NETBASE DELIVERS INNOVATIVE ARTIFICIAL INTELLIGENCE.

Artificial Intelligence is only as good as the product that delivers its results. And this is especially true for platforms that process and analyze unstructured data like social media where the scale, complexity, and contextual nuances require highly optimized and uniquely tuned systems.

NetBase Next Generation Artificial Intelligence (AI) is based on the combination of the very best-in-class technologies designed for intelligent processing and analysis of social media and all forms of unstructured data at scale. NetBase uses a combination of machine learning, deep learning, and expert systems to deliver unmatched accuracy out of the box that is both transparent and verifiable by the user.
WHAT MAKES NETBASE NEXT GENERATION AI UNIQUE

NetBase Next Generation AI delivers data confidence, transparency and full visibility to the user. It ensures the following four pillars:

**ACCURACY**

At NetBase, we understand the level of accuracy that businesses need for critical decision making. We've invested in building a next generation AI system that delivers.

To prove this, we conducted an experiment comparing our sentiment classifications against market competitors. We took 10,000 sentences from our vast collection of social media data, and used crowdsourcing to determine whether a human reader would consider each one positive, negative, or neutral. Then we compared the human classifications against the AI system results.

**TRANSPARENCY**

Even with millions and millions of posts, NetBase gives users the ability to drill down to every post to verify the data behind the numbers. NetBase enables users to drill down to every post, within millions and millions of posts, to verify the data behind the numbers. NetBase Next Generation AI is transparent and auditable for easily verifiable results, giving users trust in the data to drive their most critical business decisions.

**CONTROL**

NetBase Next Generation AI delivers “auto-discovered” insights out of the box—including sentiment drivers, emotions, behaviors and more. NetBase also delivers the ability to easily facilitate user-controlled granularity including industry and or use case driven optimization. This approach eliminates the need for continuous manual classification and training/re-training like sample-based AI systems.

**SPEED**

NetBase Next Generation AI is optimized to analyze the full corpus of all data sources without sampling to deliver the industry’s most accurate and reliable data with the speed and accuracy to make both strategic and real-time business decisions. Surprisingly, many other social analytics platforms are simply not designed to process the large data sets or complex queries.
NETBASE CONTINUES ITS LEADERSHIP IN SOCIAL LISTENING

NetBase was again recognized as the top best-of-breed social listening platform in the Q3 2018 Forrester Social Listening Platform Wave Report. NetBase received high scores in: data quality, reporting, integration, customer and product strategy.

Brands and agencies of all sizes across all industries trust NetBase social analytics to inform and drive their most strategic business initiatives in campaign ideation and strategy, digital marketing, customer care, and more.

NEXT GENERATION ARTIFICIAL INTELLIGENCE

All “Artificial Intelligence” (AI) systems available today are hand crafted ensembles of technologies and techniques coordinated to solve a given task. And while “machine learning” is often promoted as a key ingredient of many AI-driven social analytics platforms, it can’t do the job alone without the assistance of other technologies in the AI stack.

Machine learning enriched with crucial real-world knowledge encoded by expert systems enables NetBase to understand the nuances of human communication.

NetBase’s Next Generation AI is trained, optimized, and quality checked against larger, more representative, and highly contextualized data sets than any other social analytics platform—which gives NetBase customers the highest accuracy of any social-based AI.

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.