

## **18/064 - Social Listening Tool**

Ervia is undertaking a competitive tender process to award a contract to meet the following requirement.

Ervia requires an “off the shelf” social listening solution with listener dashboards which can be configured/tailored by our own staff to facilitate comprehensive, real-time and ongoing analysis of relevant social conversations. The tool should analyse relevant keywords and hashtags to understand brand and category trends and enable Ervia to make informed strategic decisions. Ervia require a tool which monitors incoming messages across networks and tracks brand-specific keywords to help Ervia find and engage in conversations. The tool should facilitate real-time and ongoing analysis of topics, hashtags, brands, industries and more on Twitter, Facebook, Instagram and top tiered social media platforms. Ervia should be able to extract actionable insights from social conversations with engagement metrics, trend analysis and dynamic data visualisation. It is important to Ervia that we can gather introspective, contextual insights to topics, hashtags and influencers relative to our mentions to find new and incremental media opportunities. Ervia requires the ability to retrospectively search keywords, hashtags and topics across the relevant social media platforms. The objective of Ervia in soliciting and evaluating proposals for the products and services is to ensure the selection of the Supplier's software solution that is most workable and cost effective

If you wish to express an interest in this requirement, please email [tenders@ervia.ie](mailto:tenders@ervia.ie) before **12:00hrs(local time) on Tuesday 16<sup>th</sup> October 2018** quoting tender reference 18/064 in the subject.