

Easy-to-Use, Web-based, Collaborative Text Analytics

Texifter's flagship product, **DiscoverText**, helps you gain valuable insight and knowledge about customers, products, employees, citizens, research data, documents and more. **DiscoverText** is a fully cloud-based solution utilizing credentials, peer groups and crowd-sourcing to search, code, machine-classify and share large volumes of text data. The power of **DiscoverText** comes from using stored human judgments and inferences along with automated software algorithms to create an active machine-learning loop.

DiscoverText is currently used by Fortune 500 companies in various capacities to better understand the intricacies of their data. In the realm of Lead Generation and Business Development, **DiscoverText** brings a **refreshing new approach** for businesses to gain intelligent and actionable insights.

Import

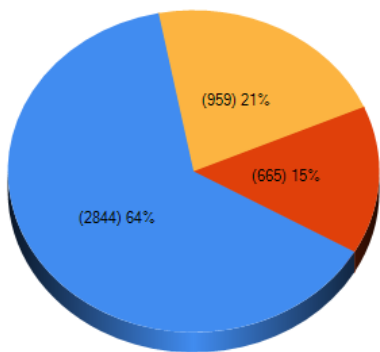


and more!

Join the Lead Generation and Business Development Revolution

Social media is changing the relationship between your business and your clients. Every day your customers are increasingly “wired-in” and awaiting more digital engagement. Different industries and diverse customers call for a unique customizable approach. **DiscoverText** enables you to instantly uncover insights into your customers, pinpoint demographics, and engage them.

Dataset Name: Tweets: Need a Lawyer



- Spam (2844 units) 64%
- Potential Customer (959 units) 21%
- Random Tweet (665 units) 15%

By utilizing a robust search engine and powerful Bayesian classifiers that are **custom-built around your data**, **DiscoverText** will eliminate the noise of social media, and accurately identify those aspects of your data and social media that directly impact your bottom line.

Archive Name	# of Items
McDonalds Tweets: French Fries	65,468

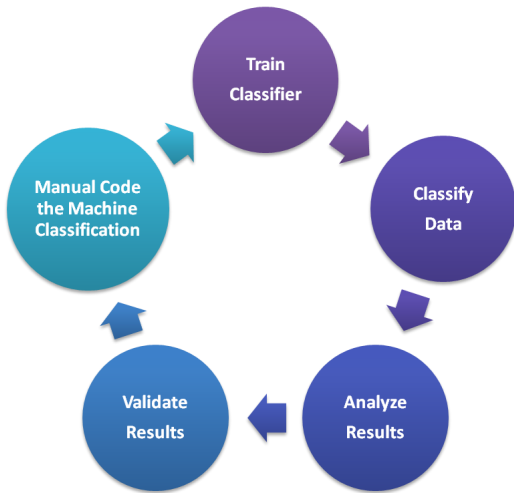
Key Features

- Schedule** repeat fetches of live feeds via API
- Classification** via manual training and automation
- Filter** by metadata and threshold classification
- Redact** and annotate sensitive information
- Code** documents with ease alone or in groups
- Attach memos** to documents, datasets & archives
- Connect** & work with peers via you browser
- Measure** inter-rater reliability and validate results
- Generate** high-level summary and detailed reports

- Remove duplicates** to limit time and effort
- Cluster** near-duplicates and highlight unique text
- Bucket** your filtered documents and searches
- Discover** top meta values and unexpected concepts
- Build topic models** to automate your groupings
- Enjoy** a cloud hosted application with no installation
- Share** projects, re-use models & update results
- Register and login** using Facebook or LinkedIn
- Get started** immediately via a 30-day free trial

Machine-Learning, Custom Classification

DiscoverText elegantly links machine automated processes with human-based decisions. This human-in-the-loop approach to classification is at the core of our philosophy and our **Active Learning Engine**. It is also **integral to producing valid and reliable classifiers**.

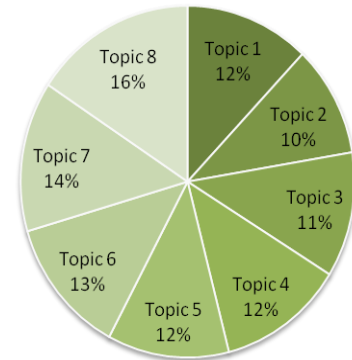


One Size Does NOT Fit All

Classification is a core component of our **Active Learning Engine**. Rather than forcing you to adopt an off-the-shelf machine classifier, **DiscoverText** enables users to train a custom classifier using small numbers of human judgments and iterative coding to measure and then increase human and machine classifier accuracy. Classifiers are trained, tailored and re-used over time.

Immediate Engagement

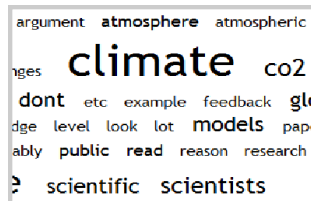
Topic model generation allows you to understand recurring themes and track those themes over time. Use **DiscoverText** to drill into topics and build compound filters to further analyze subsets of data. Our topic model generation tool utilizes state-of-the-art approaches developed over a decade of NSF-funded basic research with top academic computer scientists. Since **DiscoverText** is an active-learning engine, it gets smarter the more you use it.



Accurate Results

Your data and your brand are unique. Off-the-shelf classifiers are **NOT** practical. With **DiscoverText**, you choose from custom and standard classifiers to automatically code **sentiment, mood, taste, political tone, topics, or anything else** you are interested in tracking over time.

Cloud Explorer Toolkit



DiscoverText boasts a one-of-a-kind interactive cloud tag tool. Users have the ability to visualize the topics which have the most impact and immediately create datasets around crucial data.

Customer Testimonials

“We haven’t seen any other off-the-shelf products that can match DiscoverText’s customizable offering. We can’t say enough about the excitement, dedication, and energy that both Stu and his team bring to the table.”

Julia Gomez
Director, People Analytics and Engagement
JetBlue Airways Corp.

“DiscoverText allows me to mine large volumes of information from the blogs, news feeds and university sources that I monitor to ‘discover’ trends for further exploration or research.”

David Porter
BCcampus.ca



Augment your research with powerful, time-saving text tools
Import thousands of documents from various sources and formats
Discover information using powerful software and human techniques
No software to install as our cloud-based application is securely hosted

To learn more, please visit DiscoverText.com

DiscoverText is operated by Textifer, LLC. Textifer is a software development and custom services firm focusing on leading edge text analytics software and techniques.

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