

Quid Social

Amplify Your Insights with Social Data



GAIN UNPRECEDENTED AND CONTEXTUAL INSIGHT into how consumers perceive your brand, your competition and your market



ANALYZE SOCIAL CONVERSATION and discover emerging themes that inform strategic business decisions



ELIMINATE THE MANUAL EFFORT to download, clean and upload social media data for deeper analysis



REMOVE THE NEED TO JUMP BETWEEN MULTIPLE PRODUCTS to gain visibility into your data

Powerful, Contextualized Insights for Social Data and Beyond

Disparate data analysis tools and sources makes analyzing data and, ultimately, forming a data driven strategy, cumbersome and time consuming. Many insights practitioners use a myriad of tools based on the data source making it hard to synthesis the data and establish a single source of truth across all data sources and platforms.

Quid Social eliminates the need to use multiple tools for obtaining and analyzing social data; you can now easily add “Social” as a data source from within the Quid platform to get AI driven social insights on any topic, offering a 360 degree view from all data sources within one powerful yet easy to use platform.

Discover Consumer Insights that Inform Strategic Business Decisions

Quid Social offers in depth social coverage that enables Quid users to make smarter, faster data driven decisions for their business. With Quid Social, users can analyze social conversations and discover emerging themes that inform strategic business decisions by easily adding social as data source within the platform, empowered by NetBase, the longtime leader in Social Analytics.

Identify emerging themes and consumer trends in social media conversations

- Identify the main drivers of conversation in social media around a topic
- Know the relationship between adjacent social conversations
- Understand how certain target audiences are talking about a topic or issue
- Identify whitespace to improve your brand’s share of voice
- Enhance influencer identification & analysis (author’s centrality to a social conversation)

Get brand perception within social media coverage

- Understand and compare positioning of your company vs. others in social media around a topic
- Evaluate campaign messaging to identify those that resonate most with consumers and most closely associated with your brand

Improve your competitive, market, and product intelligence

- Identify competitive areas of focus for innovation / R&D
- Understand how consumers are reacting to market trends, innovation, and competitive products

Comprehensive Social Media Coverage for Historic and Real-time Analysis

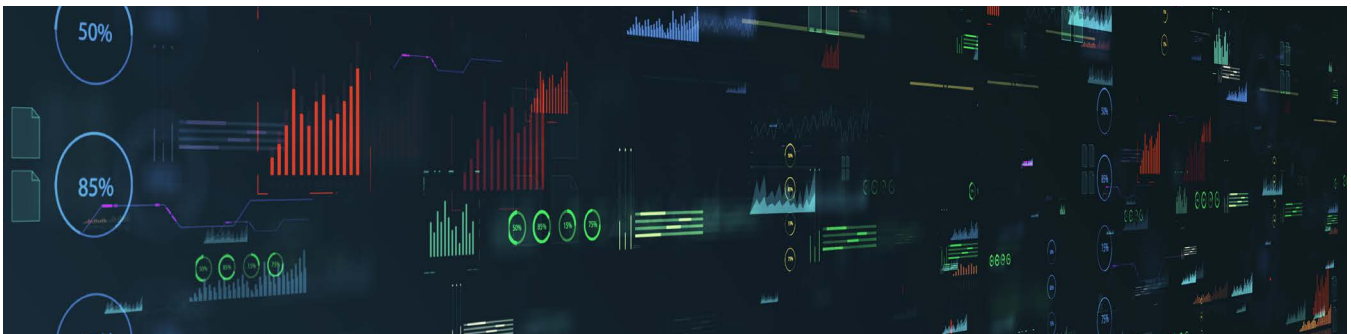
- Global coverage from 200+ countries (English language only)
- Comprehensive social coverage
 - **Twitter:** Access to full firehose
 - **Reddit:** 4 Billion+ posts across all sub-reddits
 - **Forums:** 25 Billion posts from 500K+ domains
 - **Tumblr:** 6.1 Billion posts from 493M+ Blogs
 - **Review sites:** including TripAdvisor
 - **Blogs:** 3.5B posts from 22M+ Blogs (4x more than LexisNexis!)
 - **Comments:** 2.6B comments on news and blogs
 - **Instagram:** Posts for specified hashtags, @mentions, posts from businesses & creator profiles
 - **Facebook:** Fan pages posts and comments
- 27 months of history and going forward data

The Power of Social Insights and Quid Analytics Functionality In One Platform:

- Powerful network visualization to discover emerging trends, topics and patterns in data
- Scatterplot, Bar Graph, Histogram and Timeline Views
- Optimized clustering for short text with auto-naming and summaries of clusters
- Document and Aspect level sentiments
- People, companies and location entities
- Social Engagement Counts
- Author information along with demographics
- Filters and various color-by/graph by options
- Saved views and export visuals to PPT, PNG, SVG and CSV

Gaining Visibility Into Consumer Insights Has Never Been Easier!

Single click integration imports pre-defined social topics into Quid for detailed analysis. Gain efficiencies and improve your decision making process with faster time to insights, with less effort!



Start New Search

Companies News / Blogs Patents **Social**

Quid / Pro / Get Help Prat Bhatia

Social Search Visualize Save

Filters

Max Stories to Visualize: 10000

Publish Date: From 02/05/2019 To 02/05/2020

Source Category: Forums Reddit Blogs Web News Facebook

Search: coca col

NetBase Topics & Saved Analysis

- coca cola asia stocks
- coca cola hbc
- coca cola bottling
- coca cola zero

Select Social to generate a Social Network

Visualize Quid Network and Other views with models optimized for social content

Search and pick topics defined in NetBase from auto suggested list

Choose date and types of social sources to include

Ready to supercharge your data-driven business with real-time social insights, the standard for a pulse check on customer experience and real, unsolicited opinions? Reach out to us for more details!

NETBASE QUID™

ABOUT NETBASE QUID

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market. The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently. NetBase Quid is a trusted partner of American Airlines, Coca-Cola, Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG and The New York Times.

Learn more at <https://www.netbasequid.com>

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Trusted by the World's Top Brands

