



INSIGHT Scorecard

FOR BRAND MANAGERS

TAKE CHARGE OF YOUR SOCIAL MEDIA P&L

Measure, Enhance, and Protect Your Online Brand Equity

Two-thirds of the world's Internet users are now on social media. The only countries with populations larger than Facebook's are China and India. You know these people are talking about your brand. You know new impressions propagate first and fastest through social media.

Every day, you run your business based on the key metrics in your P & L; similarly, you should have metrics to measure your online brand equity. To take charge of your Social Media P&L (Passion & Loyalty), you need to stay on top of three key metrics:

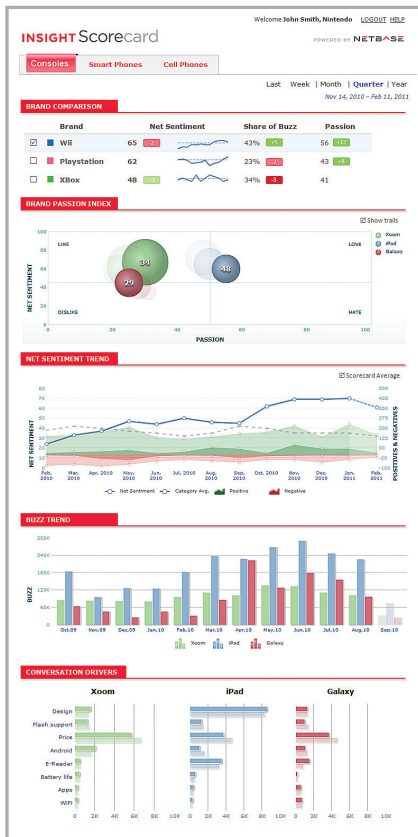
- **Share of Buzz** - How much people are talking about your brand
- **Net Sentiment** - How positively they perceive your brand
- **Passion Intensity** - How emotionally charged their feelings are

Only NetBase gives you all of this information automatically, on a continuous basis, compared to your competition for as long as a 12-month period of time.

NetBase Insight Scorecards give you and your marketing team a reliable way to measure, enhance, and protect your brand equity in social media. Capturing the authentic consumer voices expressed in social media, our scorecards let you:

- **Correct your course faster** as consumer opinions change
- **Protect** your valuable brand equity
- **Out-market** the competition

Our Scorecards deliver up-to-date metrics, not just on social media buzz but also on your consumers' net sentiments, passion intensity, and key conversation drivers, compared to the competition, with trending over time. Because they do not require expensive consulting fees or time-consuming data collection and assembly, NetBase Insight Scorecards let you stay on top of your Social Media P&L at all times.



NetBase Insight Scorecards put your online brand equity at your fingertips, with a simple but rich set of metrics and charts.

“The only way to stay on top of your online brand equity is to track buzz, net sentiment, and passion – the three distinct facets of your social P&L.”

TOM WAGNER, VICE PRESIDENT OF CONSUMER INSIGHTS & BRAND PLANNING, TACO BELL



78% of Internet users (58% of Americans) use product reviews, and 32% of Internet users now write them.

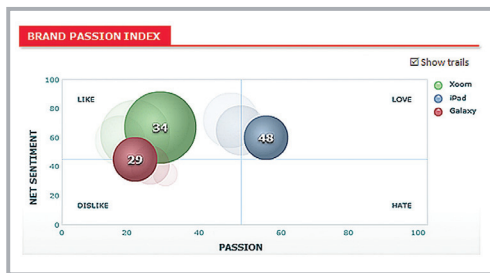
Pew Internet & American Life Project, August 2010

Track Customer Satisfaction Through Social Media

Social media represents a new source of customer satisfaction data. The NetBase Net Sentiment Score is the only social sentiment measure that has demonstrated a 70%+ correlation* with the American Consumer Satisfaction Index (ACSI) across a variety of industries and brands.

Benchmark Consumer Perceptions and Your Brand Equity

Our Scorecards automatically track the rise and fall of key conversation drivers around your brand. These can be known brand attributes that you provide to us, or they can be themes that emerge from a social brand audit that we perform during the scorecard setup process.



The Brand Passion Index compares sentiment, buzz, and passion intensity across brands.

Measure the Love

Passion intensity matters. Our Scorecards are unique because they quantify how strongly consumers feel about your brand. You can compare intensity to the competition with our Brand Passion Index, a single intuitive visualization that lets you quickly grok consumer sentiment, buzz, and passion intensity, as well as historical change.

Know the Competition – and Outmaneuver Them

Every brand manager wants to understand where the gaps are between his/her brand and the competition's. Tell us who you want to track, and our scorecards will give you up-to-the-minute comparisons of net sentiment expressed, brand attributes discussed, passion, and buzz – just as if you were seeing your competitors' market research!

How Do We Do It?

Our Scorecards tap into ConsumerBase, NetBase's social intelligence warehouse containing a full year's worth of social media commentary across more than 95 million sources, from forums and blogs to Facebook and Twitter. 500,000+ new entries, status updates, and comments appear in these sources every hour.

Then, we use the most advanced natural language processing (NLP) engine to read, understand, and categorize every posting according to the sentiments, emotions, and key ideas that your consumers have expressed. Unlike tools that infer sentiment based on statistical keyword matching, NetBase understands sentence grammar at a deep level and delivers over 80 percent accuracy. The Scorecards automatically aggregate this raw data into a simple but rich set of metrics and charts that your business managers can use to make smarter, faster, and more-informed decisions.

Stay Informed and Dig Deeper to Get to "Why"

The NetBase Scorecard Analytics Package keeps you on top of changes to social metrics and helps you get to the bottom of the variety of executive questions that these metrics usually raise.

Available as an affordable subscription service, the Scorecard Analytics Package provides your organization with a defined number of consumer insight reports each week, month, or quarter, depending on what level of service you choose. These reports include brand audits, root cause analysis, "insight digests" that deliver key "sound bites" from the social media universe, and personalized alerts. We also work with you to make periodic adjustments to your Scorecard configuration.

Alternatively, your market research analysts or research partners can find answers themselves with the NetBase Insight Workbench. The NetBase Insight Workbench is the only solution that lets analysts extract actual consumer perceptions from terabytes of social media commentary – without manual coding.

"Should you do social media? That's like someone asking if they should buy a light bulb after electricity was invented."

**DANA ANDERSON, SVP
MARKETING STRATEGY &
COMMUNICATIONS, KRAFT**



Excerpt from presentation at ME* Conference 2010

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.

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