



A big data analytics and insights company that measures audience perception, and uses that understanding to help clients change behavior.

## **Innovative Product Suite**

# Our Product Suite



## INSIGHTS REPORTS

Monthly insights detailing key trends, most discussed topics, what people care about, emerging trends, and more

## INTELLIGENCE DASHBOARDS

Real time access and full drill-down ability into the data beneath syndicated reports to offer flexibility and custom search



## INSIGHTS APPLICATION

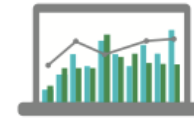


Expert guidance for applying data-driven insights

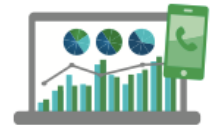
## THE EVOLUTION PLATFORM



SILVER  
*Measure*



GOLD  
*Inform*



PLATINUM  
*Predict*

## BRAND INSIGHTS

Professional services using our big data approach

- Audiences
- Markets
- Brands
- Campaigns & Events



# BRAND INSIGHTS – NEXT GENERATION RESEARCH

Allow our big data researchers to analyze integrated data sets to reveal unknowns and deliver actionable insights.



**Answer your business's toughest questions with confidence.**

## **Competitive Analysis**

*How is the brand or company performing compared to competitors and the industry?*

- General
- Specific Topic or Issue
- Specific Topic or Issue + Influencers

## **Consumer Needs Analysis**

*What do people care about most?*

- General
- Competitive Comparison
- Topic Exploration With Key Influencers

## **Emerging Trends & Issues Analysis**

*What industry or market threats or opportunities exist?*

## **Network and Influencer Analysis**

*How are people connected and who is responsible for driving conversation?*

## **Campaign Monitoring & Performance**

*How was our program and messaging perceived?*

## **Event Monitoring & Effectiveness**

*How was our event or programs perceived?*