

They're Talking About You... Listen, Measure, and Participate with TruCast®

Social Media represents the fastest growing segment of the Web with more than 1 million new articles of content posted to online sites and communities every 24 hours. This growing phenomenon is creating a new generation of "brand influencers" who are collectively influencing brand perceptions and purchase decisions as more consumers turn to "peer-to-peer" Web communications as their trusted source of news, information and opinions.

For companies to be successful, they need to understand the landscape of social media, including the most important sites, communities and most influential consumers. Brands need to connect with consumers online and participate in ongoing conversations about their products and services. However, social media can be daunting due to the confusing array of products, most offering incomplete solutions.

SOCIAL MEDIA MATTERS

- 50% of U.S. online adults are content creators
- 1.2 million blogs are created daily
- 83% trust opinions of a friend or acquaintance who has used the product or service
- One in three Internet users say purchase decisions are swayed by social content

"Social media gives direct marketers an opportunity to keep their fingers on the pulse of how consumers are responding—to what extent current campaigns are successful, how they need to refine campaigns over time and, ultimately, the business outcomes."

Jeff Zabin Research Fellow Aberdeen Group

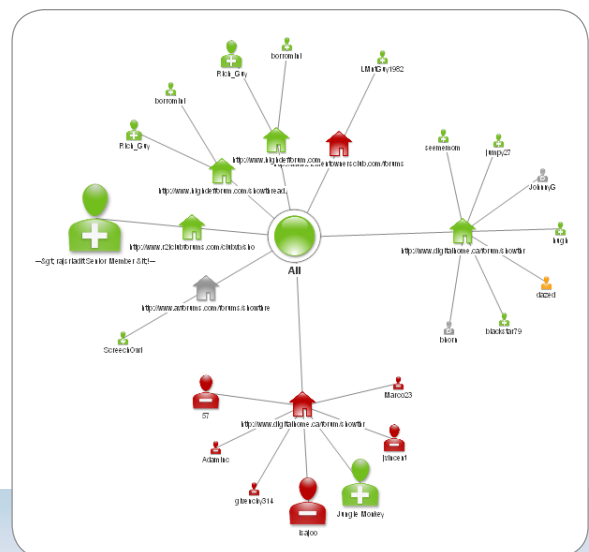
TRUCAST HELPS COMPANIES INTERACT, MANAGE, AND GROW THEIR BRANDS IN THE BLOGOSPHERE AND SOCIAL MEDIA COMMUNITIES

TruCast® Social Media Management Solution

Visible Technologies helps you comprehensively understand online conversations through our industry leading TruCast platform. Our solution helps you listen to and measure what consumers are saying about your brand across the social media landscape. Most importantly, it enables you to effectively **participate** in these discussions by placing the right messages in front of the right audiences for a more direct connection with your brand. With this actionable business insight and response, you can successfully build relationships with customers, bolster your brand and grow revenue.

Build And Manage Your Brand Online

- Find audiences who care about your brand and products
- Understand customer attitudes toward your brand and offerings
- Identify passionate and authentic brand influencers and activists
- Assess conversation volume about your products and brand
- Drive influential peer-to-peer, word-of-mouth promotion
- Measure marketing and media campaign success
- Uncover new product and feature opportunities



Only TruCast lets you determine how best to view and map authority based on your business needs

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

TruCast is the industry's first complete technology suite for social media analysis and participation. It harvests and analyzes nearly 70 percent more data than competing applications to provide the most complete picture of brand conversations across the Web. Further, unlike other solutions, TruCast channels the right conversations to the right subject matter experts who can quickly and easily participate in the dialogue. TruCast 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.

TruCast 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 TruCast 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 TruCast provides.

Participation Planning

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

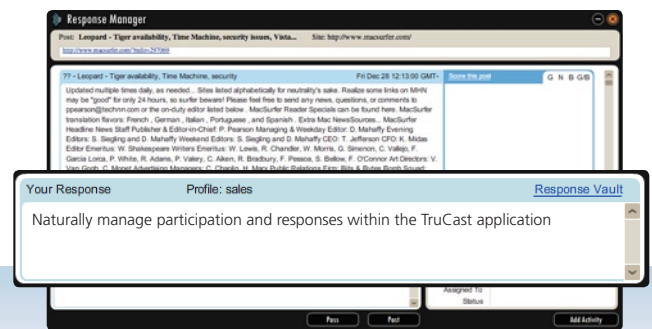


Participate

Proactive and Easy Participation

Centrally manage participation and responses within the TruCast application:

- Comment and interact with thousands of authors without ever leaving the TruCast 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 TruCast offers brands a convenient and centralized way to participate and interact in online conversations