

Intelligence Connector

Advanced Consumer Trends



**THE PLATFORM
FOR CONSUMER
AND MARKET
INTELLIGENCE**



**REAL-TIME
INSIGHTS**



**INSIGHTS IN
YOUR BI SYSTEM
OR DASHBOARD**



**THE BROADEST SET
OF CONSUMER AND
MARKET DATA**



**UTILIZE STANDARD
METRICS, OR CREATE
YOUR OWN**

The Importance of Identifying Meaningful Trends

Due to increasingly dynamic and unpredictable markets as a result of external factors and ever-changing consumer preferences, companies need to ensure that they're able to predict new consumer trends in real-time.

As a result, the success of a product launch or campaign is even more reliant on not just identifying relevant trends, but more importantly, those that go beyond short-term surges in interest.

While it may be relatively simple to spot the emergence of new categories when looking at a snapshot in time, it's significantly more challenging to predict which ones will have a lasting impact on your market without employing a much more sophisticated method using data sources that are not only comprehensive, but also tailored to the needs of your team.

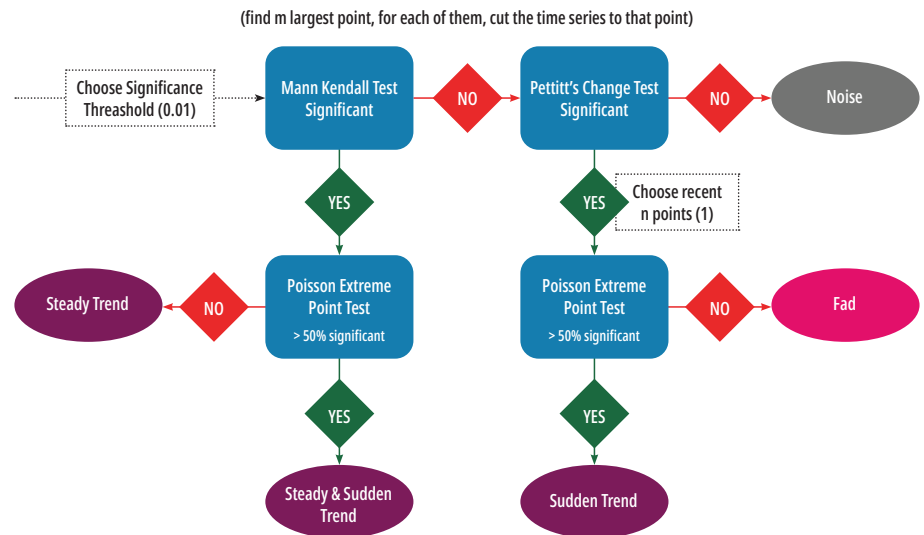
Traditional Research	Dynamic and Continuous Research
Decision-making, reliance on known variables	Data-agnostic trend discovery, validated through statistical significance.
Manual, slower time to insights	Artificial Intelligence (AI), real-time analysis at scale
Siloed accessibility	Democratized data accessibility
Point-in-time, manual data updates and analysis	Continuous data monitoring and refinement
Limited data sources	Broad data sources including social, news, blogs, forums, companies, patents, and additional third-party data.
Qualitative and volume metrics only	Custom metrics tracking high priority KPIs
Static, standard framework	Agile, responsive framework

NetBase Quid's Intelligence Connector Enables You to Separate Signal from the Noise

By using our Intelligence Connector's Advanced Consumer Trends capabilities, you'll have access to an unbiased, single source of truth to discover emerging trends from your consumer and market data, empowering you and your team to guide strategic decisions across your company, whether it's campaign design or product innovations.

As part of the deployment, our data scientists will work directly with you and your team to translate business objectives into actionable intelligence by developing customized metrics and workflows that enable our AI-driven statistical models to categorize steady trends, sudden trends and noise in your data.

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Advanced Consumer Trends in Action

A global pharmaceutical company needed to automate the process of organizing thousands of medical science liaison (MSL) notes regarding the performance and sales of their drug to decide which categories were trends that needed further attention.

After determining objectives and key metrics to analyze in the research, the themes and sub-themes identified evolved over time, with clear demarcations between this customer's criteria: emerging trends, stable trends, fads and noise. Analysts were then able to dive into underlying data to understand the why behind the what.

Using this real-time intelligence from their MSL data, the pharmaceutical company is consistently refining and improving its offering to meet market demand and manage consumer expectations, while factoring in rapidly shifting variables to inform the scale of production.

This intelligence also enables them to keep their MSLs informed with up-to-date messaging, which helps liaisons communicate the value of the drug more effectively.



We make the world make sense™

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, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG, and The New York Times.

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Intelligence

