Real-time social and news analytics in 200+ countries reveal insights that empower brand managers to grow, protect and nurture a product, service, campaign, or idea through its lifecycle. These analytics open up a new universe of possibilities that can drive higher revenue and loyalty through monitoring media and understanding changing consumer attitudes and behaviors toward your brand and its competitors.

Meet Quid

NetBase, the premier consumer and market intelligence platform, is a brand's go-to resource for continuous market research. Quid is NetBase's AI-powered, next-level companion that elevates data analysis to art. Brands use Quid to visualize and analyze social conversations, news coverage, patent data, company data, and proprietary, uploaded data to discover emerging topics and themes.

- Identify trends, opportunities, and threats
- Monitor your brand, your market, and your competitive intelligence
- Visualize data by channel, location, demographics, and more

Quid strengthens your brand's position by elevating the quality and breadth of your market research—validating consumer demand with precise data. Adding Quid to your NetBase configuration eliminates redundant third-party data subscriptions, allowing you to consolidate costs, streamline workflows, and focus staff on more productive tasks that move the needle for your brand.

AI-powered Historic and Real-time Media Analysis

Quid drills down into social conversations and news as they happen. The application identifies influential authors, behaviors, and emotions expressed toward your brand. Quid uses AI to categorize conversations into clustered themes, enabling you to see a map of these discussions and their relationship. Visualization permits you to identify the key narratives, making it much easier to contextualize the data.
Scale and Optimize Workflows

NetBase plus Quid allows brands to share insights and assets across both applications quickly and easily. This agility enhances real-time intelligence, allowing you to capture and share competitive insights and capitalize on trends that will shape the world or mitigate risks.

- Optimize workflows and increase collaboration across departments
- Repurpose, reuse and refine topics, themes, and dashboards for maximum efficiency
- Share actionable insights with other departments with presentation-ready graphics and reports

Successful brands actively unite unstructured social, news, survey, and other custom data to create actionable insights they can monitor over time. The unified solution of NetBase plus Quid elevates your brand’s value, improves your market intelligence, and provides a complete picture of the sentiment and intent surrounding your brand, your competition, and your market.

In today’s hyper-competitive landscape, companies must keep their finger on the market’s pulse to stay ahead of changing consumer attitudes and behaviors. NetBase Quid’s AI-powered consumer and market intelligence platform equips brands with actionable intelligence that informs and strengthens business and marketing strategies.

Contact us today for a tour.
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