

[REDACTED]

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**From:** [REDACTED]@geofeedia.com>  
**Sent:** Tuesday, October 20, 2015 1:08 PM  
**To:** [REDACTED]  
**Subject:** [External] Re: Geofeedia

Det [REDACTED],

Thanks for getting in touch. I've provided answers to your question below. Let me know if there's any additional information needed.

**1 – Who is your biggest competitor? Why Geofeedia over them?**

From a location based standpoint, SnapTrends is probably our closest competitor. There are other quasi competitors from the social media standpoint like HootSuite and TweetDeck, but they are focused on only keywords and hashtags, while we have keywords/hashtag search capabilities, and location based social media information. In a prior e-mail I sent you, I included 15+ agencies who use Geofeedia in your area, where we have gone head-to-head against SnapTrends and won (or they switched to Geofeedia from SnapTrends). If you need me to send that list again, I'd be more than happy. Here are just a few ways we differ from SnapTrends:

- 8 total social media sources
- Ability to access social media data in perpetuity
- Agencies have told us there is a 15-20 minute delay in gathering data
- Our data is richer and more complete since we pay for our data from the different platforms, opposed to just tapping into the open access API. This also allows us to be faster overall
- We pay for Twitter's Firehose, which allows to gather more complete data and quicker
- Gather 10x more Instagram Data due to our partnership with Instagram. We are the only social media monitoring tool to have partnership with Instagram
- Geofeed Streamer is unique to Geofeedia and has numerous uses (ie: Live Events, Protests - which we covered Ferguson/Mike Brown nationally with great success, Disaster Relief, Etc)
- Our Alerts functionality is available when you are not logged in (you receive an e-mail immediately as the posts come through)
- Undercover account linkage
- We have Mobile Apps for both Android & iOS
- Unlimited data

**2 – When a post is made to a social media site, is the location where they uploaded the post (home) or where they tagged the location (club, bar, beach, etc)?**

Great question - it's going to be from the location where the post is uploaded. For Twitter and Instagram, you can tag the location (club, bar, beach, etc) if it's within a certain vicinity/distance, to ensure it's location is still accurate and actionable. Majority of data comes from the location of the upload.

**3 – How many fake accounts can be loaded up into the database in order to see the private users?**

There is no limit on how many fake accounts can be uploaded into the database.

**4 – Do most agencies have one main contacts or Administrators for the department?**

That's completely dependent on you and your agency. We have the ability to set up one main contact/administrator, or multiple if you wish. You can also edit and change that at any time within Geofeedia.

I hope that helps. If any other questions come up, please let me know.

Thanks,

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On Tue, Oct 20, 2015 at 2:10 PM, ██████████@riversideca.gov> wrote:

Good Afternoon ██████████. I have a meeting later this week with my Captain and Lieutenant regarding the program. I have to get them to buy off on it before I present it to the Chief. Should not be a problem. I know they may ask a few questions and want to be prepared.

1 – Who is your biggest competitor? Why Geofeedia over them?

2 – When a post is made to a social media site, is the location where they uploaded the post (home) or where they tagged the location (club, bar, beach, etc)?

3 – How many fake accounts can be loaded up into the database in order to see the private users?

4 – Do most agencies have one main contacts or Administrators for the department?

Thanks ██████████

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Riverside Police Department