NETBASE PRODUCT SHEET

NEX T GENERATION AI IMAGE ANALYTICS

NEXT-GEN MACHINE LEARNING & AI
NetBase uses 100% in-house developed Machine Learning and Artificial Intelligence with Deep Learning to provide the most accurate and deep image analytics.

HIGHEST PRECISION LOGO RECOGNITION
Spot partial, hidden, rotated, and even modified logos to measure brand awareness, drive content ideation, track sponsorship impact, and identify trademark infringement.

FULLY INTEGRATED VISUAL LISTENING
Image analytics are built-in to the NetBase analysis you already use. Add greater depth and context to your keyword and audience analysis with image insights all together.

LOGOS, OBJECTS, MEMES, SCENES, FACES, EMOTIONS
Logo recognition is just the beginning. Get richer data from visual content online by getting the full picture and context behind the images.

UNDERSTAND & MANAGE YOUR VISUAL BRAND

Over 3 billion photos are uploaded and shared on the internet every day. And visual content is 40x more likely to get shared on social than text. What are your customers sharing on social media and not tagging you in? What impact does the visual conversation drive for your brand? You need comprehensive visual analytics in order to understand what’s really happening on social.

NetBase Advanced Image Analytics processes millions of visual posts, not just posts with your logo, but also posts with mentions of brand keywords so you can protect your brand reputation, measure your brand’s visual share of voice, find creative inspiration for campaigns, identify UGC for campaigns, and get the full picture of your brand’s performance on social.

The NetBase platform combines image and patented language processing delivering the most comprehensive view of your brand performance all inside a single powerful platform.
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.

**ABOUT NETBASE**

STOP MISSING THOUSANDS OF DAILY BRAND MENTIONS

More accurately track share of voice by calculating visual brand mentions when your brand is absent in post text.

**FIND CREATIVE INSPIRATION**

Leverage your customer’s inspiration to create ideas for new campaign visuals. Then build on that inspiration for more engaging campaigns.

**IMPROVE CAMPAIGN PERFORMANCE**

Better measure the impact of visual campaigns by better measuring engagement on Instagram and other visual channels (something only NetBase can do).

**MORE ACCURATE SHARE OF VOICE**

Pictures speak a thousand words. You want to be the first to know if your brand or logo is used in an inappropriate context so you can take action.

**CONFIRM YOUR BRAND MENTIONS**

Stop missing thousands of daily brand mentions.

**IDENTIFY CONSUMPTION MOMENTS & PARTNERSHIP OPPORTUNITIES**

Understand where, when, and how consumers are using your products. Identify companion products for potential partnership & co-branding opportunities.

**MEASURE SPONSORSHIP ROI**

Measure the impact of sponsorships on your brand awareness by putting real numbers against product placement and event sponsorship signage.