The Next Generation Consumer and Market Intelligence Platform

In today’s fast-paced and competitive market, the importance of data and correlating it with your business strategy has never been more important to your success. Without it, the likelihood of you competing for consumer and market mindshare is severely limited. Advanced brands and agencies that rely on data intelligence continue to grow much faster year over year than less mature companies.

Forrester predicts that 25% of companies that are only using product research will pivot to consumer and market intelligence to rapidly get insights and respond to changing consumer behaviors and evolving trends.

NetBase Quid empowers businesses to make smarter, data-driven decisions quickly and efficiently by bringing billions of data into a fully integrated artificial intelligence (AI) platform to answer the most important business questions. Including:

- Identify the trends that matter most to your consumer or your market
- Gain a deeper understanding of your consumers, your competition and your industry
- Learn what drives consumer sentiment and behavior
- Distinguish between critical and non-essential business issues
- Identify new opportunities for new and innovative products, services and business investment
- The World’s Richest Consumer and Market Data

NetBase Quid gives businesses contextual insights that reveal business trends from across all forms of structured and unstructured data.

Consumer intelligence helps you better understand a particular set of consumers. This data set can include (but is not limited to): social media, customer reviews, product reviews, forums, blog posts, news articles and more.

Market intelligence helps you better understand a particular company or industry. This data set can include (but is not limited to): company profiles, patent applications, academic papers, news articles, social media, job site reviews and more.
Next Generation AI Technologies That Extract Meaning From Data

NetBase Quid delivers market-leading AI technology that reveals what matters most across billions of social media posts and millions of data sources including news, blogs, forums, review sites, company and patent information, and more. The platform utilizes artificial intelligence enabled by patented algorithms, language analytics, machine learning, deep learning, and expert systems to deliver deep insights.

These insights provide awareness and understanding into brand health and perception, competitive intelligence, tech scouting, trend analysis, campaign optimization and strategy, crisis alerting and management.
Innovative Data Visualization Delivers Unparalleled Visibility

NetBase Quid’s platform delivers innovative data visualization which enables unparalleled visibility into any landscape analysis, including brand coverage, the industries they serve, and new areas of opportunity for strategic brands and their agencies.

<table>
<thead>
<tr>
<th>QUID MARKET INTELLIGENCE PLATFORM</th>
<th>NETBASE SOCIAL MEDIA ANALYTICS PLATFORM</th>
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<tbody>
<tr>
<td>Analyzes premium news articles (including behind the paywall), forums, blogs, company data, &amp; patents</td>
<td>Analyzes all sources of consumer data including social media, blogs, forums, review sites, and more</td>
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<tr>
<td>Visually displays the connection and relevance between content and themes</td>
<td>Deeply analyzes language at the entity level within a post</td>
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<td>Identifies key opinion leaders influencing media coverage</td>
<td>Gives you nuances into consumer attitudes, wants, and behaviors</td>
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<td>Quickly understand market trends, industry segments, and competitive landscape</td>
<td>Monitor and track the topics that matter most</td>
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Strategic insights that Drive Your Business
NetBase Quid delivers businesses an unprecedented solution that eliminates hours, even days, of time and effort to analyze the data required to drive your most strategic and operational business decisions.

Strategic Insights that Drive Your Business

**Investment Decisions**
- Unique patent & company datasets
- Identify adjacencies and new markets

**Brand Strategy**
- Evaluate brand perception across News, Social and Internal data
- Network & sentiment analysis to prioritize the conversations that matter

**PR & Communications**
- Risk sensing from news data, key opinion leaders and customer trends
- PR measurement and monitoring for alerts on brand issues

**Media Intelligence**
- Brand tracking to understand engagement and optimize campaigns
- Content strategy from detailed customer segmentation and category trends

**Customer Experience Optimization**
- Evaluate customer interactions for policy and process improvement
- Track customer perceptions over time versus competitors

**About NetBase Quid**
NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market. The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently. NetBase Quid is a trusted partner of American Airlines, Coca-Cola, Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG and The New York Times.

Learn more at https://www.netbasequid.com

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