**Main page**

Paragraph 1:

Hive is Israel’s market leader in audience mapping. Using advanced AI and machine learning technologies as well as real-time data, we are creating microclusters. These provide our clients with deep insights and knowledge about Israeli society and help them devise tailored messaging and solutions for various audiences.

Paragraph 2:

We use cutting-edge AI and NLP technology, social media conversation analytics (X, Telegram, TikTok), geographical data, and behavioral studies to study relevant audiences and identify microclusters from this data.

Title:

**Our products**

Carousel:

* Hive Clusters

A platform for generating microclusters and snapshots of different audiences, based on behavioral profiles and social media conversations.

* Hive Geo-clustering

A platform for creating microclusters based on physical data. The goal is to generate geographical insights about the behavior of various groups and population segments.

* Behavioral Hive

We conduct behavioral studies and controlled experiments to help customers create a messaging strategy and gain in-depth knowledge of target audiences and different segments of Israeli society.

Title:

**Insights**

Title:

**About Hive**

Paragraph:

At Hive, we undertake detailed analyses of social media conversations and geography using cutting-edge technology to generate a wealth of insights and knowledge about Israeli society. Familiarity with Israeli audiences enables our customers can use an updated platform, identify and understand the microclusters that interest them, and understand audience sentiment, behavior, characteristics, and trending topics. With Hive, customers make data-based, efficient, and accurate decisions and generate successful messaging and communication strategies, narratives, and action plans that drive change.

The Hive team comprises top data science, NLP, AI, and behavioral specialists. With Hive, our clients are able to use precise tools to create message and communications strategies, narratives, and action plans that can generate meaningful change.

Our partners and customers:

* Research and policy institutes
* Academia
* Media companies
* Social organizations
* Political groups
* Marketing agencies
* Consulting companies

**Geographic page**

Title:

Hive Geo

Paragraph 1:

Geoclustering is a method of creating clusters based on geographical data in combination with other sources. With geographical data in the picture, our analysis also takes into account the spatial distribution of populations and clusters to provide customers with a more complete picture of their audiences.

Paragraph 2:

Hive’s methodology uses various types of geographical and physical data to generate **accurate and effective audience segmentation** and practical insights that drive optimized geographical decision-making. We run advanced statistical models on the geographical distribution of audiences, to extract fresh insights from existing data.

What does this mean in practice?

Analysis of group characteristics + use of geographical data = geographical understanding of audience behavior, sentiment, and attitudes.

**Clusters page**

Title

Hive Clusters

Paragraph 1:

Hive Clusters uses our state-of-the-art database tools and technologies to generate microclusters based on audience characteristics, behavior, and sentiment.

Paragraph 2:

Hive’s real-time, social media listening platform creates a comparative snapshot of each microcluster and analyzes changes in trends, attitudes, narratives, and sentiment over time.

Title above the squares

Hive’s methodology provides customers with a set of actionable insights and data about each microcluster.

Cubes

|  |  |
| --- | --- |
| **Title**  | **What is visible on hover** |
| Trending topics | What interests the cluster right now |
| Influential voices | Who are the personalities that are influencing the cluster? |
| Sentiment toward issues | What is the sentiment within the cluster regarding a specific topic? |
| Basic characteristics | The size of the cluster and its level of activity |
| Changes over time | Trends and changes in sentiment toward issues over time |
| Willingness to change | Locating audiences that are open to other ideas and positions |
| Key terms | The words and phrases to which members of the cluster respond  |
| Response to events | How the cluster reacts to selected events |

Title 2:

How does it work?

Carousel:

* **Network mapping**: Advanced analysis of social media data to create microclusters
* **Text analysis**: Use of advanced technologies in Hebrew and Arabic to extract insights from text on social media
* **Analytics dashboard**: Updated data is presented live in a dashboard that enables various snapshots and analyses
* **The big picture**: Using behavioral studies and geographical data to obtain a bigger picture about microclusters
* **Research page**

Title:

* Hive Behavioral

Paragraph 1:

Hive specializes in conducting behavioral studies that help customers learn about various target audiences in greater depth, and examine messages, narratives, and perceptions. Advanced research methodologies such as controlled experiments provide insights into what motivates people to take action, to deeply understand the story behind a target audience, and to generate proven and practical solutions.

Line above the image:

Complementary behavioral research allows us to make predictions and examine behavioral changes.

Cubes:

* We make use of **controlled behavioral experiments** (randomized control trials) to identify and characterize perceptions and beliefs, and to examine responses.
* Advanced statistical tools allow us to conduct **minimal questioning**, avoid tedious surveys, and minimize dropouts
* These in-depth studies complement our social media and geographical analyses to give customers a **bigger, more detailed picture**.

Customer types footer:

Hive generates significant benefits for social, public, commercial, and political organizations.

* Trend analysis
* Understanding audience behavior and needs
* In-depth knowledge of target audiences
* A tool for creating message and action strategies according to target audiences

Contact us footer

Sounds interesting? Contact us here, and we will get back to you as soon as possible.