

Social Listening in Rival IQ



Monitor brand health and sentiment across channels to make data-informed business decisions



Measure Brand Health

Understand consumer perceptions about different facets of your brand so users can make informed decisions about product and marketing strategies.



Analyze Consumer Perceptions of the Competition

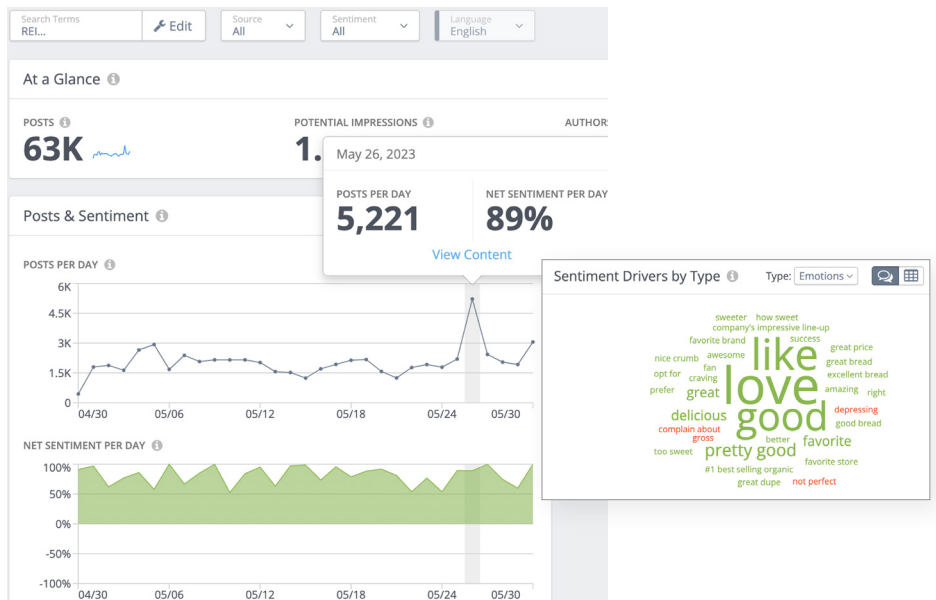
Understand consumer perceptions toward your competitors so you can validate or modify your brand positioning and messaging.



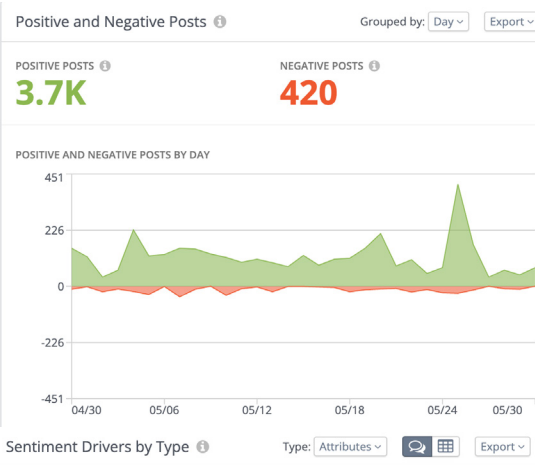
Discover and Monitor Industry Trends

Understand what's important and relevant to consumers so you can make informed decisions about product and marketing strategies.

For marketers who rely on data when making business decisions and building go-to-market strategies, Rival IQ provides easy-to-use listening insights and comprehensive social media analytics to make high-quality social listening available — regardless of team size or budget.



Social Listening in Rival IQ provides comprehensive brand-health insights alongside social media analytics, offering you a holistic view of online conversations about brands, products, and topics. These features enable you to gauge consumer perceptions on various aspects, such as product quality, customer support, perceived value, desired features, common complaints, and brand reputation. With these competitive brand insights, you can make informed decisions on product and marketing strategies.



Digital, social, and brand marketers who rely on data to improve their decision-making processes will benefit from Social Listening, specifically when it comes to:

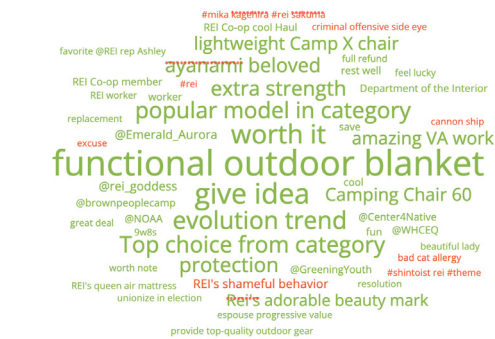
- Strategic marketing
- Social campaign development
- Product and operational improvements

Powerful Social Media Insights:

Understand brand perception: Analyze and review volumes of data sources (like Reddit, Twitter, Quora, and more) alongside your social media analytics in Rival IQ to monitor online brand health and sentiment.

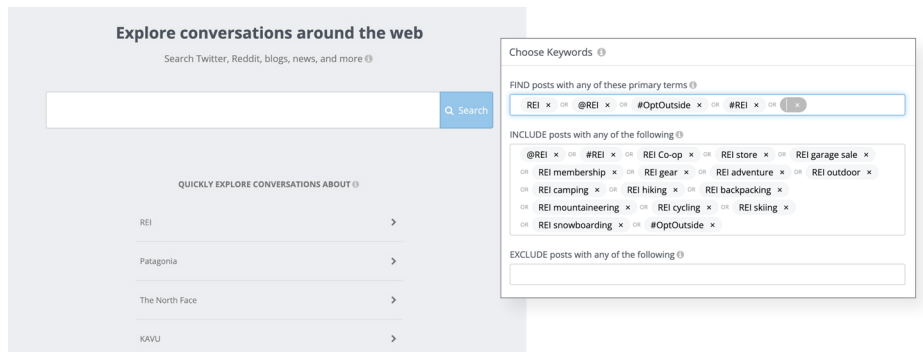
Monitor competitors, campaigns, and industry trends: Never miss a trending topic or a sentiment shift from your competitors with easy-to-use search, best-in-class natural language processing (NLP), and always-on alerting.

Make informed business decisions using feedback from customers and followers: Implement feedback from across online sources to improve your products based on real-time customer input. Or find your next influencer partnership based on who's praising your brand online.



More Reasons to use Social Listening in Rival IQ:

- It's easy and intuitive to use
- It uses high-quality NLP and sentiment analytics powered by the industry-leading NetBase Quid platform
- It's already integrated into Rival IQ's comprehensive and user-friendly social media analytics tools



NetBase Quid® delivers AI-powered consumer and market intelligence to enable business reinvention in a noisy and unpredictable world.

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