

Media Intelligence Visualized & Monetized

NetBase Quid® for Agencies



Monetize

Offer a variety of unique, billable, strategic services to increase revenue.



Monitor

Monitor ongoing social and news content in NetBase at scale and in real-time.



Visualize

Visualize and analyze snapshots of social, news, company, patent, or proprietary, unstructured data in Quid.



Develop

Develop superior strategic insights and deliver targeted recommendations.



Identify

Identify and engage with influencers and key opinion leaders.



Streamline

Streamline workflows and eliminate redundant subscription costs.

From the initial pitch to the creative brief through project execution, real-time social and news analytics reveal insights that empower agencies to add greater value throughout client lifecycles. These analytics open a new universe of possibilities and practices that can drive higher client revenue and retention through monitoring media and understanding changing consumer attitudes and behaviors.

Meet Quid

NetBase, the premier consumer and market intelligence platform, is the agency's go-to resource for continuous market research. Quid is NetBase's AI-powered, next-level companion that elevates data analysis to art. Agencies can customize Quid's insights to offer new uplifted services, including:

- Trend discovery
- Opportunity and threat identification
- Continual brand, market and competitive intelligence monitoring

Quid delivers actionable data that differentiates your agency from the competition. It strengthens your insights practice and elevates the quality and breadth of your research. Adding Quid to your NetBase configuration eliminates redundant data subscriptions. It allows you to consolidate costs, streamline workflows, and focus staff on more productive tasks that move the needle for your business.

Clarifying Conversations

Quid drills down into social conversations and news as they happen. The application identifies influential brands and people that are driving trends and extracts sentiment and tone, providing concrete strategies and tactics in client presentations to:

- Understand what is being said about topics, brands, products, and services, including how people feel about them
- Identify and monitor trends affecting markets
- Create actionable first-mover advantage by finding whitespace opportunities
- Determine the most effective influencers and key opinion leaders
- Amplify brand and customer voices to maximize reach and authenticity

Scale and Optimize Workflows

NetBase plus Quid allows agencies to share insights and assets across both applications quickly and easily. This agility fortifies real-time intelligence, allowing you to identify and capitalize on trends or mitigate threats rapidly.

- Optimize workflows and increase collaboration with shared insights across teams
- Repurpose, reuse and refine topics, themes, and dashboards for maximum efficiency
- Share actionable insights through client-ready deliverables

Standing out and exceeding client expectations is a goal of every marketing, advertising, and public relations agency. The most successful agencies actively unite unstructured social, news, survey, and other data to create actionable metrics that monitor change over time. The unified solution of NetBase Quid elevates your agency's value, improves its market intelligence, and provides a complete picture of the sentiment and intent surrounding client brands.

Monetizing Media Intelligence

Create additional value and differentiation for your agency when pitching new or renewing business with Quid. Build a profitable, data-driven practice by monetizing analytics. Offer intelligence on what is happening in the market and with consumers, enabling you to deliver unique insights and offer value-added services to your clients.

- Package consumer and market insights into reports that meet client needs
- Supplement NetBase Quid insights with high-value, third-party data sources for holistic research intelligence
- Monitor and measure KPIs, including brand share of voice and engagement, to tangibly demonstrate ROI on client campaigns

NetBase Quid insights can be white-label co-branded to support your agency's business. Contact us today for a personal tour.



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, Lufthansa, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG, Gopuff and Dotdash Meredith.

Learn more at www.netbasequid.com

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