



Make Informed Decisions Faster with our Indepth Research and Analysis

Social media has been called the world's largest focus group with good reason. Hundreds of millions of brand-related conversations occur each day among online consumers and new digital channels are creating a rich repository of honest customer feedback and data that corporations can cost-effectively leverage to improve all aspects of their business. Further, as traditional research methods such as phone surveys begin to fade out due to unlisted numbers, caller ID, and landline cancellations, leveraging consumer opinion from online social data becomes increasingly important.

When thinking about social media and how you conduct market research in your organization how do you:

- Listen to what people are saying about your brand online?
- Recognize market trends?
- Identify top brand influencers, Web communities and sites?
- Evaluate brand perceptions?
- Solicit customer feedback?
- Conduct competitor and market analysis?

MAKE MORE TIMELY AND INFORMED BUSINESS DECISIONS

Visible Technologies truly understands how to effectively mine social media channels for relevant nuggets of customer insights. As a leading social media monitoring and analysis pioneer, we have been enabling the world's largest brands to learn from social media conversations.

Our comprehensive truINSIGHT services holistically track and measure these conversations in a variety of ways to help you understand the impact social media has on your brand, prepare for new product introductions, gauge and assess the competitive landscape, identify the top authors and sites for monitoring and engagement, and discover new markets and product and service opportunities.

Achieve Your Research Goals Through

Comprehensive Data Set - leverage a robust collection of data featuring spam-free, brand-relevant content (full content thread including original post and all related comments) from more than 100 million sites and communities including blogs, social networks, Twitter, review sites, bulletin boards, discussion forums, newsgroups, and other social media outlets

Actionable Intelligence - understand who's talking about your company, products, competitors, and key industry issues online, as well as the tone and volume of these conversations to discover:

- Customer and industry trends
- Brand perceptions and consumer attitudes toward your business, products, and services
- New markets and audiences for your offerings
- New product development and service opportunities
- Competitive and market analysis

Expert Guidance - receive expertise from a dedicated team of social media and service professionals to help ensure that you are capturing the consumer insights most relevant to your research and business objectives

"What once required time-intensive data collection and expensive lists can be gathered faster and more cost-effectively thanks to social media sites."

Eva Keiser SVP at Randall McKinney PR

"In 2009, P&G will . . . focus on listening. Our goal is to reduce the amount spent on traditional research by half and to devote the remaining 60% to "listening" research."

Kim Dedeker VP, Global Consumer and Market Knowledge, Procter & Gamble