



# Linkfluence helps you understand your customers better

We combine AI with market research expertise, to turn social data into impactful consumer insights.

**Linkfluence Consumer Insights Platform** analyzes the industry's most comprehensive social data sources using a combination of advanced AI and our unique market research expertise. This means we are able to help our customers uncover

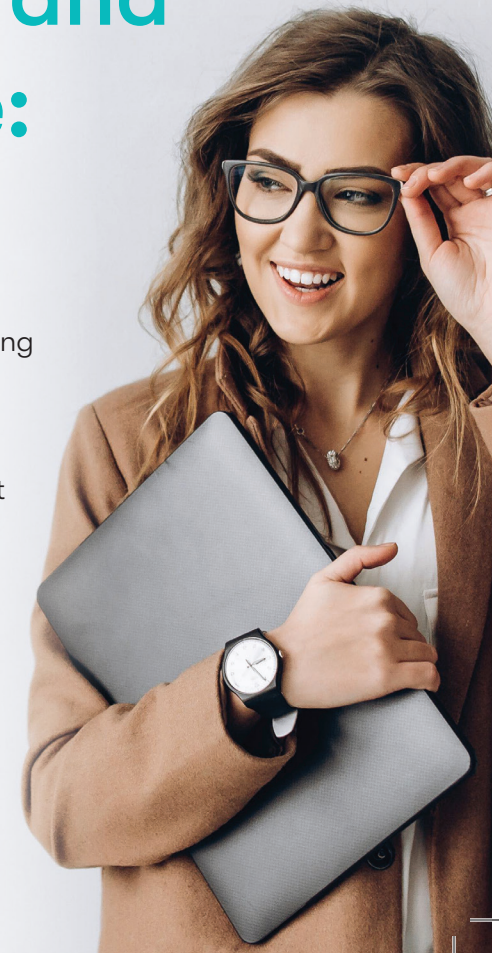


meaningful consumer insights that make a real impact on their marketing campaigns and business decision making. We take the guesswork out of consumer intelligence.

We give you the depth and detail of professional market research, with the always-on convenience of a social insights platform.

## Consumer Insights at every stage of the brand lifecycle:

- Reputation Monitoring
- Brand Equity Tracking
- Competitive Benchmarking
- Content Ideation
- Influencer Discovery
- Campaign Measurement
- Market Research
- Audience Segmentation
- Customer Experience Analysis
- Trends Analysis



# Consumer Insight Platform: Radarly

Radarly is an AI-powered consumer insights platform with social data at its core.

It combines the immediacy of digital data with the rigor of proven Consumer and Market Insight research methodologies. It gives you access to reliable, structured quantitative and qualitative intelligence in real-time, whenever you need it.

- Always on. Actionable. Explorable. Extensible.
- Unrivaled global data coverage.  
Expert data structuring and visualization.
- Built for enterprise. Scales easily for multiple markets, teams, and even external partners.
- Designed by CMI experts, Radarly was created specifically to deliver deep consumer insights.

## Premium Product Add-Ons

### Brands

Measure Brand Equity through Spontaneous Online Conversations

### Tribes

Segment, Understand, and Activate your Audiences

### Customer Experience

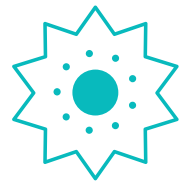
Understand Real Feedback To Improve Customer Experience

### Trends

Forecast Trends to Identify New Opportunities and Mitigate Risks



## Insight Services



If you need help interpreting social data, our team of expert research analysts will work with you to dig deep into any topic of interest and ensure you fully understand what the data is telling you.

## Professional Services



Our specialists can offer bespoke services to support your unique requirements. These include industry specific data structuring, training, and project management.