

A Flexible Enterprise-wide Solution to Listen, Measure, and Participate in Social Media

truVOICE is the industry's first complete technology suite for social media analysis and participation. It harvests and analyzes the original post and all related comments unlike most competing applications to provide the most complete picture of brand conversations across the Web. Further, truVOICE workflow modules uniquely channel the right conversations to the right subject matter experts who can quickly and easily participate in the dialogue. truVOICE is supported by relentless client service and support that helps you understand the landscape and pursue the most effective ways to build your brand, boost revenue and measure success.

truVOICE IS IDEAL FOR

- Marketing and PR Professionals
- Brand Managers
- Corporate Communications
- Media Buyers
- Customer Experience



Listen

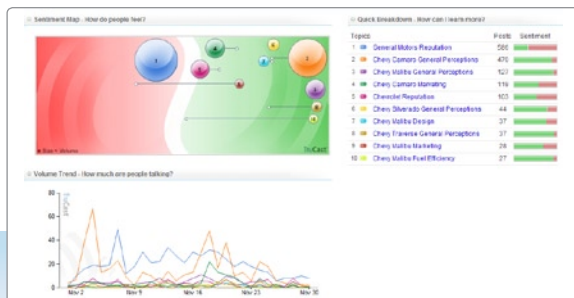
Comprehensive Data Collection

Collect relevant brand content posted on more than 100 million sites and communities including blogs, social networks, consumer opinion and review sites, bulletin boards, discussion forums, newsgroups, and online news sites:

- Gather full conversation threads, including the original post and related comments
- Gain immediate access to highly relevant posts and comments with all spam removed in advance

Customizable Sentiment Analysis

Evaluate positive and negative conversation attitudes around each of your topics, within every post and every comment.



Only truVOICE allows you to view dashboards that measure volumes and sentiment of conversations about your brand



Measure

Complete Contextual Influence

Understand who's talking about your company, products, competitors, and key industry issues.

Actionable Intelligence

Drive market and product decisions, discover new product features, assess product and market positioning, and identify relevant topics or issues to track via the accurate, contextual and actionable business intelligence truVOICE provides.

Participation Planning

Develop your online conversation strategy with comprehensive support from the team of truVOICE client service experts.

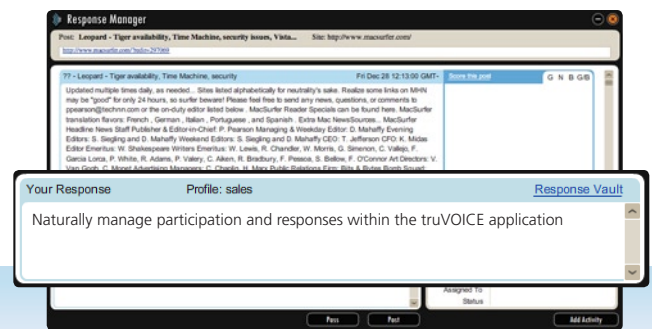


Participate

Proactive and Easy Participation

Centrally manage participation and responses within the truVOICE application:

- Comment and interact with thousands of authors without ever leaving the truVOICE system
- Assign conversations to subject matter experts within your company for tracking and potential participation
- Efficiently manage workflow via a familiar Outlook-type user interface



Only truVOICE offers brands a convenient and centralized way to participate and interact in online conversations