Get the right sentiment by customizing Social Studio tools

Learn how to fine-tune social sentiment to your company’s needs. With this Accelerator, you’ll learn how to tune tenant level sentiment outside of Marketing Cloud’s default dictionary words and weights. The results will be a more accurate measurement of customer sentiment.

What it can do for you.

- Improved precision and recall
- Increase reporting accuracy

How it works.

A Certified Specialist will guide you through the process via two-three calls totaling 3 hours over 2 to 4 weeks.

- Overview of Sentiment tuning concepts & homework assignment
- Working session to review assignment output

Outcomes

- Instruction on tuning your model and review tips and tricks