OPEN ACCESS TO DATA
Take NetBase social KPIs and insights anywhere.

TURN KEY SOLUTION
Extensive documentation and support to help you get up and running in no time.

IMPROVED PRODUCTIVITY
Save time by eliminating the manual process of pulling data at a regular frequency.

INDIVIDUAL PERSONALIZATION
Personalize the look and feel of social insights to match your customers or business needs.

SEAMLESS INTEGRATION
Integrate social insights with customer CRM data, sales data, and other internal metrics for a holistic view of your business.

STRATEGIC ENABLEMENT
Enable other departments to leverage the power of social insights to inform business decisions.

COMPLETE FLEXIBILITY
As your business requirements change, change the metrics or insights retrieved as much as you need.

NETBASE APPLICATION PROGRAMMING INTERFACE

* Social Web
* Internal Systems
* 3rd Party Applications

* Natural Language Processing
* Business Metrics
* Demographics

* CRM Systems
* BI Systems
* Social Mash Ups

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NETBASE APPLICATION PROGRAMMING (API)

Available to all customers, the NetBase Open API provides users an easy to use toolkit to bring the unique capabilities of NetBase outside of the standard user interface. NetBase Open API enables brands and agencies to securely integrate social analytics data inclusive of analyses and metrics into any dashboard, business intelligence system, engagement platform, CRM system and to enable social to work for your business.

COMMON API USE CASES
The NetBase API opens up new opportunities to leverage social data across the business:

**Insightful Corporate Reporting:** Get a holistic view of your business by integrating social KPIs and insights into internal business intelligence applications for reporting alongside other business KPIs.

**Seamless CRM & Engagement:** Automatically retrieve individual posts for integration into CRM and Engagement platforms to track customer reactions with your brand and route posts for customer support teams to follow-up on.

**Tailored Social Mash Ups:** Use social metrics and insights to create custom visualizations and dashboards to monitor a completely custom view for your business.

**Custom Text Analytics:** Retrieve all sound bites for analysis to be processed in your own text analytics platform.

**Precise Mix Media Modeling:** Matrix multiple metrics across Topics and Themes to feed statistical analysis such as correlation, regression, and predictive modeling.
NetBase API Data Methods

Easily retrieve data based on search criteria in the topic, themes, and filters specified with API data methods.

- **CROSSTAB**: Returns a metric value, such as the total mention count or net sentiment score, for one or more topics across one or more themes.

- **INSIGHT COUNT**: Counts the number of sound bites containing a specified insight type, such as likes or dislikes, positive or negative emotions, hashtags, phrases, or domains.

- **METRIC VALUES**: For a specified period or time series, returns one or more metric values, such as the total mention count or net sentiment score.

- **RETRIEVE DOCUMENTS**: Retrieves text and metadata for documents matching the topic, themes, and filters specified in the API call. A document (also called a post) contains the complete text of the passage in which NetBase finds a topic mention.

- **RETRIEVE SENTENCES**: Surfaces text for sentences matching the topic, themes, and filters specified in the API call. A sentence (also called sound bite or mention) is a text snippet that matches the topic’s search criteria. Sound bites can contain one or more insights that might reveal qualitative information about the topic, such as opinions or emotions.

NetBase API Technical Features

- Quickly and securely bring insights into your environment with Representational State Transfer (REST) compliant web services.

- Delivers JavaScript Object Notation (JSON) formatted data into any type of application.

- Leverages data transport mechanism with security via the Secure Socket Layer (SSL) protocol.

- API calls compatible with any JSON-enabled development language including Java, C++, JavaScript, PHP, Ruby, or VB

- SSL transport mechanisms with Gzip and Zip compression reduces application “overhead” and faster response time.

NetBase API Implementation Process

The NetBase Customer Success team will work closely with your business to clearly define business objectives and provide recommendations for successful API implementation. In doing so we will help identify the appropriate API calls and the frequency necessary to optimize response time of the system.

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.