



Quid Product Line

AI-Driven Consumer and Market Intelligence for End-to-End Enterprise Insights

Quid inspires full-picture thinking by drawing connections across massive amounts of unstructured data. Other analytics software can show you what is happening, but only Quid can unlock the context that explains why.

From identifying market opportunities to understanding customer needs, building awareness, and mitigating risk, Quid helps you build an analysis at a fraction of the time and resources as traditional methods so you can focus your efforts on deriving strategic insights from your data.

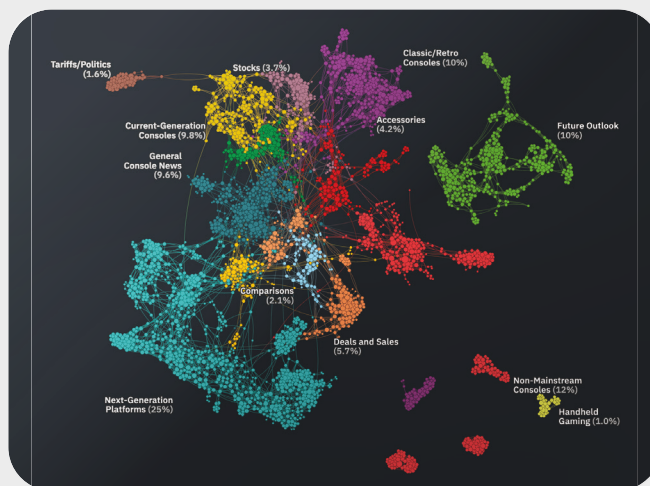
Smarter, Faster Insights to Power Your Next Big Idea

DISCOVER KEY THEMES ACROSS MULTIPLE DATA SOURCES through our world-class AI that powers our portfolio of market intelligence and consumer insights tools.

NEVER MISS AN INSIGHT with interactive data visualizations that enable you to identify emerging trends that inform strategic business decisions.

ELIMINATE THE MANUAL EFFORT to review and analyze your Quid Network analysis. Let our AI-enabled solutions do the work for you.

EASILY COLLABORATE AND PRESENT YOUR ANALYSIS by sharing or customizing your findings and exporting to a number of different formats.



Quid empowers strategic thinkers to uncover hidden insights. This powerful, flexible platform creates custom AI-driven visuals that enable deeper analysis of any type of text-based data at scale.

Quid is ideal for business leaders, researchers and analysts who need:

- **Answers to larger strategic questions, while also being able to drill down into their analysis**
- **Detailed visualizations with customizable dimensions, metrics and filters to suit their research**
- **The ability to automate the discovery of key themes from any written data, external or internal**

Conduct Your Analysis Across Channels, All in One Place

QUID PRO	QUID SOCIAL	QUID MONITORING	QUID OPUS
<p>Visualize volumes of written content at scale, driving your insights far beyond the limitations of conventional methods.</p> <p>Data Sets:</p> <p>News: 3.6M+ global news and blog sources through LexisNexis.</p> <p>Companies: 2.2M+ public and private companies through S&P Capital and Crunchbase.</p> <p>Patents: Complete coverage of patents in 50+ jurisdictions through Clarivate Analytics and Reuters.</p>	<p>Comprehensive social media coverage for historic and real-time analysis of consumer conversations.</p> <p>Data Sets:</p> <p>Social: 300M sources including social media, blogs, forums, & reviews</p>	<p>Interactive reports and real-time alerts with data updated continuously so you never miss an insight.</p> <p>Use Case Examples:</p> <p>Industry Monitoring: Track emerging trends for your brand and competitive landscape.</p> <p>Voice of Customer: Monitor customer and/or patient trends in pain points and satisfaction drivers.</p>	<p>Analyze custom data sets with AI to easily identify patterns and trends.</p> <p>Data Set Examples:</p> <p>Competitive Data Sets: Job postings, corporate filings, clinical trials, academic papers, third-party surveys</p> <p>Internal Documents: NPS data, employee surveys, call center transcripts</p>

End-to-End Enterprise Insights



Investment Decisions	Brand Strategy	PR & Communications	Media Intelligence	CX Optimization
<p>Use Cases:</p> <ul style="list-style-type: none"> Trend Analytics M&A Technology Scouting 	<p>Use Cases:</p> <ul style="list-style-type: none"> Brand Perception Competitive Intelligence 	<p>Use Cases:</p> <ul style="list-style-type: none"> Crisis Management Brand Perception KOL Identification 	<p>Use Cases:</p> <ul style="list-style-type: none"> Trend Analytics Brand Perception KOL Identification 	<p>Use Cases:</p> <ul style="list-style-type: none"> Voice of the Customer/Patient Brand Perception
<p>Comprehensive patent & company revenue and investment datasets</p>	<p>Evaluate brand perception across News, Social and internal data</p>	<p>Risk sensing from news data, key opinion leaders and customer trends</p>	<p>Brand tracking to understand engagement and optimize campaigns</p>	<p>Evaluate customer interactions for policy and process involvement</p>
<p>Identify adjacencies and new markets with AI-driven data visualizations</p>	<p>Network and sentiment analysis to prioritize the conversations that matter</p>	<p>PR measurement trend analysis to track evolving brand and industry narratives.</p>	<p>Content strategy from detailed customer segmentation and category trends</p>	<p>Track customer perceptions over time versus competitors</p>

NETBASE QUID™

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market.

The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently.

NetBase Quid is a trusted partner of American Airlines, Coca-Cola, Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG and The New York Times. Learn more at www.netbasequid.com.

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Trusted by the World's Top Brands

