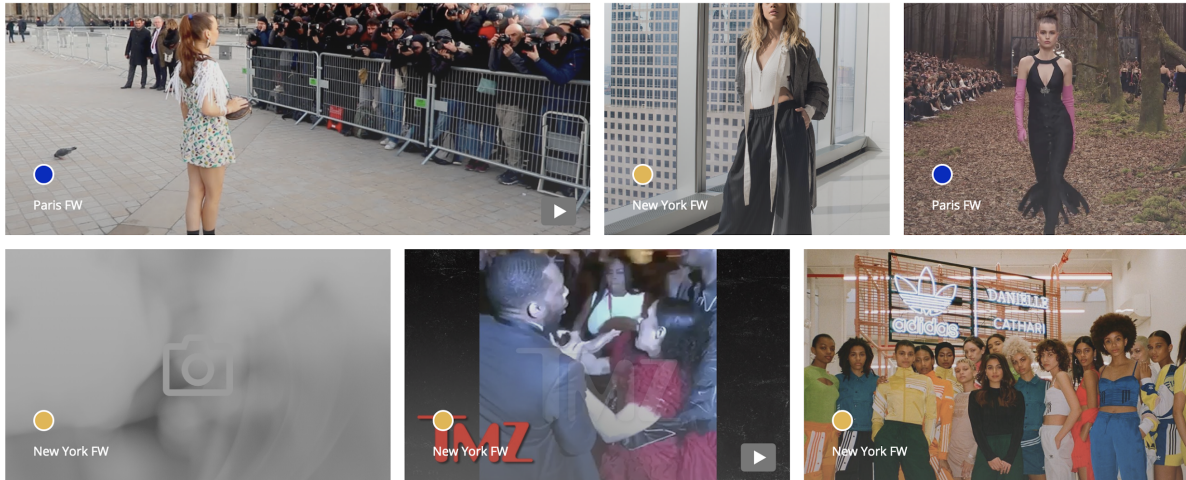
Clicking on the name of the platform the media went viral on will bring you to the original mention:



You can easily filter your Media Wall by topic by clicking on which topics you would like to include or exclude from your media wall at the top of the page:

Viral images & videos

● New York FW ● Paris FW ● London Fashion Week ● Milan Fashion Week



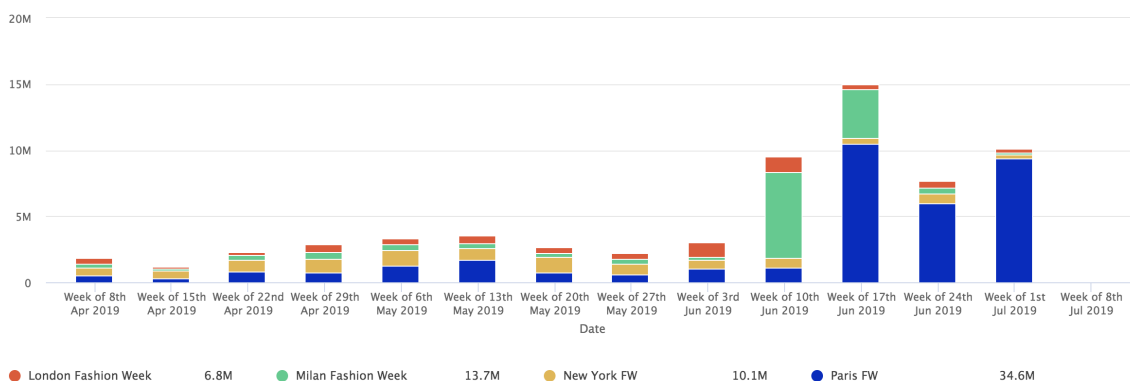
Quick Tip: A filled in circle at the top of the Media Wall page indicates that viral media related to the topic is currently being shown in your media wall. A transparent circle means that viral media findings for that topic are currently not being displayed.

Peaks

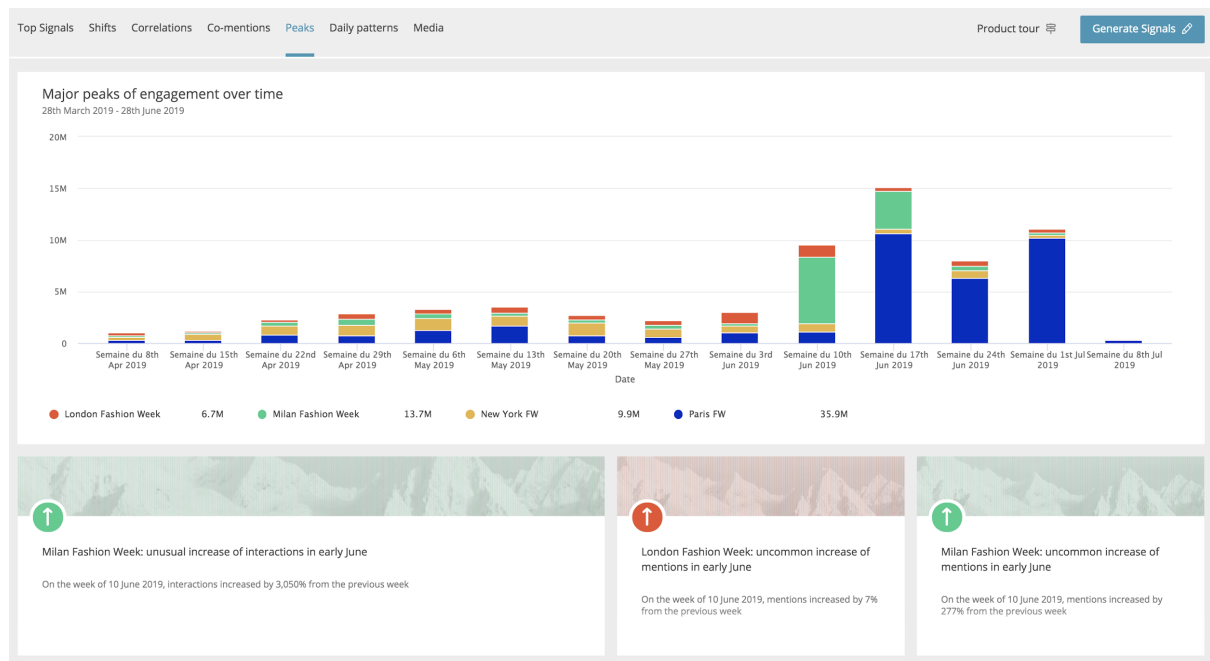
The *Peaks* page compiles all of the significant peaks and drops in online interactions surrounding your monitored topics. At the top of the Peaks page you can quickly see which of your topics' conversations interactions peaked over time:

Major peaks of engagement over time

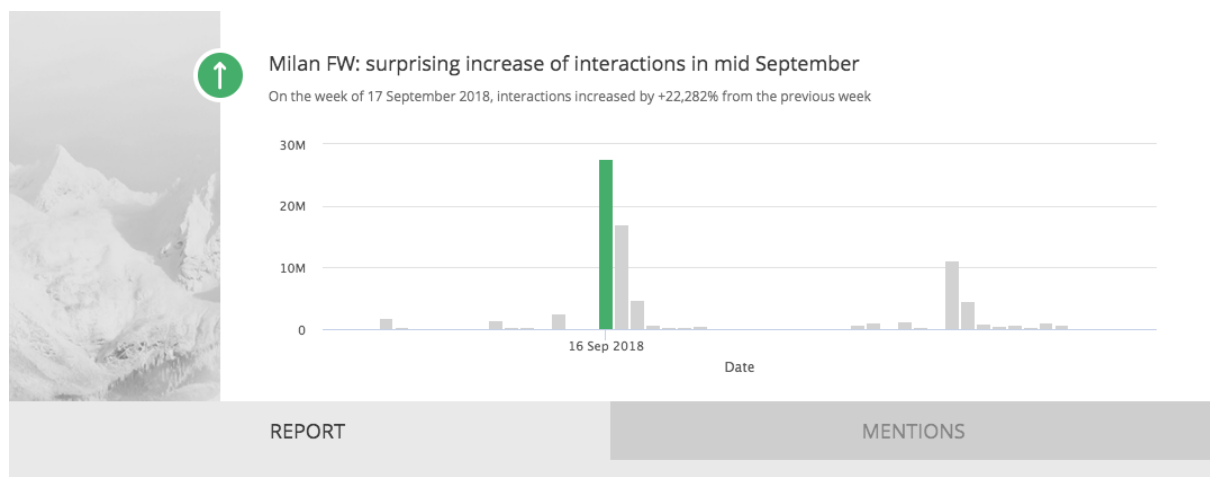
28th March 2019 - 28th June 2019



Each Peak represents an unusual volume of interactions happening online related to your monitored topics.

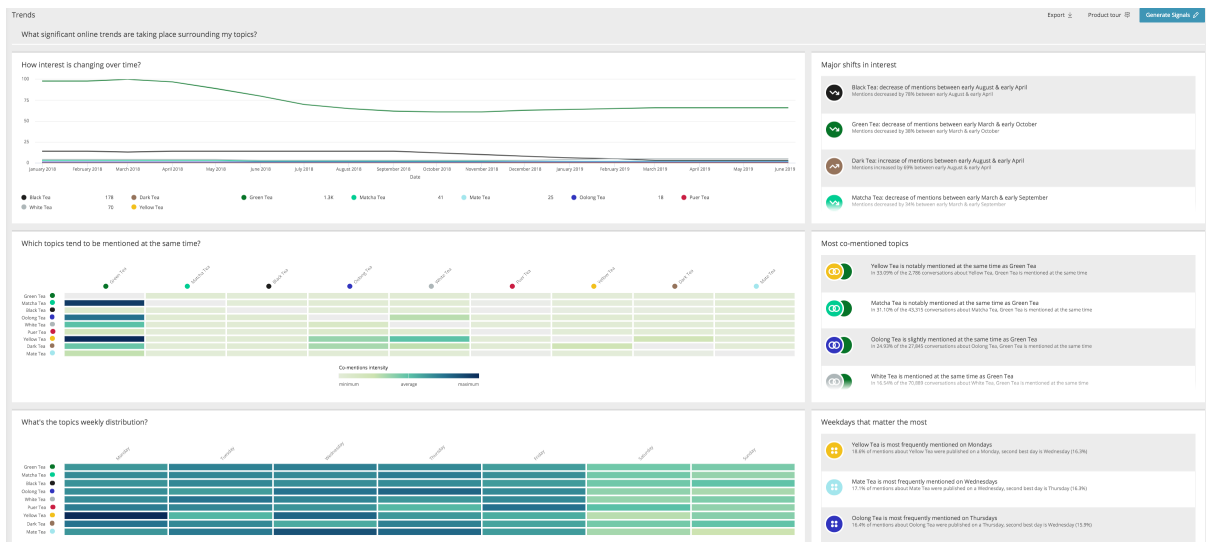


Like the Signals in the "Top Signals" page, clicking on any Peak Signal will open up a contextual report.



Trends

The Trends sections of your Signals module contain the Trends Landscape Matrix, Shifts, Daily Patterns, Co-mentions, and Correlations.



The Trends Landscape Matrix

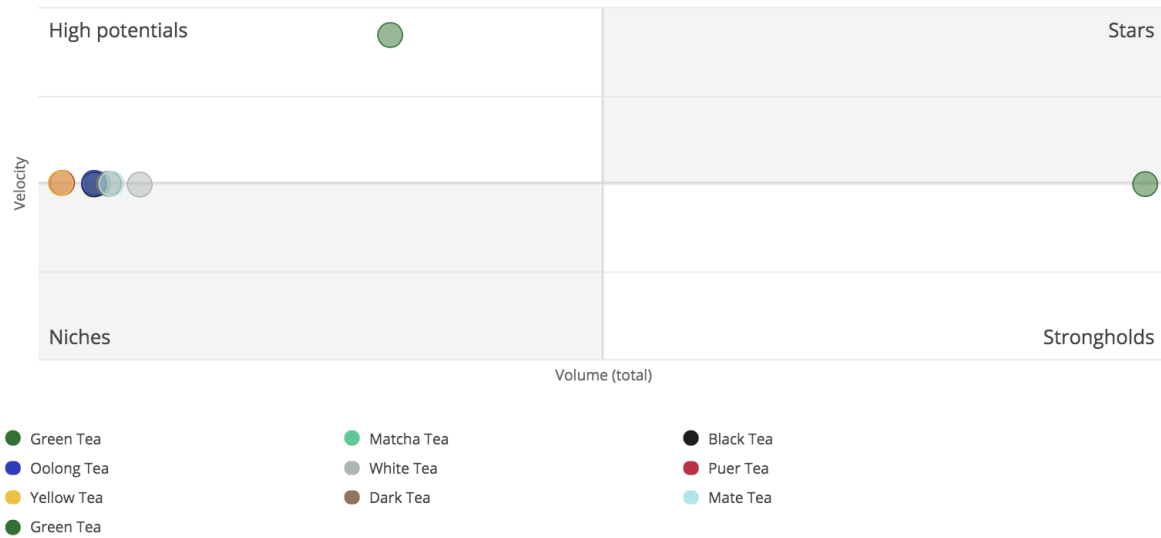
The Trends Landscape matrix is here to give you a snapshot of your topics' market trends at a glance. Some topics tend to be mentioned a lot online, while others may be mentioned less often, but growing in prevalence. Use the matrix to immediately identify which of your topics are growing in mentions volumes faster than others & which ones can become threats or opportunities.

Here are the definitions of both axis of the matrix:

- **Volume:** aggregated number of mentions for all your topics during your selected time period. Note that this number does not include comments, only original mentions.
- **Velocity:** average growth rate of all topics during your selected time period

Trends Landscape

21st July 2019 - 21st October 2019



Topics located in the "High Potentials" quadrant of your Trends Landscape Matrix have relatively low mentions volumes, yet above-average growth rates. That means that although this topic may not be getting mentioned very often, that could soon change.

Topics in the "Niches" quadrant are topics with lower mentions volumes and a lower growth rate.

Topics in the "Strongholds" quadrant have high mentions volumes and lower mentions growth rates, meaning that this is a topic with a stable, high share of voice.

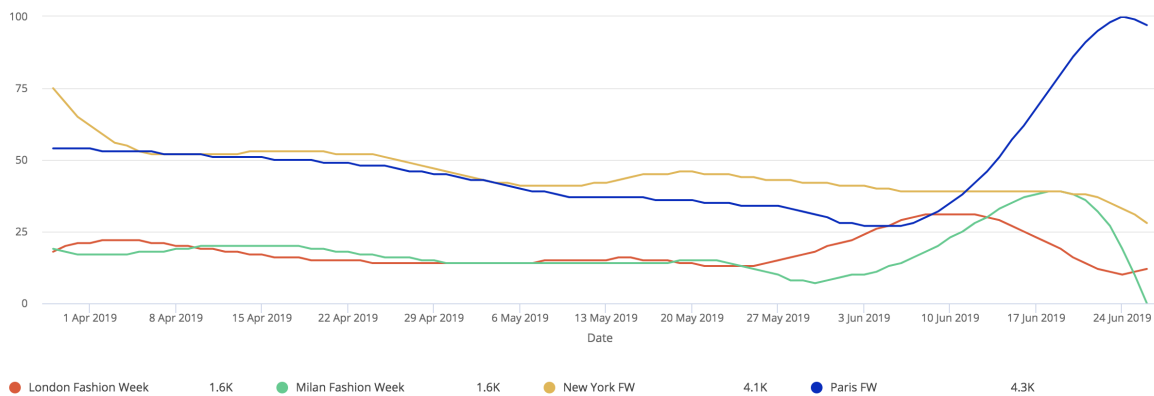
Topics in the "Stars" quadrant have above average mentions volumes and growth rates.

Shifts

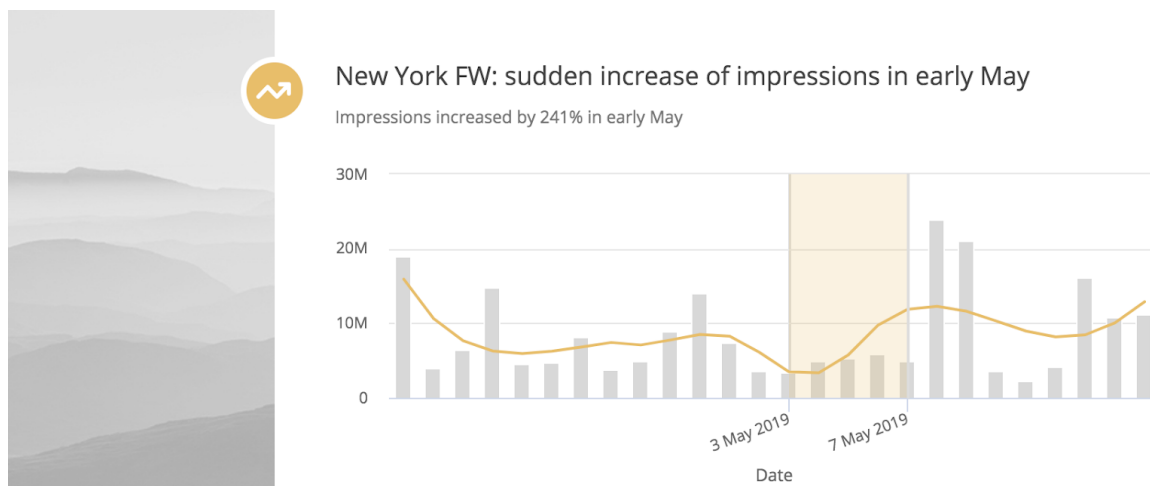
Shifts include all of the significant increases and decreases over time of mentions volumes. Unlike peaks, shifts take place gradually over some period of time.

In the trends page you can quickly see which of your topics' conversations volumes shifted over time:

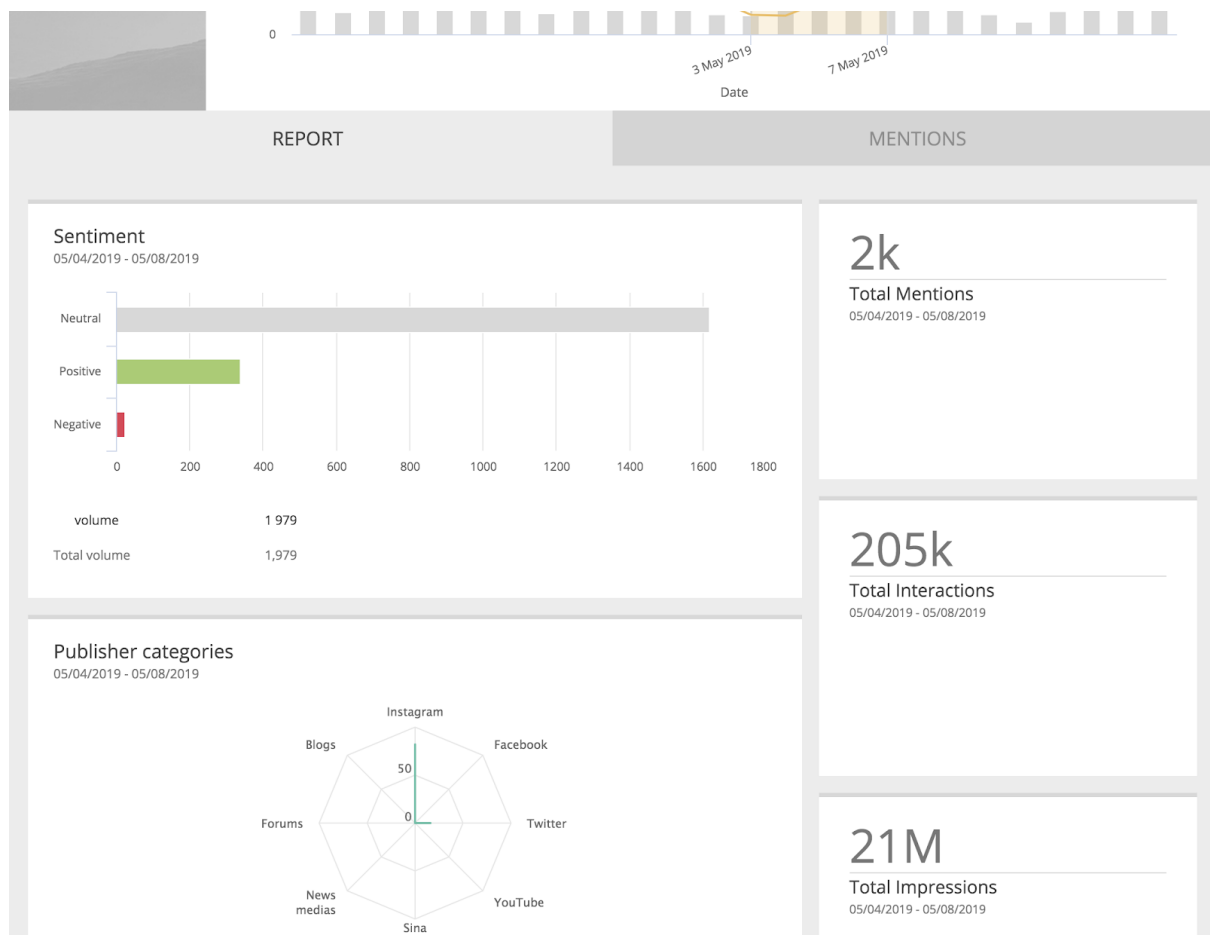
Topics trends analysis over time
28th March 2019 - 28th June 2019



In the example below, mentions relating to New York Fashion Week increased between the beginning of May.



Like the Signals on other pages, clicking on any Shift card will open a contextual report consisting of two tabs, a *Report* tab and a *Mentions* tab containing a related mentions stream.



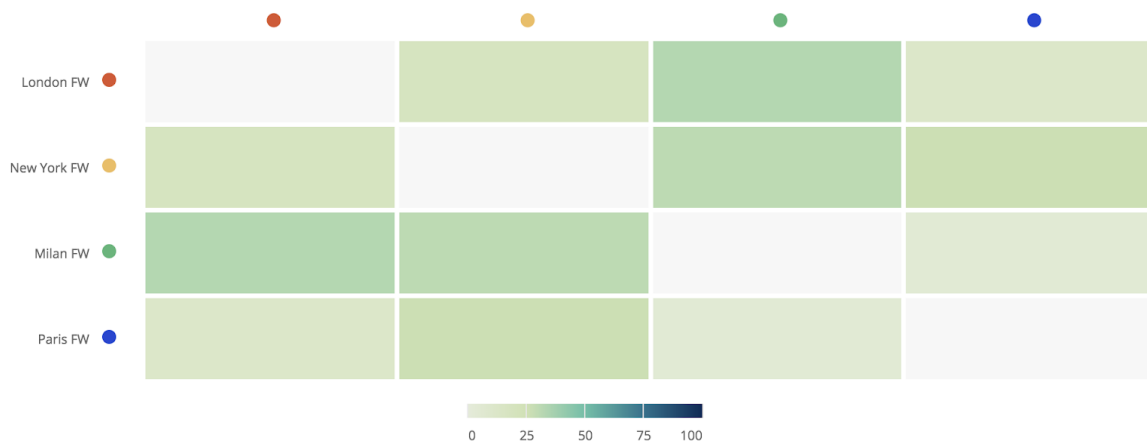
Correlations

Correlations contain Signals detailing instances of similar evolutions between your monitored topics.

In other words, a correlation occurs if the mentions, interactions or impressions for a topic is similar to another topic over a period of time.

In the trends page you can quickly see which of your topics' conversations evolve in similar ways:

Review interdependence between all topics.
20th February 2019 - 20th May 2019

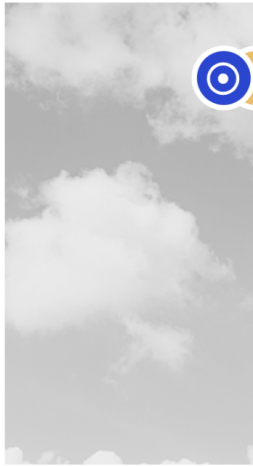


Topics with darker shades of green between them correlate more than those with lighter shades. In this example, London Fashion Week correlates strongly with Milan Fashion Week while Milan Fashion Week does not correlate at all with New York Fashion Week.

Clicking into the boxes found in the summary widget will open the contextual report of the Signal representing that correlation.

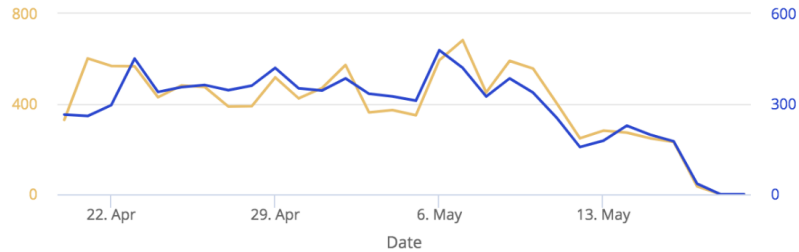
The title of each Correlation Signal indicates the statistical significance of the finding. A **massive correlation** like in the example below is the most significant followed by strong, high, notable and slight correlations. For more details on the statistical rankings of each kind of correlation, check out our [FAQ](#).

In the example below, mention volume related to New York Fashion Week and Paris Fashion Week are similar even though the events ran several weeks apart.



Paris FW & New York FW: massive correlation in evolution of mentions

Correlation ratio is 89% meaning that mentions about Paris FW & New York FW extremely evolve over time in a similar way



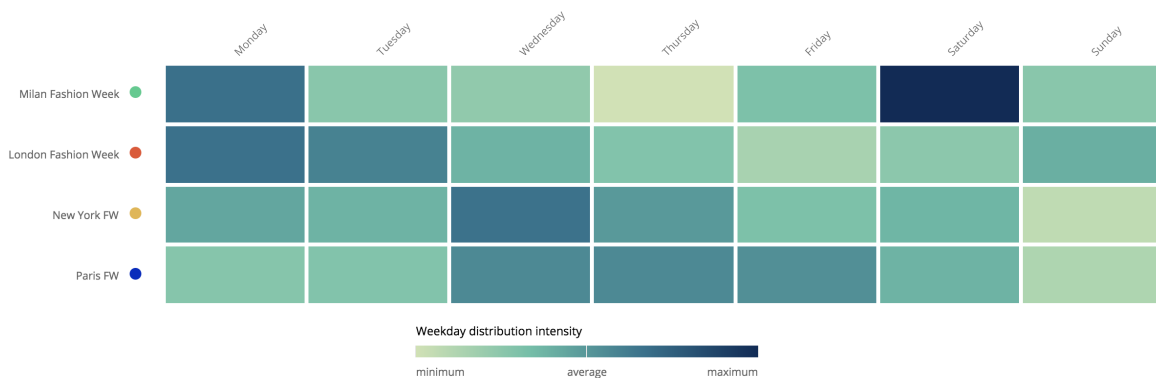
The title of this Correlation Signal indicates that there is a **massive** correlation between the two topics. A massive correlation is the most statistically significant Correlation finding there is.

Daily Patterns

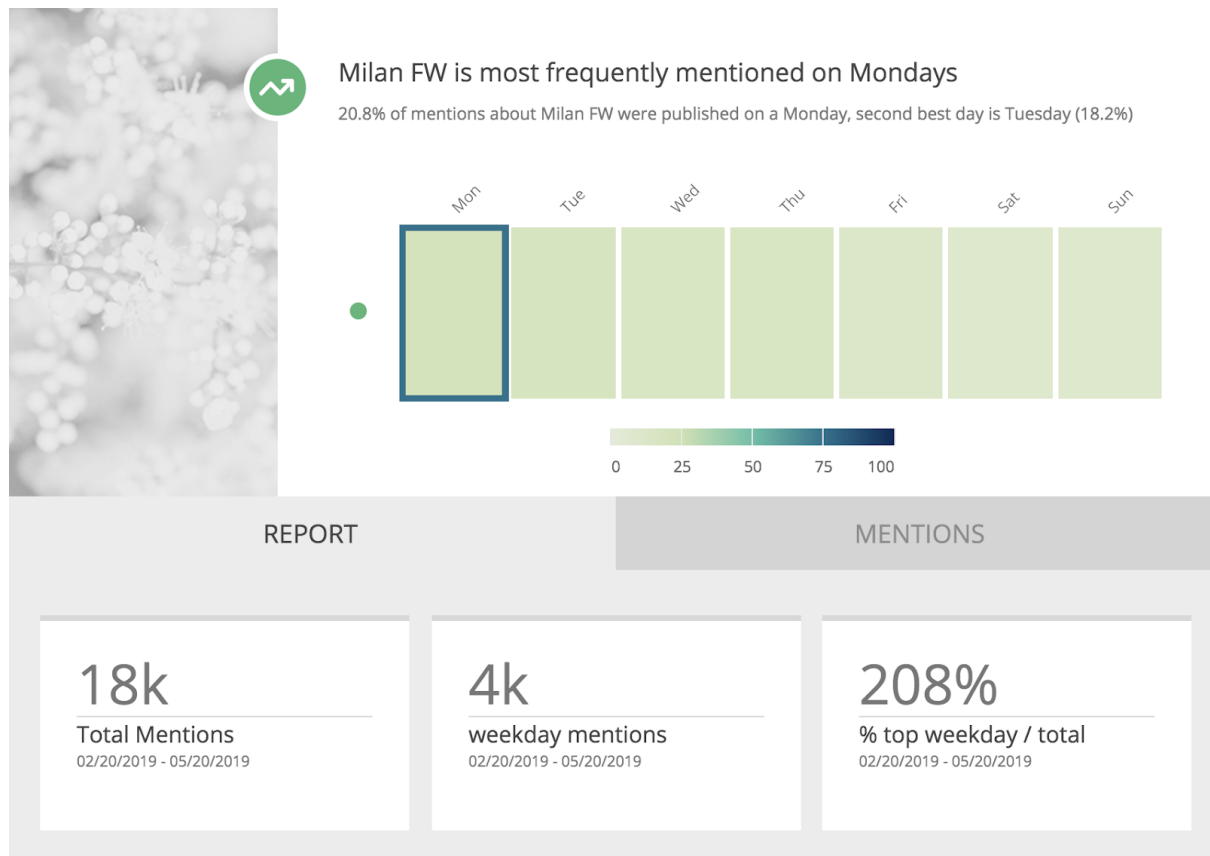
Daily Patterns contain Signals that identify what days of the week people are most likely to post mentions related to your monitored topics.

Like the other types of trends, Daily Patterns trends have a dedicated summary widget:

Review on which weekday each topic tends to be mentioned the most.
28th March 2019 - 28th June 2019



Clicking into the boxes found in the summary widget will open the contextual report of the Signal representing that daily pattern.

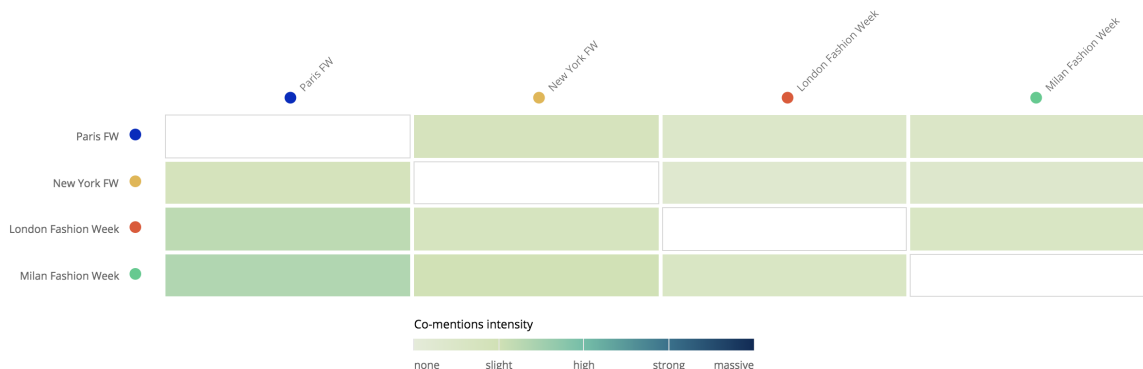


Quick Tip: Use discovered daily patterns to boost your brand's social media strategy and online engagement rates by timing posts and content to coincide with the days that people are already posting most often on.

Topic Co-Mentions

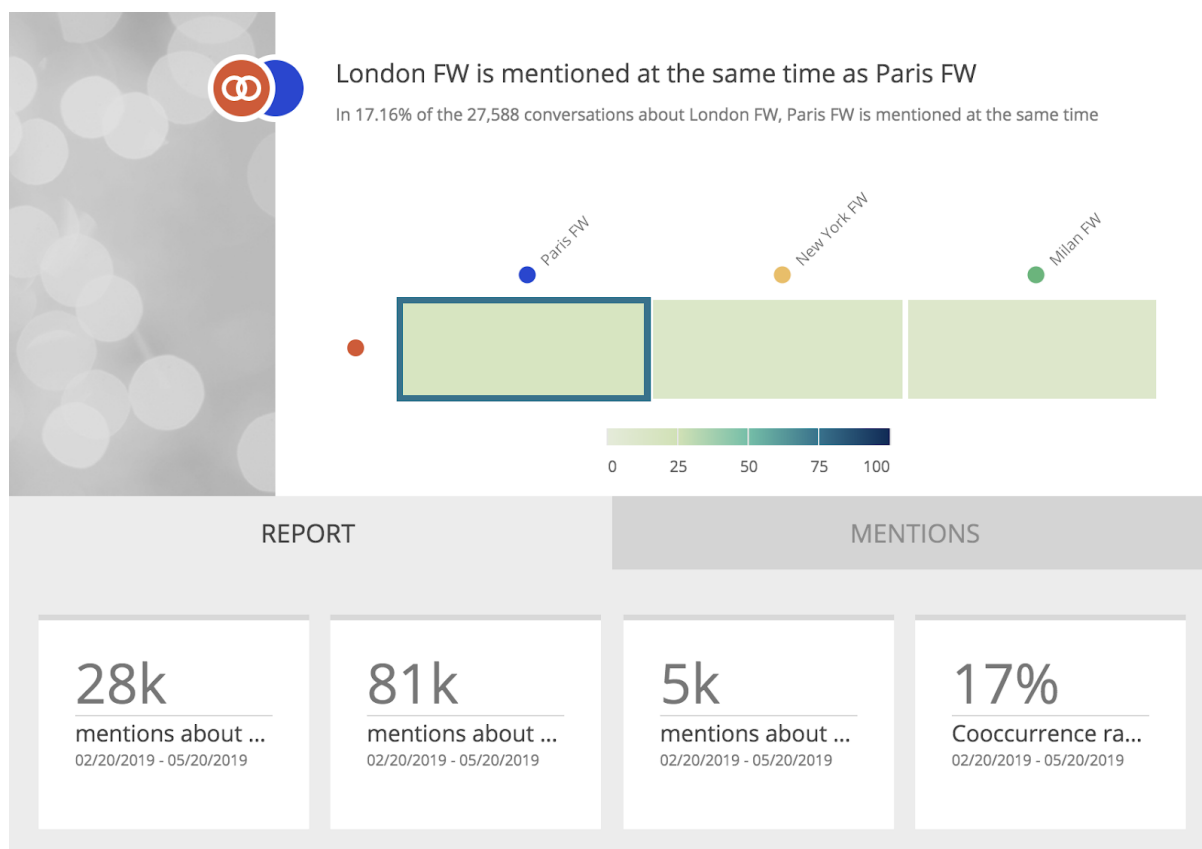
Topic Co-Mentions are Signals identifying which of your topics are often talked about together within the same mention. The Trends page contains a summary widget showing which topics tend to be mentioned together in the same conversation.

Review which topics tend to be mentioned together in the same conversations.
28th March 2019 - 28th June 2019



Clicking into the boxes found in the summary widget will open the contextual report of the Signal representing that Co-Mention.

For example, the following Signal identifies that 17.26% of mentions about London Fashion Week, also include mention of Paris Fashion Week.

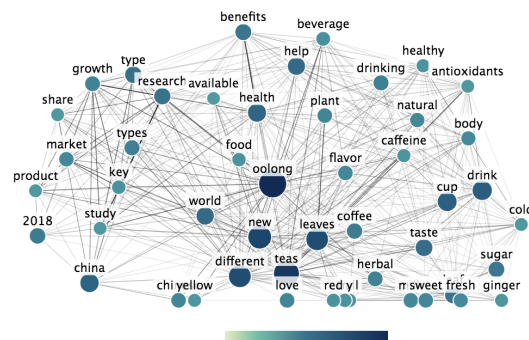


Context

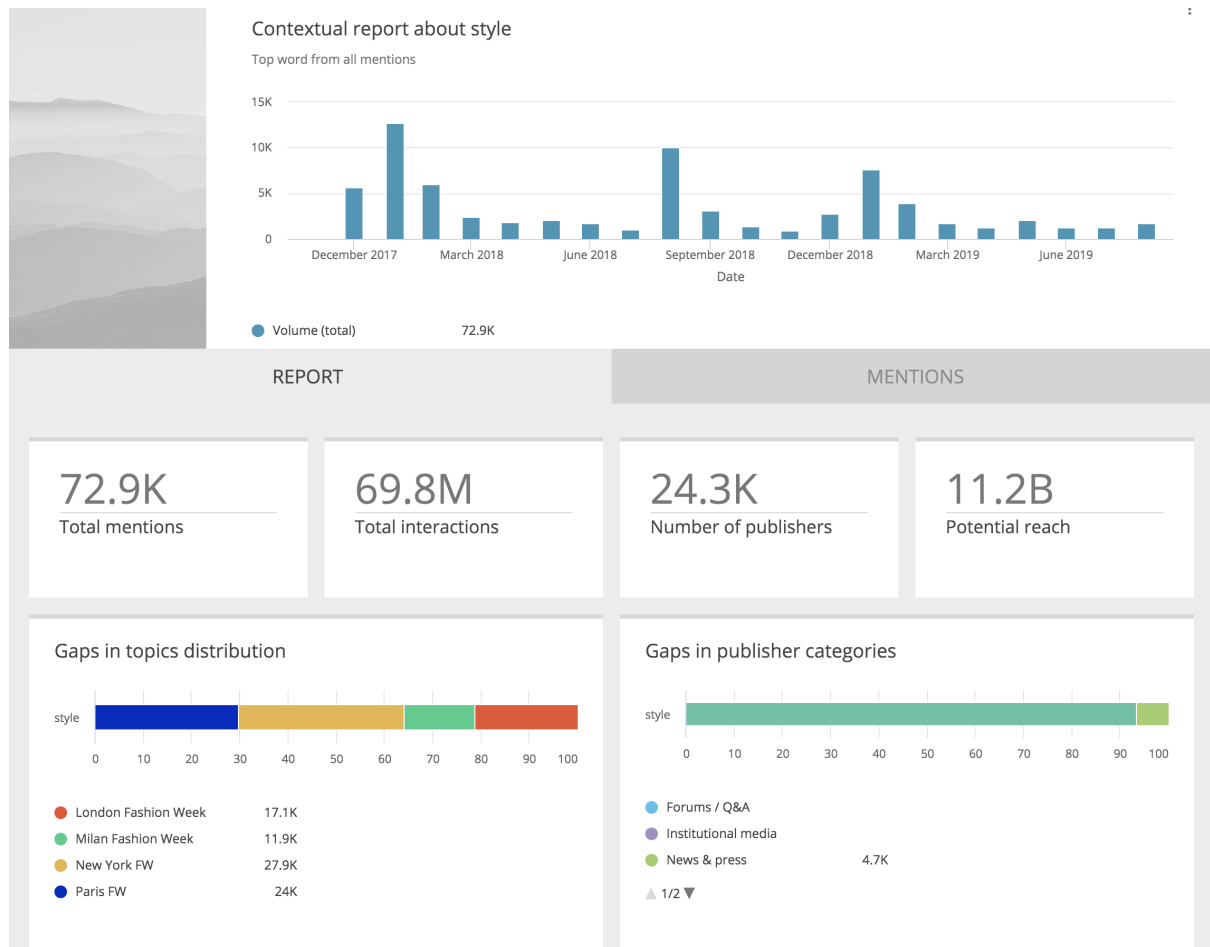
The Context tab in your Signals module provides valuable contextualizing information regarding your topics and/or subtopics.

The Top-50 words network map identifies words that *you have not queried for* that often appear in conversations alongside your topics.

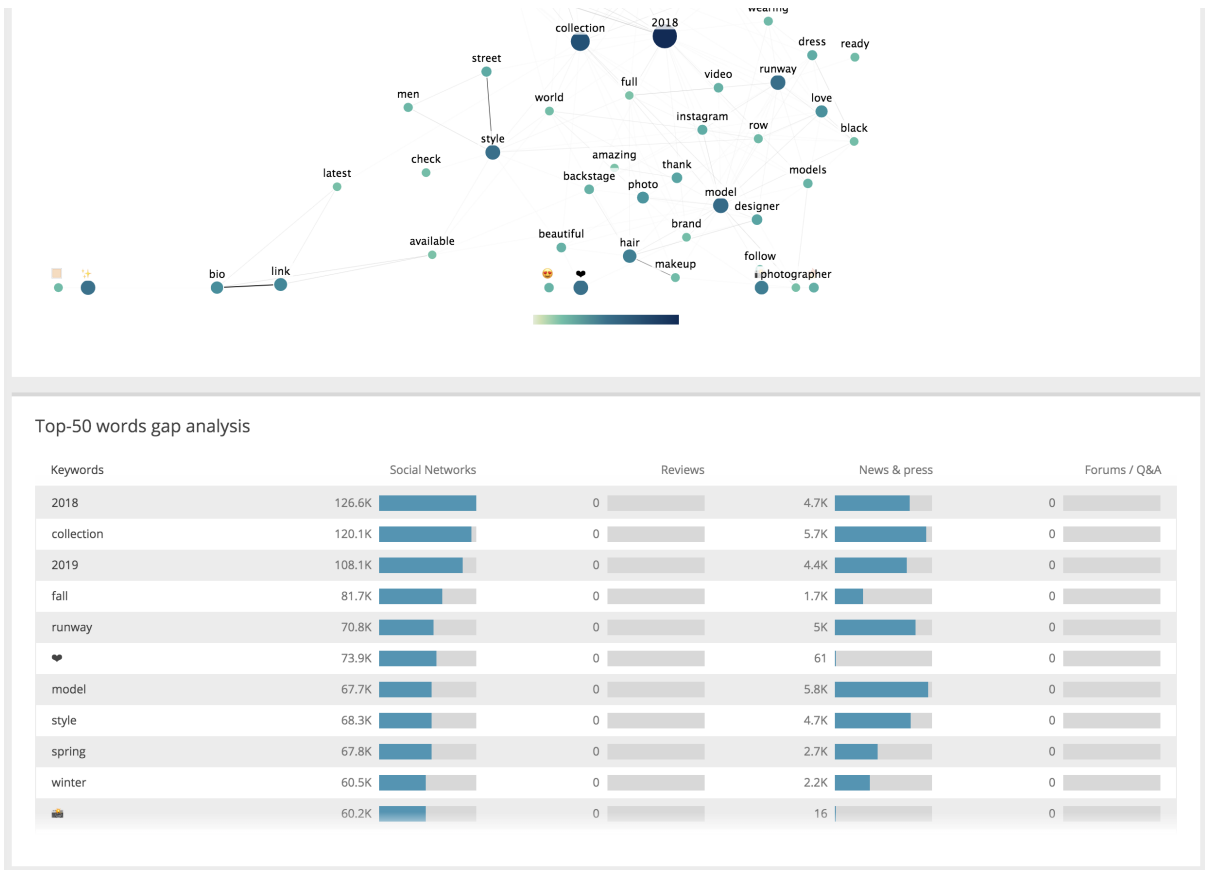
Top-50 words network map



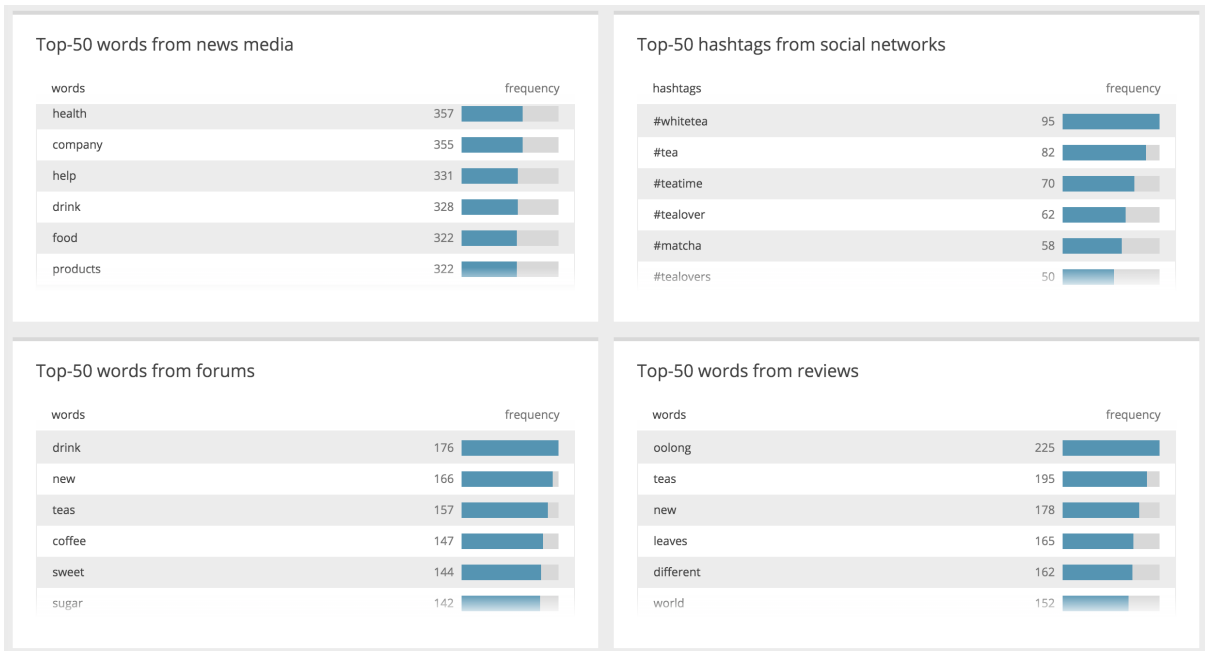
Clicking on any of the identified context keywords will open a contextual report corresponding to that finding. Like all other Signals, the contextual report provides background information into how, where, and why that word was mentioned in online conversations surrounding your topics.



Below the top 50 words network map you can find the distribution of mentions for these words across different publisher categories:



Below the top 50 words network map you can also find the top 50 words found alongside your queried keywords in online conversations in news media, forum, and review sources as well as the top 50 hashtags found alongside your queried keywords on social networks.



For more technical information on the data science powering Signals, check out our [Signals FAQ!](#)

Lastly, thank you for participating in our Beta, collaborating with our customers is what makes Synthesio great!