LOWER RISK TO BRAND HEALTH
Identify emerging issues before they impact brand reputation and customer sentiment.

CONTAIN CRISSES QUICKLY
Measure the severity and magnitude of every event to determine its priority and the necessary resources to address the issue.

GAIN COMPETITIVE INSIGHTS
Track key competitors and category topics to stay abreast of sudden reactions to news, events, or changing market dynamics.

IDENTIFY MARKETING IN THE MOMENT OPPORTUNITIES
Identify trending social conversations or posts from key influencers and celebrities that allow you to promote your brand.

IMPROVE RESPONSE TIME
Get the context behind every emerging event to evaluate the situation and determine the best course of action.

BE THE FIRST TO KNOW AND QUICK TO RESPOND WITH THE BEST-IN-CLASS NETBASE ALERT SUITE

When brand reputation is on the line, every second counts – yet, on average, it takes 21 HOURS before companies issue meaningful external communications to defend themselves. This is a delay businesses simply can’t afford.

Be the first to know when and how changes impact your customer satisfaction. NetBase Alert Suite provides the most comprehensive real-time notifications with all the information you need to take action.

GET REAL-TIME ALERTS TO ACT QUICKLY AND DECISIVELY
Customer opinions and behaviors can change in an instant and you need to respond with the same speed. Real-time alerts notify you to sudden changes in conversation volume and brand sentiment so you can react quickly and decisively.

Improve Crisis Response
• Identify conversation drivers and respond to emerging brand issues in real-time to avoid negative PR.
• Monitor Net Sentiment at a category level to identify industry level issues that could potentially affect your brand.

Accelerate Marketing Opportunities
• Never miss “marketing in the moment” opportunities. Leverage posts by celebrities or influencers to drive brand awareness and engage customers
• Track when impressions break a certain threshold to understand if influencers are engaging with your brand or product.

Drive Revenue with Competitive Intelligence
• Identify gaps and opportunities in the competitive landscape to increase market share.
• Know when a competitor’s # of mentions exceeds normal volumes. Keep tabs on the competition by knowing when they mention your brand or a specific topic.
NETBASE ALERT SUITE CAPABILITIES

NetBase Alert Suite provides the most comprehensive real-time notifications with all the information you need to take action.

ANY MENTION ALERTS

Is someone talking about an issue you can’t afford to ignore? Get immediate notification wherever you are with all the information you need to take action.

- Avoid crises by responding in real-time when an influencer is unsatisfied with your customer experience.
- Amplify brand satisfaction by responding instantly when a celebrity posts about your business.
- Know when a competitor starts a new campaign or mentions your brand.

ANY METRIC ALERTS

Get alerted when an important metric for your business or issue changes. Alerts enable you to catch problems and manage risks immediately.

- Set an alert for any metric important to you such as number of posts, impressions, sentiment, passion intensity, negative comments, and more.
- Track campaign performance with notifications when brand mentions hit your desired milestone.
- Take action when your product exceeds the threshold of negative mentions per day.

TRIGGERED ALERTS

Some events are impossible to predict, but you still have to react fast. Triggered Alerts keep you informed when unexpected spikes in activity happen for your brand, product, or issue.

- Never miss an opportunity to amplify your brand even when events outside your monitoring scope happen.
- Smart technology compares current vs. historical activity for a given day and time and alerts when metrics fall outside the usual range.
- Easily adjust event strength and stamina to control the volume of triggered alerts you receive.

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.