

NM Incite My BuzzMetrics API



Simplify or customize the way social media data is analyzed by incorporating a web services architecture to deliver in-depth brand insights through 3rd party and custom applications.

My BuzzMetrics API was developed to streamline the interfacing with NM Incite data and analytics and by extension to facilitate use in 3rd party and internal applications. Most users have various preferences for displaying, viewing and working with Social Media data; Monitoring, Measuring, and Mining information that they need. These tools ensure the information can easily be integrated into an existing or newly created custom application.

The API is accessible and configurable through the My BuzzMetrics client interface for a simple way to manage the API's segments and topics. The interface also gives application owners the opportunity to see what trend lines or other data points may look like before going live on the production application.

Content and Analytics

My BuzzMetrics API provides method calls to quickly provide insights into:

- Buzz message counts for keyword-based searches
- Ability to retrieve trended data points based on time intervals (e.g. daily, weekly, monthly) buzz volume
- Full text and meta-data of messages
- Top discussion communities, blog sites, etc. that feature discussion brand mentions
- Comparison analysis to differentiate discussion buzz across all Consumer Generated Media (CGM) source types
- Language and locale may be specified to qualify discussion on an international landscape
- Market segmentation facilities
- Dataset includes discussion communities, video hosting, microblogs, blogs and blog comments, forums, UseNet groups, Social networks

Leveraging Web Services

Adapting new data feeds to existing software applications can often be problematic. My BuzzMetrics API solves these issues by leveraging REpresentational State Transfer (RESTful) compliant Web Services to deliver XML data.

Link directly to the My BuzzMetrics search database to create dynamic Buzz monitoring analysis applications. Use your own business logic and presentation layers to shape your mission critical applications. My BuzzMetrics API is the perfect solution for IT departments looking to expose brand discussion information in a controlled yet flexible manner.

Security

To provide integrity and confidentiality to messages transmitted across the Internet, My BuzzMetrics API attaches encrypted security tokens to request messages

(support for MDA and SHA cryptology). Security tokens are valid for a defined period (Time-to-Live [TTL]) and must be regenerated once they expire.

Data Usage

To guarantee data availability, three throttling features are incorporated into the system

- An upper limit on the number of requests per day
- Volume of messages per single request for message texts
- Politeness control of message requests per Time-to-Live (TTL) period

Technical Specifications

- Uses URIs to identify resources in conjunction with the easy-to-use HTTP Web protocol and XML data formats for messaging.
- Uses HTTP or HTTPS for transport
- All results delivered in XML format
- Developers can use any XML enabled language, including Java, C++, Visual Basic and all languages for the .NET platform

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