MONITOR ALL ASPECTS OF SOCIAL
Customers are talking right now about your brand, campaigns, and products. Get deep insights into emotions, purchase decisions and every other aspect of the customer journey.

KNOW IN REAL-TIME
Customer opinions and behaviors can change in an instant. NetBase notifies you of sudden changes in conversation volume with 70% more accurate sentiment analysis than anyone else.

GET FULL VISIBILITY
Companies are faced with more consumer conversations every day. NetBase is 9x faster than any other solution. So don’t waste your time sifting through the noise. Find relevant insights quickly.

EASILY ACCESS REPORTS
Real-time displays and easy to use dashboards give you an informative snapshot of your brand in real time across all of your important initiatives.

FAST, ACCURATE, AND DEEP SOCIAL INSIGHTS
Bring the power of social analytics to your entire team to drive business value throughout your organization.

Whether working independently or in companion mode with our leading enterprise analytics platform, NetBase Pro delivers access to the industry’s most powerful social analytics with less time and effort.

With the ability to share pre-defined topics, themes, and analyses, NetBase Pro will transform the way you deploy and execute social analytics. NetBase Pro users are able to get the critical insights by leveraging the work of analysts with just one-click—ensuring the entire organization has their finger on the pulse of the consumer.

Gain a competitive advantage by incorporating real-time social analytics into your strategy to elevate your brand experience, manage a campaign, maximize a product launch and or respond to a potential crisis. Take advantage of the solution that leading companies like Coca-Cola, Visa, Target, United Airlines, Taco Bell are already using.

KEY FEATURES
- Real-Time Knowledge: Know how your brand is doing right now with live insights on trending posts, most shared images, and most engaging posts across 300M different social media sources.
- Natural Language Processing: Achieve the most accurate consumer understanding across 199 languages with our patented engine that reads and surfaces meaning from unstructured text.
- Historical Data: Gain the competitive edge with the ability to analyze all of your historical data on your brand, your competitors and your industry. All in one place.
- Dashboard and Reports: Spend less time analyzing and more time strategizing. Configurable dashboards and reports visualize key social insights that drive action.
NETBASE PRO SOLVES YOUR MOST IMPORTANT PROBLEMS—SIMPLY.

Define your marketing strategy and approach by understanding your customers’ perception of your brand and products.

**IMPROVE BRAND HEALTH**
Know what customers are saying. Get the most accurate understanding of your share of voice, brand passion, and customer behavior.

**BOOST CAMPAIGN PERFORMANCE**
Marketers need a complete understanding of their customers to arm them for success. Maximize campaign performance with detailed demographic data.

**MAXIMIZE PRODUCT LAUNCH RESULTS**
Gain competitive and category insights to inform your product strategy. Validate customer receptivity to new products and overall brand positioning.

**RESPOND TO CRISIS IN REAL-TIME**
Customer experience can change rapidly and your crisis can erupt, spin out of control, and grow at an unprecedented speed. Manage risk and act swiftly to control the chaos.

**INCREASE BRAND AWARENESS**
Identify key influencers and detractors to increase brand awareness and cultivate new customers.

**KEEP STAKEHOLDERS INFORMED**
Highlight the impact of your social campaigns and increased brand awareness with automated reporting to key business stakeholders.

ABOUT NETBASE
NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.