

NetBase Quid Powers Consumer and Market Intelligence



| Platform



The platform for consumer and market intelligence



Next-generation AI



Real-time Insights



Accuracy of Intelligence



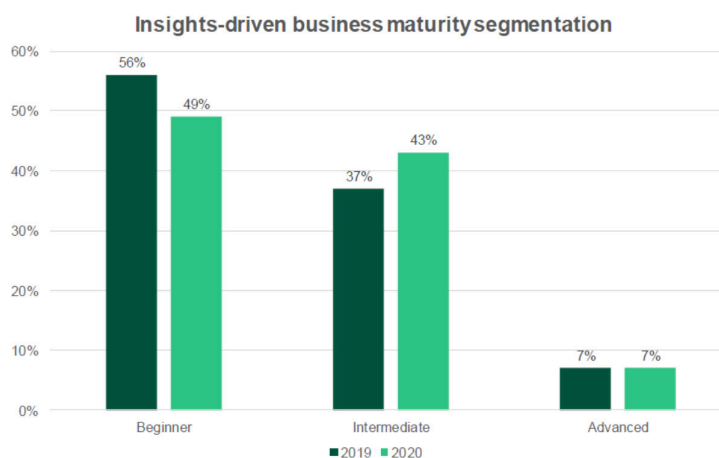
The broadest set of consumer and market data

Data Drives Business Performance

In a recent report on Consumer Intelligence, Forrester summarized the tangible business benefits of using insights to outperform the market and your competitors; including the following:

- **Increase revenue** - 2.8x more likely to report double-digit year-over-year growth
- **Decrease costs** - 1.4x more likely to report that using analytics has lowered IT costs
- **Reduce (or manage) risk** - 1.5x more likely to report that using analytics has helped ensure compliance/reduce risks

The hard reality is that most businesses do not fully use data to drive decisions. Forrester Analytics Business Technographic Data and Analytics Survey in 2020 highlights that only 7% of firms are advanced in using insights to drive decisions while almost half are beginners.



Source: Forrester

Most organizations have a long way to go to embrace decision-making derived from data-based insights truly.

NetBase Quid offers a complete platform to help enable businesses to use data-driven intelligence to run their business, specifically around understanding consumers and markets. The fully AI-powered platform, provides the ability for businesses to discover new trends, identify new opportunities and monitor intelligence over time.

The diagram illustrates a central platform architecture. At the top, four colored circles represent key functions: 'Discover' (pink), 'Monitor' (purple), 'Connect' (dark grey), and 'Customize' (green). These are connected by lines to a central blue rectangular box. Inside this box, the text reads 'Real Time, AI-Enabled Platform' in a large, bold, white font, with the subtitle 'Comprehensive, Scalable, Accurate, Normalized, Multi-source' in a smaller white font below it. From the bottom of the central box, five colored lines (red, light blue, teal, purple, and green) extend downwards to connect to five corresponding colored rounded rectangular boxes. These boxes represent data sources: 'Social' (red), 'Blogs & Forums' (light blue), 'Business Data' (teal), 'Global News & Media' (purple), and 'Your Data' (green). Each connection point is marked with a small circle of the same color as the line and box.

Discover Monitor Connect Customize

Real Time, AI-Enabled Platform
Comprehensive, Scalable, Accurate, Normalized, Multi-source

Social Blogs & Forums Business Data Global News & Media Your Data

The NetBase Quid platform, a common entry point to understanding consumer and market intelligence, discovers changes in consumer behavior and emerging market trends. Our discover capabilities identify anomalies or outliers that NetBase Quid predicts a need for further drill-down. Additionally, the platform uncovers themes or topics that resonates with an audience—or even potentially exploring adjacent markets for new products, services, and customers.

Monitor: Enabling Agility through Real-time Intelligence

As a continuity to NetBase Quid's discover capabilities, businesses leverage the NetBase Quid platform to monitoring ongoing activity. Monitor capabilities tracks trends in real-time as well as understanding brand health, share of voice, competitors, developing or optimizing campaigns, understanding your audience, tracking and analyzing competitive movement, or even responding to a crisis.



The NetBase Quid platform gathers intelligence around your brand, sentiment, passion, people, and brand attributes by looking at consumer and market data in real-time. This intelligence, or data-driven insights, derived from monitor capabilities help businesses improve agility.

Connect and Customize: Extending the Power of NetBase Quid

The intelligence gathered with discover and monitor capabilities often need to be deployed in innovative or different ways. NetBase Quid intelligence can be shared across the organization through your BI platform connecting multiple silos of data into a single source of truth. By exposing metrics and KPIs generated within NetBase Quid to your BI platform, you effectively democratize data enabling the broader organization to use data-driven insights to act in real-time.

In some cases, firms have highly specialized business requirements, which require specialized or more in-depth analysis. The NetBase Quid platform's customize capabilities, in combination with our professional services, solve this. Customers are successfully using this approach to identify acquisition targets, monitor supply chain issues, identify strategic risks to brand and operations, and identify level key opinion leaders (KOLs) beyond social channels.

RISK TYPE	RANK	VOLUME	PERSISTANCE	RECURRENCE	TRENDING	NEG EMBROID	NET SENTIMENT	NEG PASSION	CONNECTIVITY	STRENGTH
Working Conditions	1	43,999	19	4	4	2	7	2	18	5
Employee Benefits	2	137,553	12	7	2	5	4	11	10	2
Antitrust	3	273,498	10	5	18	6	2	12	4	7
Coronavirus	4	160,708	8	12	20	4	10	10	9	3
Unemployment	5	82,342	15	6	10	10	11	6	13	9
App/Website	6	472,757	2	11	7	15	14	13	1	10
Privacy/Spying	7	217,336	5	10	3	11	5	20	7	11
Corporate Taxes	8	222,073	7	9	19	21	8	1	6	1

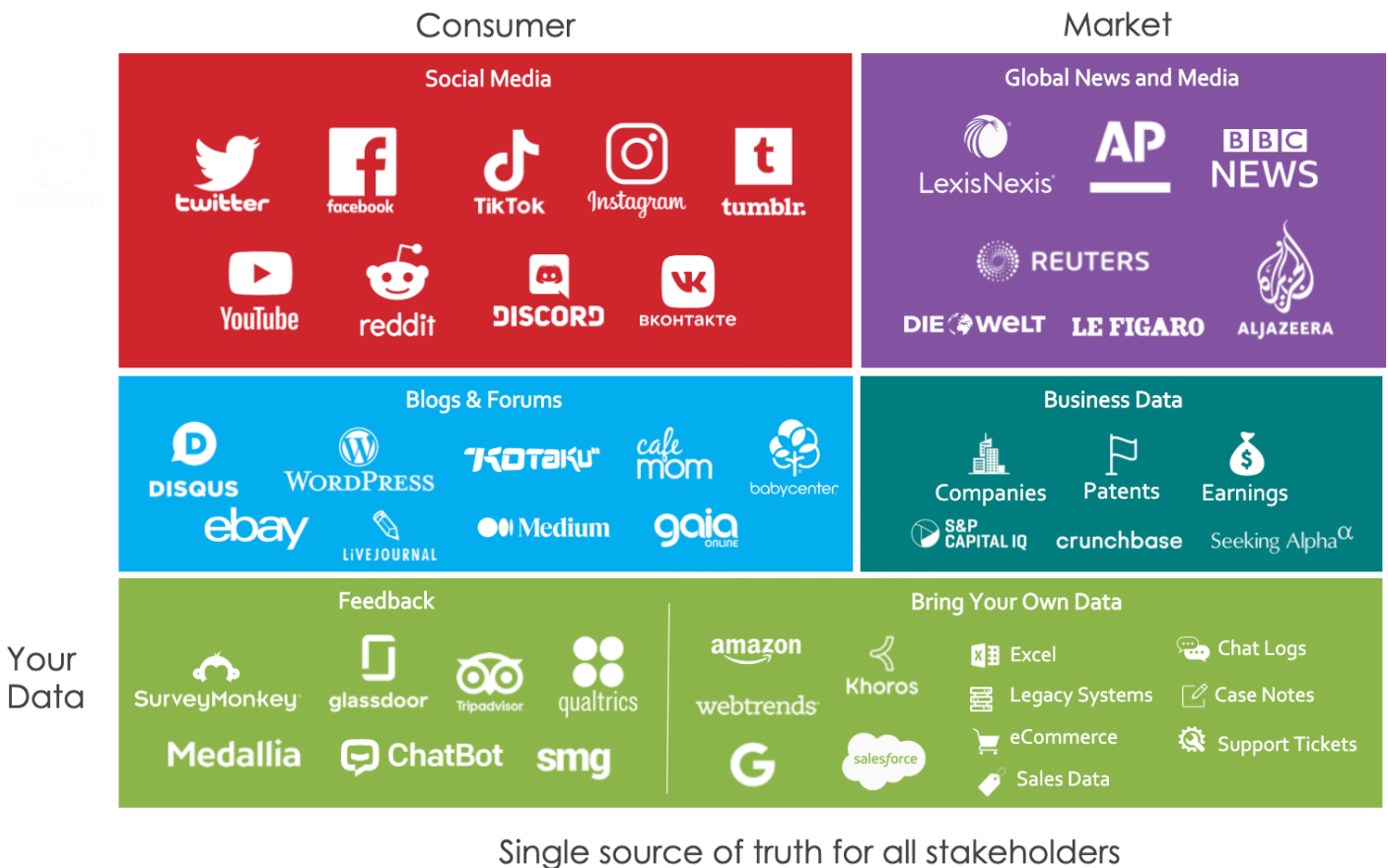
Data: All the Data You Need, Analyze at Scale

The NetBase Quid platform leverages the industry’s most extensive data set, supporting unstructured and structured data. As a result, all aspects of your business decisions can be informed by including consumer, market, and your data in NetBase Quid.

The platform offers the broadest set of social data for consumer data, including major platforms like Twitter, Facebook, Instagram, Reddit and many more. Consumer data also includes access to an extensive library of blogs and forums.

The NetBase Quid platform also includes global news and media sources for market data, including premium news sources through our partnership with LexisNexis. In addition, the NetBase Quid platform offers access to a broad range of company and patent data directly from those companies and through sources like S&P CapIQ, Crunchbase, and Seeking Alpha.

To extend the data coverage, you can import your internal data to analyze or combine with external consumer and market data in NetBase Quid. This data could be surveys, reviews, CRM, sales, chat logs, support cases, or any data you have.



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 Coca-Cola, Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG and The New York Times.

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