Powerful, Contextualized Insights for Social Data and Beyond

Quid Social delivers unprecedented social analytics that enables consumer insight strategists to make smarter, faster data driven decisions for their business. Identify the main drivers of conversation in social media around a topic and understand the relationship between adjacent social conversations.

- Auto-classify and group related social conversations with advanced artificial intelligence (AI)—no user training required
- Identify trends and emerging consumer conversations and their context
- Visual networks enable you to quickly see how data is connected providing insights into themes and trends
- Objectively find both expected & unexpected insights with confidence

Find Insights Quickly with Accuracy and Confidence

Improve your competitive, market, and consumer intelligence with the industry leader in consumer and market intelligence. Analyze all sources of social data to discover emerging themes that can inform strategic business decisions.

- Compare your brand position vs. others in social media around a topic
- Understand how consumers are reacting to market trends, innovation, and competitors
- Identify key messages that resonate with consumers and those associated with your brand
- Predict emerging trends to unlock new market opportunities
Predictive Insights Identify Emerging Tends

Quid Social leverages an advanced AI model to automatically detect conversation clusters that are significantly different from the rest of the social conversation, enabling you to quickly and easily identify emerging consumer and market trends, unlocking new opportunities for your business. For example, Quid Social can identify those “outlier” conversation clusters with disproportionate volume of posts authored by a specific gender, or which clusters have a location that is being mentioned with an unusual frequency.

Quid Social outliers are computed for 13 attributes including:

<table>
<thead>
<tr>
<th>Categorical:</th>
<th>Quantitative:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Author Gender</td>
<td>• Followers</td>
</tr>
<tr>
<td>• Source Type</td>
<td>• Total Engagement</td>
</tr>
<tr>
<td>• Person</td>
<td>• Published Date</td>
</tr>
<tr>
<td>• Post Type</td>
<td>• Comments</td>
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<tr>
<td></td>
<td>• Likes</td>
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<td></td>
<td>• Shares</td>
</tr>
<tr>
<td></td>
<td>• Sentiment Combined Score</td>
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</tbody>
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Instacart network view: social media conversation clusters

Outliers by source: Facebook
Comments vs. engagement by sentiment

Detailed insight into sentiment drivers
Productivity

Let our AI-enabled solution monitor trends in your Quid Social analysis without complex user-based classification systems and hand curated themes.

- Convert conversation clusters into themes for on-going monitoring with a single click
- Generate multiple themes automatically that encapsulate thousands of nodes across your Quid Social network
- Monitor key topics and themes to keep you abreast of changes in the social media narrative

Save social conversation themes for ongoing monitoring and alerting.

Comprehensive Social Media Coverage for Historic and Real-time Analysis

Global coverage of 350M sources from 200+ countries with language support for English, French, Italian, German, Spanish, Chinese, Korean, and Japanese including:

- Twitter: Access to full firehose
- Reddit: 4 Billion+ posts across all sub-reddits
- Forums: 25 Billion posts from 500K+ domains
- Tumblr: 6.1 Billion posts from 493M+ Blogs
- Review sites: including TripAdvisor
- Blogs: 3.5B posts from 22M+ Blogs (4x more than LexisNexis!)
- Comments: 2.6B comments on news and blogs
- Instagram: Specified hashtags, @mentions, business & creator profiles
- Facebook: Fan pages posts and comments
- 27 months of history and going forward data
The Power of Consumer and Market Intelligence in One Platform

The NetBase Quid consumer and market intelligence solutions support your most important strategic initiatives. Ready to supercharge your data-driven business with real-time social insights, the standard for a pulse check on customer experience and real, unsolicited opinions? Reach out to us for more details!

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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