NetBase Chinese Coverage

MONITOR ALL ASPECTS OF SOCIAL
Analyze data from Sina Weibo, mainland China’s largest social network.

UNDERSTAND YOUR CONSUMER
Connect directly with over 800 million monthly active mainland consumers and surface new insights emerging from the China market.

GET FULL VISIBILITY
Add Sina Weibo insights to your dashboards to gain an informative snapshot of your brand in real time.

START TODAY
Easy to set-up and configure so that you can begin visualizing and analyzing insights into your customers before you know it.

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The NetBase product provides two ways to analyze content authored in Simplified or Traditional Chinese—by using the topic Language filter to access Chinese content in the NetBase index or by subscribing to the premium Sina Weibo content feed.

Standard Chinese Content

The NetBase product downloads, processes, and indexes Chinese content from numerous social web sources. Customers can access this content at no additional fee by setting the Language filter in a social web topic to Simplified Chinese or Traditional Chinese.
Premium Sina Weibo Feed

You can also subscribe to a premium Chinese content feed to retrieve data from Sina Weibo, mainland China's largest social network. This premium feed allows you to connect directly with over 800 million monthly active mainland consumers and surface new insights emerging from the China market.

After your organization subscribes to the Sina Weibo feed, you provide a list of keywords that the NetBase product uses to download data into your account from the feed. After setting up the Weibo data flow into your account based on these keywords, you can define topics and analyze data as you would for any other type of data.

This feed allows you to filter by the following, which are stored as metadata with each post:

- Author/user name
- Geography
- Gender
- Follower count
- Post type

Note: The NetBase product can only download Sina Weibo data based on keywords, and not by author, channel, or domain.
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, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG, and The New York Times.

Learn more at www.netbasequid.com

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