Real-Time Search Trends: Market Research Report

https://marketpublishers.com/r/REDAA01F5CFEN.html

Date: December 2013
Pages: 25
Price: US$ 1,450.00 (Single User License)
ID: REDAA01F5CFEN

Abstracts

The reports predicts that real-time search offers a means to observe general consumer sentiment in respect of a specific brand, company or campaign and rapidly find out factors that are providing positive response in respect of consumers and potential challenges. 'The fast pace and massive volume of information generated by real-time web technologies and practices creates the problem of finding relevant information. Real-time search is construed as a technology that facilitates real-time search result update and eliminates the need for repetitive searches for same query.' Real-time search also enables marketers in monitoring and reacting to the happenings at competitors' domain. Marketers would also be able to use information gathered through real-time search for making timely bids for important words that possess relevancy at a particular point of time.

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Real-Time Search Trends: Market Research Report

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Need for Special Algorithms

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Twitter (USA)
Earlybird

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OneRiot Closes Down Real-time Search Engine

Twitter Enters into Partnership Agreement with Seven Start-up Companies

8. APPENDIX

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