**NetBase Geo-fencing**

**HIGHEST LOCATION PRECISION**
Pinpoint conversations down to the street level for faster decision making.

**HOLISTIC VIEW OF CONVERSATIONS**
Capture conversations around a point of interest even if your brand is not mentioned.

**ACTIONABLE INSIGHTS**
Leverage NetBase natural language processing (NLP) to surface and alert on actionable consumer insights into emotions, behaviors, and attributes.

**ELIMINATE REDUNDANT SYSTEMS**
Leverage a single social analytics platform program to deliver consumer insights.

**STRATEGIC ENABLEMENT**
Transform consumer insights into action to fuel every aspect of your business.

**CAPTURE & PINPOINT CONVERSATIONS DOWN TO THE STREET CORNER WITH NETBASE GEO-FENCING**

NetBase Geo-fencing enables you to capture content around points of interests and pinpoint conversations down to the street level. This enables you to maximize campaign effectiveness, manage brand risk, and identify operational issues with store level benchmarking.

**COMMON GEO-FENCING USE CASES**

- **Improve Campaign Effectiveness**: Retrieve content around a point of interest to understand and analyze conversations to measure campaign effectiveness and drive your campaign and content strategy.

- **Enhance Store Benchmarking**: Identify operational changes that can impact top line revenue by segmenting the conversation at the store level, benchmarking against competitors and other locations.

- **Optimize Advertising Effectiveness**: Identify, analyze, and target customers who have visited a specific store location or competitor store.

- **Boost Customer Loyalty**: Increase brand loyalty by immediately identifying and addressing customer complaints.

- **Increase Corporate Safety & Security**: Protect and manage the risk of your business with early identification of potential threats such as protests or media leaks.
NETBASE GEO-FENCING CAPABILITIES

**CAPTURE CONTENT**

Capture geo-tagged Twitter and Instagram content within a user defined area, regardless if your brand is mentioned.

- Search and navigate to the point of interest.
- Draw a geo-fence around the desired area.
- Capture geo-tagged content from Twitter and Instagram within the defined area.

**FILTER AND ANALYZE**

Increase visibility beyond city level views. Pinpoint conversations down to the street corner with accuracy within a few meters.

- Create and apply themes with user defined geo-fences to segment conversation.
- Pinpoint conversations down to the street corner with accuracy within a few meters for Twitter, Instagram, and Weibos.

**ALERT BY LOCATION**

Leverage the NetBase Alert Suite to get ahead by identifying trends in conversation volume or sentiment and immediately get notified of posts with key trigger words in a specific area of interest.

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.