



Unlock the Value in Your Customers' Voices

J.D. Power and Associates and NetBase Bring You the Next Generation of Social Media Research Solutions

At an increasing rate, marketers, planners, and researchers are looking to social media as a source for validating their traditional consumer insight programs and finding new opportunities to increase growth and market share. Social media research allows companies to analyze large volumes of conversation at a lower level of investment and with faster turnarounds. Most importantly, what consumers say in social media is not prompted or aided. Social media research is based on the unprompted, unfiltered, and unaided conversations occurring in consumers' "natural habitats" online.

NetBase and J.D. Power and Associates have teamed to provide the next generation of social media research. NetBase's patent-pending natural language processing technology, combined with J.D. Power's industry expertise, provide deeper insights that unleash the strategic power of social media. Using our joint solutions, you can understand what is being said, who's saying it, how it compares with your competition, and what you should do about it.

The unique capabilities of NetBase and J.D. Power result in a superior collaborative solution for understanding your consumers. And by building this deep level of understanding, you can make better business decisions on an ongoing basis.

NetBase: Providing Insight Discovery Tools for the Social Media Universe

NetBase provides tools for understanding consumer opinions, emotions, and behaviors as expressed in social media and on the Web. Our state-of-the-art natural language processing (NLP) engine reads and understands billions of conversations from more than 75 million social media sources. It automatically organizes up to one year of brand-related chatter to determine not only sentiment but also deep, actionable insights.

NetBase's NLP engine is nearly 90 percent accurate, so our customers have the trusted information they need to make better business decisions. Unlike tools that infer sentiment based on the presence of keywords, NetBase surfaces insights by taking into account the role that every word plays in every sentence. The NLP reads and diagrams each sentence (identifying the nouns, verbs, and adjectives) and automatically categorizes the sentiment, likes, dislikes, emotions, and behaviors within the conversations. Additionally, the NLP understands the English language, as well as:

- Urban words or "slanguage," e.g., "My new phone is sick!"
- Alternative spellings, such as "luv," "kewl," or "gr8"
- Abbreviations, such as "IMHO," "ttyl"
- Common misspellings, e.g., "teh/the"

Every hour, NetBase's NLP engine parses and stores 500,000+ blog entries, status updates, forum comments, and news articles that consumers post. It creates a massive, always-on index of social media content with up to one year of history on every brand. You can get your questions answered in minutes, rather than waiting weeks to collect data.

J.D. Power and Associates: The Leader in Customer Experience Research

As a leading independent source of marketing information, J.D. Power and Associates helps companies and organizations around the world improve their products and services by providing



"Since entering the social media research market in 2008, J.D. Power has continually refined its capabilities for helping clients understand and better leverage social media. Combining our actionable insights with the best-in-class social media platform from NetBase will enhance our ability to help our clients make more informed product, marketing, and advertising decisions that improve ROI."

FINBARR O'NEILL,
PRESIDENT
J.D. POWER AND ASSOCIATES

the tools and actionable information they need to deepen customer loyalty and retention in order to become—and remain—profitable. J.D. Power covers the spectrum of information gathering and dissemination by:

- **Asking** customers relevant questions to develop independent benchmarking studies and ongoing tracking studies
- **Watching** trends and customer and consumer behavior
- **Listening** to consumers through unique social media solutions derived through partnerships with companies such as NetBase

Since 1968, J.D. Power has been listening to the Voice of the Customer, analyzing customers' opinions and perceptions and refining research techniques and study methodologies to offer some of the most advanced product quality, customer satisfaction, and marketing research available. J.D. Power entered the social media research market in 2008 and has continually refined its capabilities for helping clients understand and better leverage social media. This experience, combined with J.D. Power's unique research processes and industry expertise, allows clients a competitive edge in effectively integrating social media research into their businesses.

Together: Better Technology, Smarter Tools, Deeper Insight

NetBase's NLP engine is smarter and faster than any other alternative for understanding consumers online. J.D. Power and Associates is able to take the social media insights that NetBase delivers a step further by incorporating deep knowledge about industries, such as automotive, insurance and telecommunications, to provide actionable tools and analyses that enable rapid, effective response to continuously changing customer needs. Offerings include:

Proprietary Social Media Analyses

- On topics of your choice, compiled by J.D. Power experts
- Across any number of dimensions such as brand, category, market, product and campaigns
- Utilizes social media data combined with other J.D. Power and external industry data
- Digs deep into the "why's" behind consumer opinions, perceptions, and behaviors
- Delivered with actionable recommendations through J.D. Power's trusted industry experience

Custom Dashboards

- Tracks topics of your choice, compiled by J.D. Power experts
- Across all major social media channels
- Utilizes social media dashboards with custom views
- Can be combined with custom analyses and reports
- Based on information gathered on an ongoing basis

Industry Dashboards

- Comprehensive social media monitoring for specific industries, such as automotive, insurance, and telecommunications sectors (initial offerings)
- Covers industry-relevant topics and business drivers
- Offers access to standardized online dashboards, views and metrics
- Provides periodic analyses and reports
- Based on information gathered on an ongoing basis

Together, NetBase and J.D. Power and Associates are uniquely positioned to help companies in every consumer-facing industry uncover and understand their customers' voices. Contact us now to unlock the value in your customers' voices.

ABOUT NETBASE

NetBase provides tools for understanding consumer opinions, emotions, and behaviors as expressed in social media and the Web. Our state-of-the-art natural language processing (NLP) engine reads billions of conversations from more than 75 million social media sources. It automatically organizes up to one year of brand-related chatter to determine not only sentiment but also deep, actionable insights. NetBase NLP is nearly 90 percent accurate, so our customers have the trusted information they need to make good business decisions. Customers like Coca-Cola and Procter & Gamble are turning to NetBase because our tools are smarter, faster, and cheaper than any alternative on the market. Based in the heart of Silicon Valley, NetBase is a privately held company. **For more information, visit: www.netbase.com.**

ABOUT J.D. POWER AND ASSOCIATES

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies. **For more information, visit: businesscenter.jdpower.com.**