DECREASE COST
Eliminate wasted effort and sustain process improvements; Integrate social with other data

DEEPER INSIGHTS
Get over 30K different filter combinations with the broadest social data coverage

INCREASE EFFICIENCY
Reduce the need for data cleaning with out of the box analysis templates, and better insights

Per a Boston Consulting Group (BCG) study, European agencies that streamline technology and use a lean process approach have realized savings of 33% in campaign operations.

In the same study, BCG found the typical agency spends over 80% of their time doing non-value added work—data cleaning, formatting, and rework. Wouldn’t you rather spend your time on activities that increase campaign effectiveness like strategy, innovation and creative insights?

Two things that drive extra work—errors or rework from unclean data and manual work for report creation. NetBase’s Natural Language Processing (NLP), theme analysis and dashboard functionality provide solutions to both.

The biggest time wasters are campaign activation and reporting stages. Let NetBase’s flexible and customizable interface help your agency gain crucial time—and savings to your bottom line.

In the reporting stage alone, we have found that agencies can save 4-6 hours of effort with an organized process to social listening and dashboard exports in a consistent format. With tight deadlines on any pitch or client deliverable, each minute counts—and NetBase has the tools to get you there.

KEY FEATURES
■ Customizable data exports for easy client formatting
■ Engagement measurement across all major social media channels
■ API integration for OMNI-Channel Analysis
■ Tagging and alerting for immediate insight
SHORTEN TIME TO INSIGHT—INCREASE WIN RATES

ORGANIZE
- Create standard templates for pitches/campaigns/ideation
- Map NetBase dashboards to client deliverables (usually PPT)
- Use NetBase’s 30K+ filters and unique theme capabilities for deeper analysis
- Surface consumer sentiment faster with attributes and sentiment Focus

GENERATE INSIGHT

DELIVER
- Adjust templates as needed based on client feedback and new capabilities
- Integrate social data with other sources via API or Real-Time visuals
- Export your templates into XLS files already tailored to custom graphics
- Create scheduled reports and alerts to stay up-to-date on any spikes

SUSTAIN

EXAMPLE CLIENT SUCCESS
- An Australian agency developed a consistent set of 18 slides (30 analyses) for each client project
- Deliverable creation effort was reduced by 16% and four new client wins were credited to social analysis
- A UK agency developed a custom pitch template for Brand and Audience Analysis—mapped to pitch decks. They indexed audiences across 5 categories and dozens of attributes in just minutes rather than hours
- A client won a pitch in their first week using NetBase and has continued success for over last 2 years

EMEA Agency: NetBase Empowers Edelman Intelligence To Tackle The Tricky Questions
How Ici Barbès Social Listening Team Uncovers Insightful “Nuggets”
How Substance Global Creates Compelling Social Campaigns With NetBase
ILLUSTRATIVE NETBASE CAPABILITIES

FIND DEEPER INSIGHT FASTER:
Themes & Attribute Mapping

- Quickly trend and segment by attributes, customer journeys, or competitors.
- Use NetBase NLP to dig into specific attributes, behaviors and emotions that drive sentiment for unmet needs, customer feedback and ideation.

INTEGRATE DATA:
Exports & API Connectivity

- Export dashboards into pre-configured tabs, easily formattable into client deliverables—including up to 50K sound bites at a time for analysis.
- For advanced users, leverage NetBase’s API to automate data transfer.

WORK SMARTER:
Dashboard Templates & Alerting

- Dozens of template by Industry, Use Case or Analysis type. Start with our best practices and mold to your needs.
- Any mention, metric and threshold alerts to notify you of opportunities.

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.

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