

INSIGHT Workbench

FOR ANALYSTS



# Insight Discovery Has Never Been Easier

## Social Media Shifts Control to Customers

Social media is now part of the fabric of people's lives: young and old, across a variety of demographics, across all parts of the world. It has "democratized" the customer voice, giving people all over the world a say in brand messaging—and even control over how your brand is perceived. And digital word-of-mouth means that opinions go viral at record speeds.

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. But even the best metrics only tell you what is going on in the social media universe. Shouldn't you also know why?

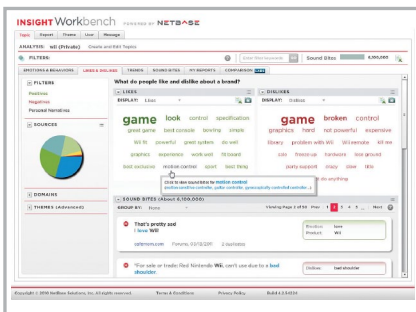
The Social Web contains valuable consumer, market, and competitive insights. However, the volume of data—millions of posts every hour—and high levels of "noise" make it difficult to find relevant information quickly and to transform that unstructured information into meaningful, actionable insights.

NetBase Insight Workbench is the only solution that lets business analysts extract actual customer perceptions from terabytes of social media commentary—instantly and on-demand—without investing hundreds of hours in manual work.

## Market and Customer Insights—at the Speed of Social

There are many ways to listen to what is happening on the social web. But before NetBase, the "state-of-the-art" social media analysis took at least four weeks and cost tens of thousands of dollars. Not anymore.

Designed in partnership with consumer insights leaders at five of the top 10 CPG companies, including Coca-Cola and Kraft, the Workbench taps into the authentic customer voices expressed in social media to help you understand what customers love (and hate) about brands, categories, or issues and trends. You can:



*Designed in partnership with five of the top 10 CPG companies, the NetBase Insight Workbench gives market research analysts a window into the social media universe.*

- **Monitor brand health** more frequently and with fewer resources
- **Make smarter business decisions** by answering the "why" questions that you previously couldn't afford to research
- **Protect your brand equity** by understanding what lies underneath social media chatter
- **Capitalize** on game-changing opportunities faster and accelerate time-to-revenue by tapping into the social voice
- **Save valuable time and money** across your marketing and product innovation teams

*"Traditional survey research needs to evolve and transform. The future of market research is increasingly about listening to what consumers are already saying."*

STAN STHANUNATHAN,  
VP STRATEGY AND GLOBAL  
INSIGHTS, COCA-COLA



**NetBase Insight Workbench was commissioned by 5 of the top 10 CPG companies in the world.**

## Pre-Processed Social Intelligence Warehouse Saves Time

Insight Workbench is a Software-as-a-Service (SaaS) analysis tool that taps into ConsumerBase, a social intelligence warehouse that is constantly updated with deep insights based on billions of conversations from more than 100 million sources, from forums and blogs to reviews to Facebook and Twitter. ConsumerBase maintains a full 12 months' worth of content from across the social web and makes it available instantly, on-demand.

With our Twitter Firehose option, you also get real-time access to Twitter's complete data stream - more than 270 million tweets per day on average.

## Capitalize on the Science of Language

Insight Workbench uses the most advanced natural language processing (NLP) engine to read, normalize, and categorize every posting in ConsumerBase according to the opinions, emotions, and behaviors that your customers have expressed. This NLP engine is the key ingredient that makes social media insight and analysis both practical and affordable.

Unlike tools that infer sentiment based on statistical keyword matching, NetBase uses NLP that has the highest benchmarked accuracy in determining not only sentiment but deeper insights

### The Workbench surfaces actionable insights for:

- Incorporating the social voice into traditional brand tracking
- Identifying market trends and "hot topics" faster and more accurately
- Discovering novel product uses and potential innovations
- Supplementing traditional research activities with social media market research
- Getting a quick read on the "why" questions that you previously could not afford to research

like opinions and emotions. Our NLP engine provides the most accurate insights because it reads and diagrams every sentence it indexes (identifying the nouns, verbs, and adjectives) and takes into account the role that every word plays in every sentence. It understands English, Spanish, French German, and Portuguese, as well 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 "teh/the"

Language is complex, and no natural language processing engine works perfectly every time. Insight Workbench makes all of our categorizations transparent by giving you full access to posts. If you see something wrong in a chart, you can simply "Right-Click" on the Insight and correct it.

## Dig Deeper With Intuitive Analysis Tools

Analysts can quickly organize Insight Workbench findings into themes or categories, view pie charts, word clouds, and trending over time. The Workbench also includes tools that export data and graphics into presentations or reports in a single step, simplifying social brand health monitoring.

The Workbench includes tools to help you:

- Automatically **group findings into themes**. For example, words and phrases like "awesome," "excellent," "pretty awesome," and "terrific" could be grouped together into a single insight called "enthusiasm."
- Create **custom filters** that categorize posts across multiple brands or topics into predefined attributes such as price, taste, or mileage.
- **Filter commentary along demographic attributes** such as gender or geography.
- **Refine a search** and isolate commentary on a brand with an ambiguous name (such as "Cheer").
- **Automatically compare** opinions, emotions, and behaviors across multiple brands.
- **Drill into the details** to examine individual comments, pre-sorted by precision and identified themes.

These tools let analysts take the extra steps needed to understand not only the "what" about markets, customers, and competition but also the "why."

***"The point is that without a lengthy set-up process, the NetBase Insight Workbench turned around information a brand manager can use right now to make decisions."***

**JASON FALLS, SOCIAL MEDIA EXPLORER**

### ABOUT NETBASE

NetBase, the C2B Company, delivers the enterprise social intelligence platform that global enterprises use to monitor, understand, and engage with customers in real time. Using a high-precision natural language processing (NLP) engine combined with text analytics and machine learning, our platform processes billions of social media posts to extract structured insights delivered via customizable dashboards. Our solutions enable marketing, public relations, market research, customer service, sales, and product innovation leaders to craft winning strategies faster. Clients include Coca-Cola, Kraft, HP GfK and J. D. Power & Associates. NetBase powers the weekly Sentiment Tracker in the Wall Street Journal and our solutions are sold globally by SAP AG.

**For more information, visit: [www.netbase.com](http://www.netbase.com).**

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