Precise social insights for winning new clients, driving groundbreaking campaigns, and fueling strategic growth.

NetBase delivers the industry’s fastest, most accurate, and deepest consumer insights from social with easy-to-use technology, backed by a world-class team. NetBase is trusted by more than half of the top 10 agencies from Ad Age’s 2016 Agency A-List to win new business and deliver outstanding results to their clients.

WIN NEW CLIENTS
Uncover white spaces and creative insights for all new business pitches with:
- Explore unlimited topics with 27 months of historical data
- Get insights from social data in real-time
- Know the consumer drivers behind brand performance and the competitive landscape

DRIVE STRATEGIC GROWTH
Understand consumers and markets to stay competitive and drive sustainable growth for your clients:
- The most accurate insights from the industry’s most advanced language analytics
- Get the global view with data spanning 42 languages
- Be the first to act with the industry’s fastest and most precise platform

SUPERIOR CLIENT STRATEGY
Drive superior client strategy with deep insights on clients’ consumers and measure KPIs:
- Measure brand loyalty, share of voice, influencers, and more
- Track brand and category trends with pre-set and customizable dashboards
- Impress clients with real-time visualization of brand, category, and campaign metrics

MAXIMIZE PRODUCT LAUNCH RESULTS
with information on unmet needs and real-time feedback.

BOOST CAMPAIGN PERFORMANCE
by knowing the winning elements to ensure a maximum increase in sales.

DRIVE CUSTOMER ACQUISITION AND RETENTION
by knowing and acting on key levers of customer satisfaction.

PROTECT BRAND HEALTH
with the most accurate understanding of consumer opinions for you and your competitors.

KEY FEATURES
- Quick, accurate, complete data: 300+ Million sources give you the most comprehensive insights of any social analytics platform for informing your strategies.
- Easy to Use: Simple queries and advanced filtering eliminated the need for complex Boolean queries.
- Unlimited topics: Build an unlimited number of analyses to support all new and existing client strategies.
- 27 Months of Historical Data: Gain the competitive edge with historical data on your brand, your competitors and your industry.
- Multilingual support: NetBase supports 199 languages to give insight into how your campaigns are performing globally and how customers are responding.
- Natural Language Processing: Achieve the most accurate consumer understanding with with deep insights into unstructured text across 42 languages.
- Audiences Insights: Gain a real-time view of audience segments to create smarter marketing strategies, craft winning content, and improve campaign effectiveness.
- Location Bases Analysis: Inform local and regional campaign strategies by analyzing social conversations by DMA, GPS-coordinates, and geo-fenced locations.

NETBASE SOCIAL ANALYTICS FOR AGENCIES
ANALYTICS THAT FUEL EVERY ASPECT OF A CUSTOMER EXPERIENCE DRIVEN BUSINESS

LEVERAGE 300M+ SOCIAL MEDIA SOURCES
NetBase provides a complete understanding of both customer perception and satisfaction on every social media site where your customers are active.

- Instantly see what consumers are sharing across Twitter, Facebook, Instagram, YouTube, Tumblr, and much more
- Tap into Blogs, forums and review sites for in-depth opinions affecting your brand opinion
- Act globally with social coverage spanning 99+ countries and 199 languages
- Stay relevant with analysis of the latest emojis and slanguage

GAIN A SEAMLESS VIEW ACROSS CHANNELS
Gain actionable insights with a complete view of your brand, campaign, product, and service across your owned, earned, and partnered content.

- Instantly see how your owned, earned, and partnered media is affecting social conversations
- Adjust your strategy in real-time by identifying the most engaging content
- See how partnerships are contributing to your brand perception and which require your attention

PLAN CAMPAIGN STRATEGIES
Create more impactful campaigns, increase reach and engagement using influencers, and optimize campaign performance in real-time.

- Analyze historical campaign performance
- Review current campaigns to see what is working and what is not
- Identify outperforming or underperforming markets
- Uncover new and untapped opportunities for growth

INFORM CREATIVE IDEATION AND PLACEMENT DECISIONS
Develop a content strategy aimed at uncovering where your target customers are most engaged and the content that resonates best.

- Find creative inspiration from user generated content
- Identify popular media that drive maximum engagement
- Pinpoint websites, media outlets, blogs and other sources your customers find trustworthy

DEMOGRAPHICS AND BEYOND
Augment your buyer persona profiles with real-time social insights, offering a precise view of your specific customers. Start with rich profile data for age, gender, and ethnicity and then add important life stage moments, passions, and preferences.

- Create targeted campaigns with self-reported information on hobbies, interests, and affinities
- Analyze your customer journey with insight on how and when they make purchase decisions
- Compare and contrast different segments for in-depth understanding of what makes them unique and how to connect with them in authentic ways they’ll find difficult to ignore

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.

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