Fast, Accurate, and Deep Social Insights

NetBase Pro delivers access to the industry’s most powerful social analytics solution with less time and effort. With NetBase, brands of any size can gain a competitive advantage by incorporating real-time social insights into their strategy to grow revenue, lower risk, and improve retention.

Key Features

- **Real-Time Knowledge**: Know how your brand is doing right now with live insights on trending posts, most shared images, and most engaging posts across 300M different social media sources
- **Highly flexible search parameters**: Simple search interface for “Google-style” topic searching, also allows for more complex query strings, and/or leverage your team’s core NetBase Quid topics, filters and datasets
- **Modular layout design** provides simplistic ways to interact with data
- **Modified interface** instantly delivers the most relevant metrics to users, including sentiment, trends and key terms
- **Great for teams** who focus on ideation, quick-turn insights and repeatable analysis structures
- **Designed for both new and seasoned analytics users** to make sure you can get relevant information no matter your depth of experience
NETBASE PRO SOLVES YOUR MOST IMPORTANT PROBLEMS—SIMPLY.

Define your marketing strategy and approach by understanding your customers’ perception of your brand and products.

**IMPROVE BRAND HEALTH**
Know what customers are saying. Get the most accurate understanding of your share of voice, brand passion, and customer behavior.

**BOOST CAMPAIGN PERFORMANCE**
Maximize campaign performance with detailed demographic data for a complete understanding of your customers.

**MAXIMIZE PRODUCT LAUNCH RESULTS**
Gain competitive and category insights to inform your product strategy. Validate customer receptivity to new products and overall brand positioning.

**RESPOND TO CRISIS IN REAL-TIME**
Customer experience can change rapidly and crisis can erupt, spin out of control. Manage risk and act swiftly to control the chaos.

**NETBASE QUID® GIVES YOU MORE**
- 99.5% customer satisfaction and 90% of rapid innovation is customer driven
- Recognized as a leader by Forrester, G2Crowd, and TrustRadius
- Accurate understanding with patented Natural Language Processing across 199 languages
- Partnerships with Twitter, Tumblr, Hootsuite and more
- Global support across NA, EMEA, APAC, and LATAM
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

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