



Next Generation Online Business Intelligence

OVERVIEW

According to Forrester Research, marketers who recognize the shift in control over messaging from the organization to the consumers have begun to employ brand-monitoring services that collect, process, and analyze data, and deliver insight about consumers' perception of the brand. Smart marketers then use this feedback to fine-tune product, media and customer messaging strategies.

Forrester Research / June 5, 2007 / Eight Marketing Technologies That Enable Customer Centricity

BrandIntel translates consumer-generated content into predictive consumer insight through a combination of proprietary technology, iterative human analysis and proven best practices.

Using a unique methodology, BrandIntel provides visibility into consumer discussions online and delivers market intelligence that extends beyond traditional research by capturing spontaneous, relevant and emotional content. Through this process, BrandIntel clients get actionable recommendations that can be used to capture market share, boost brand equity and manage market reputation.

This intelligence clearly reflects the potential impact of consumer-generated content on a company, its reputation and consumer buying decisions. It enables marketers to fine-tune their message and enhance their products to more effectively engage customers on their own terms. It also enables BrandIntel clients to closely monitor and respond to shifting consumer sentiment around corporate, product and service messaging.

BrandIntel clients are Fortune 1000 companies that span a cross-section of industries, including automotive, media and entertainment, financial services and life sciences.

Predictive insight

The Social Media Index, exclusively offered by BrandIntel, defines and measures consumer-generated content garnered from online discussion forums.

This global measurement standard provides a detailed scorecard and rating system highlighting a products performance against its competitors and shows how consumer-generated content can impact a product during its life cycle.

This collective intelligence, which is used to achieve predictive insight into consumer intent, helps marketers dynamically influence the markets they serve by anticipating customer needs and responding with refined messaging strategies.

Unique methodology

BrandIntel's unique methodology for collecting, processing and analyzing spontaneous online consumer content is backed by proprietary technology, iterative human analysis and proven best practices.

While online research may return millions of data points, only a small percentage is usable and contextually relevant. BrandIntel's standard-setting methodology brings order to unstructured data by first filtering content a minimum of five times: twice through BrandIntel's proprietary technology and an additional three times by fully trained data taggers.

BrandIntel then applies quantitative analytics and relevance scoring to ensure data and recommendations provided accurately reflect consumer sentiment, with zero margin for error.

BrandIntel easily identifies this relevant data by first validating the audience and then filtering out data that:

- Cannot be authenticated
- Is misinterpreted
- Lacks emotional content
- Is targeted at the wrong demographic
- Is from irrelevant sources



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Consumer-Generated Content

Consumer-generated content (also known as consumer-generated media/CGM or user-generated content/UGC) refers to online posts made by consumers about products, services, companies, etc. These posts are publicly available and can be found in discussion forums, blogs, wikis, etc. Shoppers often use this content to help them make buying decisions. Note: This content can also refer to posts made by influencers such as journalists, subject experts, etc.

Discussion Forums

Discussion forums are websites where consumers publicly post messages. The content within these forums is displayed as threaded discussions for all to view.

Social Networking Services

Social networking services are websites that enables current friends to connect with each other and long lost friends to find each other. The most popular social networking services are Facebook and MySpace.

Social Media

Social media is a participatory online tool where content is made public. It transforms people from content readers to content publishers. It uses the "wisdom of crowds" to connect information in a collaborative manner and can take many different forms including message boards, podcasts, blogs, etc

Services and reports

BrandIntel reports enable clients to unlock the predictive value of consumer-generated content to help them make informed business decisions. Customers can choose from a variety of reports to suit their industry needs.

Reports cover any or all of four critical areas:

1. A broad overview of the market
2. Competitive benchmarking
3. A deep diagnostic of a particular business issue
4. Actionable recommendations

These reports can include:

Diagnostic evaluation

The Diagnostic Evaluation report provides insight into consumer sentiment from online discussions garnered from a broad-based scan of the Internet. It sets the basis for future research by providing a detailed assessment of the volume and nature of relevant brand discussion, and by pinpointing the data and communities that are relevant to a particular brand or category. The diagnostic provides direction on "what" consumers are discussing (e.g. brands vs. models or appeal vs. ethnography); "how" topics are discussed and, the language being used (e.g. direct vs. indirect references to products and the circumstances of their use). It also includes actual examples of what people are saying and provides actionable recommendations for refining product strategy and messaging.

Launch visibility and benchmark

This report offers unparalleled insight into competitive products and customer needs before, during and after a significant company milestone, such as product launches, movie premieres, new service offerings, etc. It helps marketers clearly understand the effectiveness and credibility of the key marketing messages and suggests "missing" messages that represent untapped opportunities.

Brands and products are benchmarked against competitors, providing both absolute and relative measures of performance. When integrated into a company's business processes, this report's customized benchmark database can be used to continuously improve marketing support.

Market assessment and benchmark

This report monitors shifts in discussions and provides a realistic, point-in-time market assessment of consumer sentiment. It indicates consumer likes and dislikes and outlines lessons learned for future development. Used as a periodic tracking program, these reports monitor the relevant market to provide continuous visibility of the relative health of a brand or product, providing a framework for the long-term management of brands.

**For more information: www.brandintel.com
or call 1.866.721.3725**