

FLASH NOTICE

Alphabet: Positive Sentiment Surges as Shares Fall

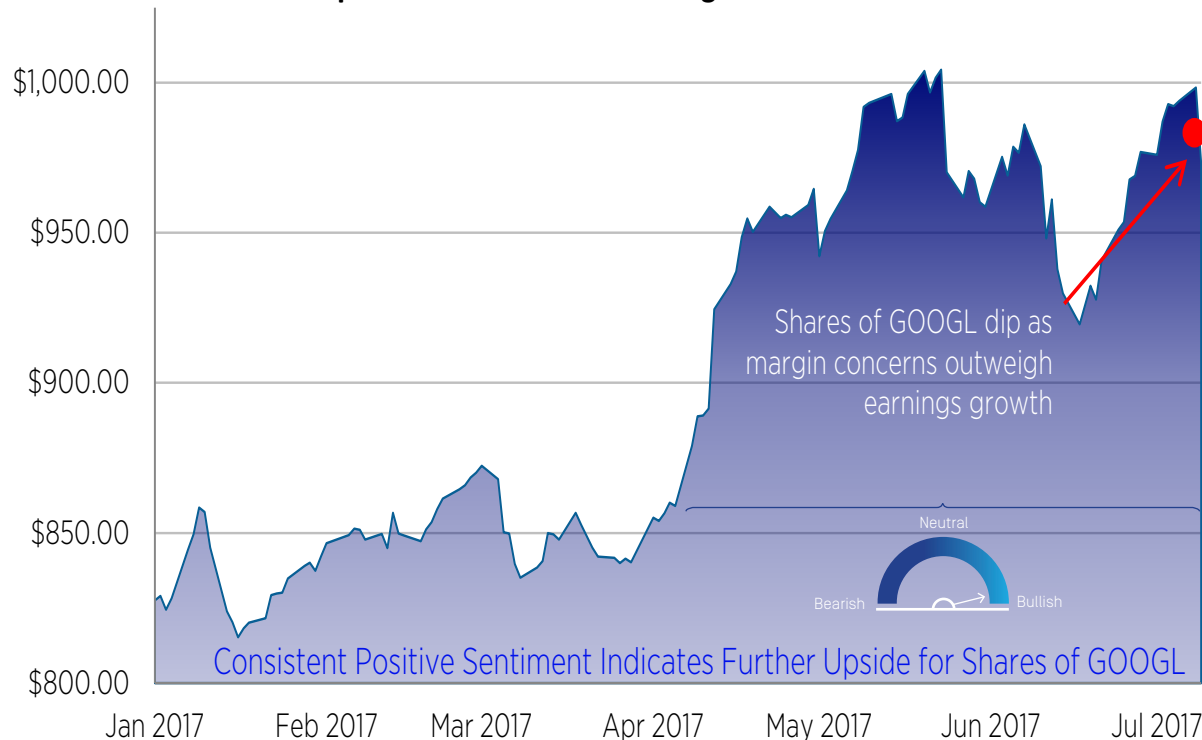
MARKET UPDATE:

- Alphabet Inc. (GOOGL) stock fell following the release of its second quarter earnings as analysts voiced concern about the company's rising traffic acquisition costs (TAC). The report marked a third consecutive quarter of margin compression at the company's Google division.
- A record \$2.74 billion antitrust fine from the European Commission further weighed on Alphabet's profits. The levy followed a seven-year investigation which focused on monopoly abuses of its internet search engine.
- Despite the margin compression and fines, Alphabet reported revenues and profits which exceeded consensus estimates.

INSIGHTS FROM BUZZ:

- On a short-term basis, GOOGL is setting new highs measured in terms of **volume** of conversation while maintaining **positive** sentiment.
- Sentiment moved higher post-earnings, supporting the longer term bullish trend. The move in sentiment indicates that the recent sell off in shares of Alphabet Inc. presents a **buying opportunity**.

Alphabet Inc - Sentiment Insights & Stock Price



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