

# Brand Reputation

**Brand Reputation**

A tool for auditing and monitoring brand reputation. Enter the name of the company/brand, and the system will collect mentions, perform an audit, assess the tone, and generate a summary. The analysis may take up to 30–90 seconds. Advanced models are used to analyze big data. You will receive the results in 90 seconds.

**Search by Brand** Copy Download TXT Raw

BRAND/COMPANY NAME:  
toom Baumarkt Analysis

Reset

Examples of Queries: "Alphabet inc.", "toom Baumarkt", "Stadtwerke Hof", "NiamonX".

**Report** TOOM BAUMARKT NIAMONX SEARCHGPT AI 09.11.2025, 07:57:32

## Comprehensive Brand Monitoring Report: toom Baumarkt

### 1. Mentions of the Brand

toom Baumarkt maintains a notable presence across various media, digital platforms, and review sites, indicating active engagement and public visibility.

- Media and Blogs:** toom has been mentioned in industry news, such as its partnership with Revionics in January 2025 to implement AI-powered price optimization solutions. The brand's efforts to strengthen its social media presence, including awarding its social media budget to Social Match in January 2025, were reported by New Business in July 2025. A digital PR campaign by Claneo, focusing on "Germany's Small Garden Comparison," generated over 20 mentions in regional and topic-specific media, including Berliner Zeitung and Leipziger Zeitung. An interview with intive in October 2025 highlighted toom's digital innovation and revamped mobile app for an enhanced customer experience.
- Social Networks:** The brand is active on social media, particularly YouTube, with campaigns featuring "DIYjochen67" and "Hey Follower" concepts, with mentions in August 2025 and September 2024. toom aims to establish itself as a "digital inspiration source" for DIY projects.
- Review Sites:** toom.de is prominently reviewed on platforms like Trusted Shops, accumulating a significant number of customer opinions. Employee reviews also appear on Glassdoor.

### 2. Statistics on the Number of Mentions

**Description**

Reputation monitoring with aggregated analytics: tone, quotes, trust, comparison with competitors, and final assessment.

- Markdown rendering of a beautiful report
- Copying/downloading the result
- Local query history

Data is collected from public sources. NiamonX SearchGPT AI.

**Tips**

- Specify the brand:** add the country/industry (e.g., "toom Baumarkt Germany").
- Compare:** make several queries with competitors.
- Results:** copy or download TXT for reporting.

# Brand Reputation — NiamonX

**Link:** [https://dash.niamonx.io/brand\\_reputation](https://dash.niamonx.io/brand_reputation)

## What it is

The **Brand Reputation** module is a next-generation AI-powered system for **brand perception auditing, sentiment tracking, and trust assessment**. It automatically gathers and analyzes public mentions of any company or brand name, evaluates overall tone and credibility, and generates a structured analytical report in under 90 seconds.

Built on top of **NiamonX SearchGPT AI**, it processes large datasets from multiple open sources, performing sentiment analysis, contextual clustering, and reputation scoring — all securely and locally processed with end-to-end encryption.

## Key Functionality

- **Automated Brand Intelligence:** Enter a brand or company name; the system collects public mentions from online sources and performs semantic tone analysis.
  - **Tone and Sentiment Detection:** Determines whether general sentiment is positive, neutral, or negative across aggregated mentions.
  - **Trust and Risk Analysis:** Evaluates credibility of sources, consistency of tone, and potential risks to brand trust.
  - **Comparative Analysis:** Allows comparing your brand's score with competitors (e.g., "toom Baumarkt Germany" vs. "OBI Germany").
  - **Comprehensive Report Generation:** Produces a Markdown-formatted summary with sections for tone overview, key quotes, trends, competitor metrics, and final evaluation.
  - **Local Query History:** Stores up to 200 recent searches locally (brand names and short previews only — no personal or external data).
  - **Copy & Download Options:** Instantly copy or export the report in `.txt` format for presentations or documentation.
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## How It Works

1. You enter a **brand or company name** (e.g., "Alphabet Inc." or "NiamonX").
  2. The engine collects relevant mentions from public data sources.
  3. NiamonX AI performs a **multi-layer audit**: text clustering, tone detection, quote extraction, and trust scoring.
  4. Within **30-90 seconds**, you receive a detailed Markdown report summarizing findings with sentiment breakdown, trend indicators, and confidence ratings.
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## What You Can Analyze

- **Corporate and consumer brands** (e.g., "IKEA", "Tesla", "Lufthansa").
  - **Institutions or municipalities** (e.g., "Stadtwerke Hof").
  - **Startups and emerging brands** (e.g., "NiamonX").
  - **Cross-regional or industry-specific brands** ("toom Baumarkt Germany", "Volksbank Berlin").
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## Report Contents

- **Summary Overview** — concise snapshot of brand tone and reputation level.
- **Tone Analysis** — positive, neutral, negative tone distribution with percentages.
- **Quotes & Mentions** — key extracted phrases and examples.
- **Trust & Source Evaluation** — assessment of data credibility and bias level.

- **Competitor Comparison** — optional comparison with rival brands.
- **Final Assessment** — heuristic reputation score from 0-100 (aggregated).

Markdown rendering ensures each report is **visually clear, structured, and ready for presentation**.

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## Privacy & Security

- Data is **collected only from public sources** — no hidden APIs or unauthorized data scraping.
  - All queries and results are processed through a **secure encrypted channel**.
  - Local browser storage is used for history; no external telemetry or analytics.
  - Generated reports are transient — not shared or indexed anywhere.
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## Tips for Best Results

- Add **geographical or industry context** to the query (e.g., “toom Baumarkt Germany”, “Airbus Aerospace”).
  - Compare **multiple competitors** for benchmarking.
  - Export results as `.txt` or copy Markdown directly into reports.
  - Wait the full 90 seconds for the analysis to complete; large datasets require deep semantic evaluation.
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## Example Use Cases

- **PR & Marketing Teams:** Track brand health, press tone, and audience sentiment.
  - **Corporate Analysts:** Monitor changes in brand perception or response to public events.
  - **Investors:** Assess brand stability and public trust before funding decisions.
  - **Reputation Management Firms:** Automate large-scale audits using AI-based contextual scoring.
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## Contact / Support

For issues, assistance, or legal inquiries:

Helpdesk: <https://support.niamonx.io>

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