TrendifyLive

Strategizing. Tracking. Analyzing. Reporting.

Biden-Trump Race: Too Close for Comfort:

Trendify Live is predicting a race too close for comfort, perhaps with a slight nod toward the current U.S. President Donald Trump. This forecast is based on twitter activities, monitored from October 29 to November 2, 2020 over social media in the U.S, Canada and globally.

TrendifyLive is an AI/ machine learning driven analytics software developed in Ottawa. The software tracks social media activities and provides insights and public sentiments in real time. It has innovative, interactive dashboard to display very complex data in a very easy & intuitive visual forms.

Through active and thorough monitoring, Trendifylive had determined that Biden supporters, including celebrities, TV show hosts tend to use tweets while Trump folks use hashtags to comment. The primary difference between the two camps is that for the Republic camp, the focus is on the candidate while the Democrats tend to focus on the party itself.

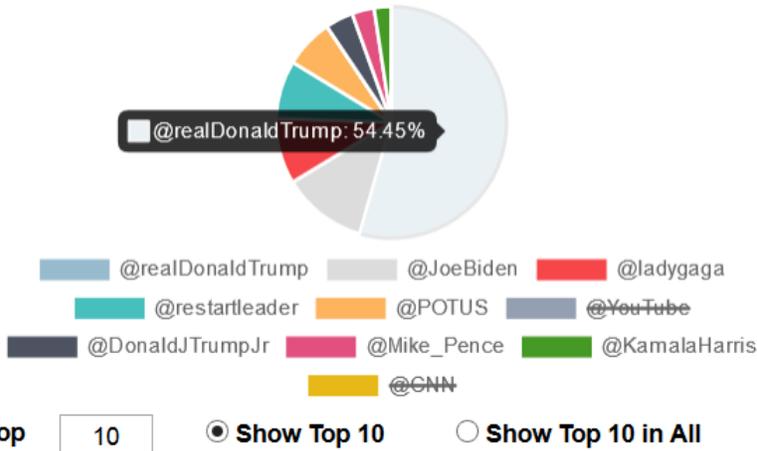### Candidates twitter profile

Biden   Vs Trump

Candidates	Followers
@realDonaldTrump	87 Million
@JoeBiden	12 Million
@KamalaHarris	7 Million
@Mike_Pence	5.5 Million
@POTUS	32 Million
@TeamTrump	2.3 Million
@TeamJoe	164 K

Using the key words to track, **Trump2020 vs. Biden2020**, showed that the President has over 54% mentions & 62% references while Biden has much less than these figures. In addition, tracking the hashtag **#election2020** produced 60% occurrences for the current president and 40% for VP Biden. However, the question beyond numbers is that who is building better coalition and effectively campaigning to win the election. Besides this question, a remarkable evidence in favor of Trump this time is that his supporters have come out openly and boldly in rallies or social media to declare their support for their candidate. In the last election, Trump supporters were less visible out, fearful of backlash, thus confined to their bedrooms. The support of key figures such as Home Depot Co-founder is likely to embolden the Trump campaign.
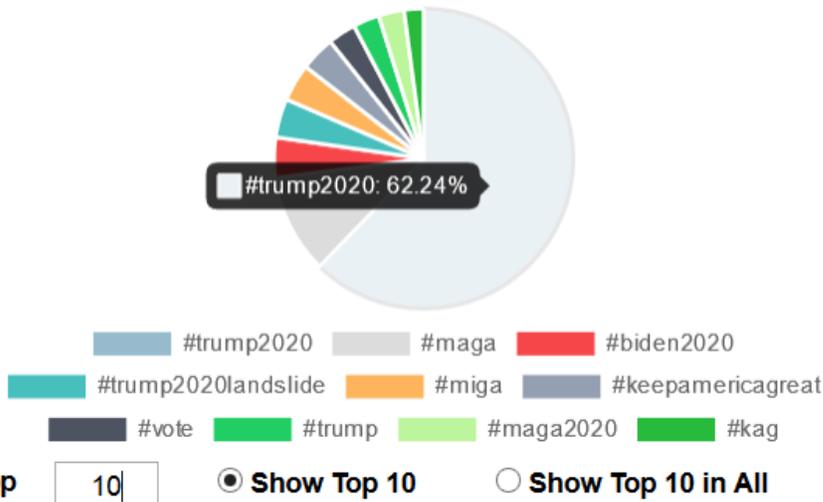
In contrast, former Republicans' group named Project Lincoln who came out in support of Biden have also increased Biden's chances for election. Furthermore, Lady Gaga with 80 Million followers has ignited the democratic base. She has shared with them video of herself endorsing the VP that generated over 130K shares and viewed over 6 million times. Nevertheless, the current president, with his account @realdonaldtrump alone can commend that kind of results. With the help of his brilliant social media manager(@DanScavino) sharing the video from the campaign rallies, it is easy to witness via TrendifyLive how his supporters are electrified and engaged.

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The most popular mention: @realDonaldTrump   ✕

□ @realDonaldTrump: 54.45%

@realDonaldTrump		@JoeBiden		@ladygaga
@restartleader		@POTUS		@YouTube
@DonaldJTrumpJr		@Mike_Pence		@KamalaHarris
		@CNN		

Top [10]   ◉ Show Top 10   ○ Show Top 10 in All
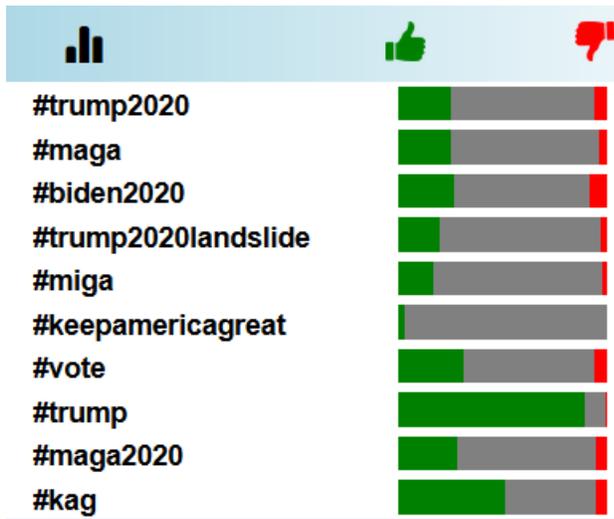
From: Thu Oct 29 2020 To: Mon Nov 02 2020

This diagram shows the top mentioned handle @realdonaldtrump(54,45%) taken from TrendifyLive dashboard for October 29 to November 2, 2020 tracking the two key words: Trump2020 vs. Biden2020

□ #trump2020: 62.24%

#trump2020		#maga		#biden2020
#trump2020landslide		#miga		#keepamericagreat
#vote		#trump		#maga2020		#kag

Top [10|]   ◉ Show Top 10   ○ Show Top 10 in All

From: Thu Oct 29 2020 To: Mon Nov 02 2020

This diagram above shows the top mentioned hashtag #Trump2020 taken from TrendifyLive dashboard for October 29 to November 2, 2020 tracking the two key words: Trump2020 vs. Biden2020

📊	👍	👎
#trump2020		
#maga		
#biden2020		
#trump2020landslide		
#miga		
#keepamericagreat		
#vote		
#trump		
#maga2020		
#kag		

The positive(green) and negative(red) public sentiments associated with each keyword

In Closing:
TrendifyLIve has also monitored tweets from Family members, actors, and other opinion makers with substantial following. Based on these tweets, while it is too close to call the election results, using tweets as a sign, we forecast for now, the tide is in favor of Donald Trump.

"**TrendifyLive is not affiliated with any parties whatsoever and would like to wish both candidates a good luck**"

TrendifyLive Inc is a high tech company in Ottawa, Canada. We have been identified by Invest Ottawa, City of Ottawa Innovation Team, Start Up Canada, Carleton University, Algonquin College, and local businesses as a promising start-up with a new and exciting product. Our Team develops and markets TrendifyLive twitter monitoring and measurement tool that allows clients to quickly see ranked and relevant insights/ opinions about their reputation on line and in real-time. We work at present time with municipalities, brand managers, public relation agencies, marketers and political campaigns.

Not in one of those sectors? We are more than willing to explore opportunities to meet your needs!

www.TrendifyLive.com, info@TrendifyLive.com, 613-600-9325, @TrendifyLive

A sample of tweets monitored is below:

Family member tweets/ accounts:

@IvankaTrump (10M followers)
Tweet: Great day in Pennsylvania campaigning for @realdonaldtrump ! Let's win another historic victory on November 3rd and Make America Greater than Ever Before!

Eric Trump @EricTrump(4.3M followers)
Once again, Joe and Kamala promise to raise your taxes!

Dr. Jill Biden@DrBiden(1M followers)
Joe and Kamala have a plan to end this pandemic, to rebuild our grieving country, and to reimagine a future that is better than ever.
Before we get there, we need to vote.

Melania Trump@FLOTUS
Thank you to all law enforcement for your service. I know the people of Pennsylvania and our country appreciate you keeping us all safe.

Artists/TV shows:

Lady Gaga@ladygaga(Actor, Biden supporter)
I'm voting for America #vote #election2020 with Video link

JamesWoods @RealJamesWoods(Actor, trump supporter):
If you grew up in New England, Bobby Orr was a legend beyond all legends. He was our Superman. I didn't think I could love this guy anymore than I do, but here it is!

@TheDailyShow
If Trump needs Martha McSally to win, why did he welcome her onstage like he's a mall Santa who's late for his smoke break?

Trump Communications and Director of Social Media
Dan Scavinous@DanScavino,
EPIC!! 30,000+ in Rome, Georgia! Let's WIN! #VOTE #Election2020
#MAGA

Average Citizens:

@Teri423
#KamalaHarris in the middle of a dirt field. #MAGA #Trump #Trump2020
#Trump2020Landslide #Trump2020LandslideVictory
#Trump2020ToSaveAmerica

@CSScott6
#voteTrump #VoteDonaldJTrump #trump2020 #trump
#MakeAmericaGreatAgain #redwave2020

@NCM_Patriot
#MAGA #UnitedStatesOfAmerica #America #GodBlessAmerica
#NationUnderGod @realDonaldTrump #Trump2020

@Outlaww_Gaming
Brooooooo #trump2020 #america #MakeAmericaGreatAgain
#Election2020 #TRUMP https://t.co/Dp2iw2KrUI

MariaARodriguezPA @realtorbrickell
#miami #Trump2020 #trump #patriot #florida https://t.co/ocoGe4qJdc

@ellaastark
hi @ladygaga your voice encourages me to vote early! Just voted
#Biden2020! I know our people won't disappoint