

## [CI announces first international agreement with RBC Direct Investing](#)

Posted on June 11th, 2008 by Michael Conti

[Collective Intellect](#), the leading social media analytics company helping businesses track, understand and use social media, today announced the company's first international agreement with [RBC Direct Investing](#), the brokerage division for the Royal Bank of Canada. Under the terms of the arrangement, the RBC Direct Investing website is hosting a customizable Collective Intellect application that "scrapes" relevant real-time information on customers' investments from millions of English language blogs and message boards.

Collective Intellect specializes in comprehensively tracking, filtering, ranking, and analyzing social media content for a wide array of businesses. By using advanced artificial intelligence algorithms to identify and analyze social media, Collective Intellect tracks discussions on specific topics and produces reports that shows share of voice and tonal sentiment. Collective Intellect also develops special widgets for companies who want to find instant industry-related blog posts, and measure community sentiment.

"Successful businesses today understand the importance of paying close attention to online conversations," said Don Springer, Founder and Chief Executive Officer for Collective Intellect. "We're excited to partner with Canadian-based RBC Direct Investing, the online brokerage firm of internationally recognized financial institution, RBC. RBC Direct Investing recognizes the explosive growth of social networking and how our patent pending technology finds just those nuggets of information that can help their investors make more informed decisions about their trading strategies."

Said Mr. Doug Coulter, president and CEO, RBC Direct Investing: "We are pleased to include, as part of our latest round of site enhancements, the new Community page supported by Collective Intellect technology. This new feature enables our clients to more easily access sought-after information that will help them make their investment decisions with increasing confidence."