

INSIGHT API

Integrate Social Media Insight & Analysis into Your Applications

Drive Smarter, Faster Business Decisions with an Efficient, Cloud-based Consumer Insights Engine

Social media is where people are talking about brands, both yours and your competitors'. Mining that data can deliver valuable insights you can use to improve product development, positioning, and marketing communications. ConsumerBase, NetBase's social intelligence warehouse, pulls data from millions of social media sources and combines it with your own forum content and other public social media feeds to create a rich repository of consumers' likes and dislikes, emotions, preferences, and behaviors.

You may also have years of internal information at your disposal. Your call center transcripts, chat sessions, interview notes, and other data all contain valuable information you can tap into when making decisions—if you can find the patterns in what people are saying.

The NetBase Insight API makes it easy for you to utilize NetBase's unique capabilities—sentiment, opinion, emotion, and behavior analysis—as cloud-based web services. You provide your data via a secure API, and we use the most advanced natural language processing (NLP) engine to read, understand, and categorize every sentence according to the sentiments, emotions, and key ideas that consumers have expressed.

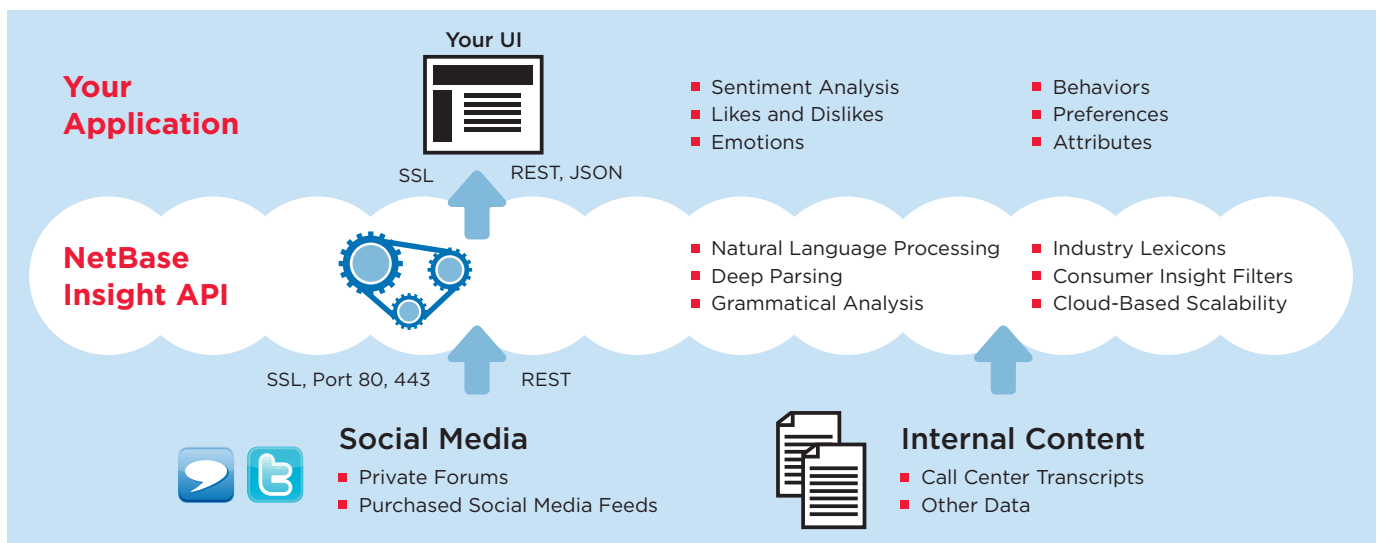
Using a standards-based approach, the NetBase Insight API:

- Automates and simplifies the process of integrating consumer insights and analysis into your existing applications
- Gives you flexibility to customize the business logic and presentation layer according to your needs
- Brings deep, accurate consumer insights to your business users at a very reasonable cost

The NetBase Insight API

- Cost-effective, cloud-based web service
- Completely automated consumer insights. No need for manual coding or time-intensive setup of code frames, rules, or lexicons
- Sub-second response times
- Standards-based: REST, JSON, XML, SSL
- Secure

How it Works: The NetBase Insight API in Action



Surface Insights from a Variety of Data Sources

The NetBase Insight API processes your content by reading text files. It uses a data transport mechanism with security via the Secure Socket Layer (SSL) protocol and supports parallel processing of documents.

Quickly Bring Insights into Your Environment with Web Services in the Cloud

Designed based on REpresentational State Transfer (RESTful) compliant web services, the NetBase Insight API delivers JavaScript Object Notation (JSON) formatted data into any type of application: cloud-based or on-premise software applications, intranets, standalone gadgets, or even pre-formatted templates like tables created in an application such as Microsoft Excel. Your development team can call our API with any JSON-enabled development language, including Java, C++, JavaScript, PHP, Ruby, or VB. We use SSL transport mechanisms with Gzip and Zip compression to reduce application "overhead" and provide faster responses to users. Today, the NetBase architecture already processes more than 50,000 sentences per minute.

Increase the Accuracy of Sentiment Analysis — and Deepen Consumer Insights

Unlike technologies that infer sentiment based on statistical keyword matching, the NetBase Insight API taps into NLP that is over 80 percent accurate in determining not only sentiment but deeper insights like opinions and emotions. Our NLP engine provides the most accurate insights because it reads and diagrams every sentence (identifying the nouns, verbs, and adjectives) and takes into account the role that every word plays in every sentence. It understands language variations commonly found in social media such as:

- **Urban words** or "slanguage," for example, "My new phone is sick!"
- **Alternative spellings**, for example, "luv," "kewl," or "gr8"
- **Abbreviations**, for example, "IMHO," "ttyl"
- **Common misspellings**, for example, "reccommend/recommend"

Would Your Users Benefit from Understanding Consumers Better?

It's easy to take advantage of NetBase's cloud-based social media insight and analysis. So why just listen to buzz when you can get deeper consumer insights?

Reed Elsevier built illumin8, its powerful research tool, on NetBase technology.

"Because of the level of intelligence that NetBase's technology is able to lay on top of our libraries of information, R&D knowledge workers no longer need to spend hours, days or weeks sifting through and reading thousands of search results or full-text documents to find the actionable answers they are looking for."

Martin O'Malley
Managing Director of Corporate Markets

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ABOUT NETBASE

NetBase Social Media Insight & Analysis helps marketing teams make smarter business decisions faster. We deliver tools and Scorecards that give market researchers and brand managers a reliable way to understand online brand equity, analyze and compare consumer passion, and generate deep insights that answer their "why" questions. Serving hundreds of corporate customers, our products were developed in partnership with five of the top 10 CPG companies, including Coca-Cola and Kraft, and are used by four of the top 10 market research firms, including J. D. Power & Associates. Based in the heart of Silicon Valley, NetBase is a privately held company.

For more information, visit: www.netbase.com.

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