Bring context and structure to your data for fast and effective decision making

Market and consumer trends are shifting faster than ever before. To remain competitive, brands must have a finger on the pulse of their consumers, competitors, and markets to act quickly. Unfortunately, there's often a disconnect between company strategy and the data and analytics on hand. The NetBase Quid® Intelligence Connector brings context and structure to your data for faster and more effective decision-making.

Data-Driven Intelligence for Measurable Results

According to McKinsey & Company, business agility improves financial performance by 20% to 30%. Agile organizations can speed decision-making, product innovation and development, and shorten the time to market for new products, all of which result in a strong competitive advantage. Intelligence Connector delivers analytics-ready consumer and market intelligence in a form that can be easily combined with internal data in your BI infrastructure to empower quick, efficient, and impactful, data-driven decisions.

Enable a single source of truth, incorporating all relevant consumer and market intelligence data, and your own data, with a scalable, real-time BI framework.

- Improve operational efficiency by eliminating the complexity of multiple APIs and data protocols while unifying disparate data sources
- Proactively identify and predict trends, competitive pressures, and risks to brand reputation
- Enhance marketing mix models to win more business
- Drive better outcomes across all departments and strategic initiatives

Reduce Months of Research into Hours

The NetBase Quid® Intelligence Connector automatically collects, cleanses, and transforms data from millions of consumer and market sources into a single, easily accessible location.
With Intelligence Connector, enriched social and market intelligence data from NetBase Quid is available in your preferred storage environment. This data can be combined with your own enterprise data to power specialized business use cases and to perform more advanced analysis. This breakthrough technology provides the following benefits:

- Real-time, actionable insights so you spend more time analyzing the data, and less time preparing the data. The NetBase Quid® next-generation AI and NLP decodes, transforms, and contextualizes the data for you.
- Faster time to insights and industry leading accuracy through advanced sentiment extraction, entity identification and theme classification, all at lightning-fast speed.
- Holistic, big-picture analysis that bridges the gaps between fragmented consumer and market data, with automatic data refreshes so you stay ahead of the curve and gain a competitive advantage.

Lower Costs by Leverage Existing Investments

To realize maximum efficiency and optimal cost savings, leverage your existing BI infrastructure and investments. Open standards and flexible integration options ensure that data in your existing systems is enriched with the industry's most comprehensive and accurate consumer and market intelligence data from NetBase Quid®.

- Think big, start small
- Easily accessible to organizations of all sizes and maturity
- No infrastructure overhaul or expensive installation required

Use Case - Global Automotive Trends

Goal: Continuously identify long and short terms trends in the automotive industry across geographies, car types, & automotive technologies by tracking social media, news, and other data sources such as Google search trends, sales data, recall data, etc.

Data required: Get posts and sentiment counts every hour for every major car brand with sub-categories on make, model, types across technologies such as self-driving, 5G, lane assist, etc. and across automotive themes such as sustainability, fuel efficiency, etc.

Challenge: Combining 50 brands X 10 car types X 20 markets x 10 themes x 2 metrics equals 200k data points per hour. Current API based processes can't support this dimensional explosion of data. You need a more efficient way to compute the permutations before moving them to external systems.

Solution: Eliminate the need to write code for 200k APIs calls per hour. NetBase Quid® Intelligence Connector computes and delivers data across all possible permutations, simplifying this complexity into a few
simple steps, then handles the details of large-scale data extraction and transformation for you. Leverage the topics and theme definitions from the NetBase product that analysts have spent time configuring and cleaning to be comprehensive and to ensure data hygiene. Define the combination of dimensions to group your data by topics, themes, geo, filters, etc., then specify the metrics, output location, and schedule. The Intelligence Connector automatically delivers the data in a format that you can easily combine with other data.

Works with Enterprise Platforms and leading BI Systems, including, for example:
About Us

NetBase Quid® delivers AI-powered consumer and market intelligence to enable business reinvention in a noisy and unpredictable world.

Our platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering brand, agency, and consulting services customers to make smart, data-driven decisions accurately, quickly, and efficiently.

We are the trusted partner of Ogilvy, T-Mobile, Lufthansa, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG, Gopuff and Dotdash Meredith.

Learn more at www.netbasequid.com

NetBase Quid® Headquarters
3945 Freedom Circle, Suite 730
Santa Clara, CA 95054
P: 855-762-6764
E: info@netbasequid.com
www.netbasequid.com

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