



HOW TO BETTER VISUALISE
YOUR DATA TO MAKE AN IMPACT
ON YOUR CUSTOMERS

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Pace of change continues to accelerate

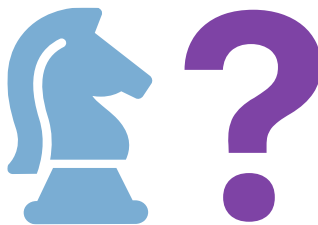
The old ways of understanding markets and consumers cannot keep up



61%

of consumers switched
business from one brand
or provider to another in
the last year

Accenture



77%

Likelihood that
unknown competitors
will pose the greatest
risks to our businesses,
rather than existing ones

SCIP

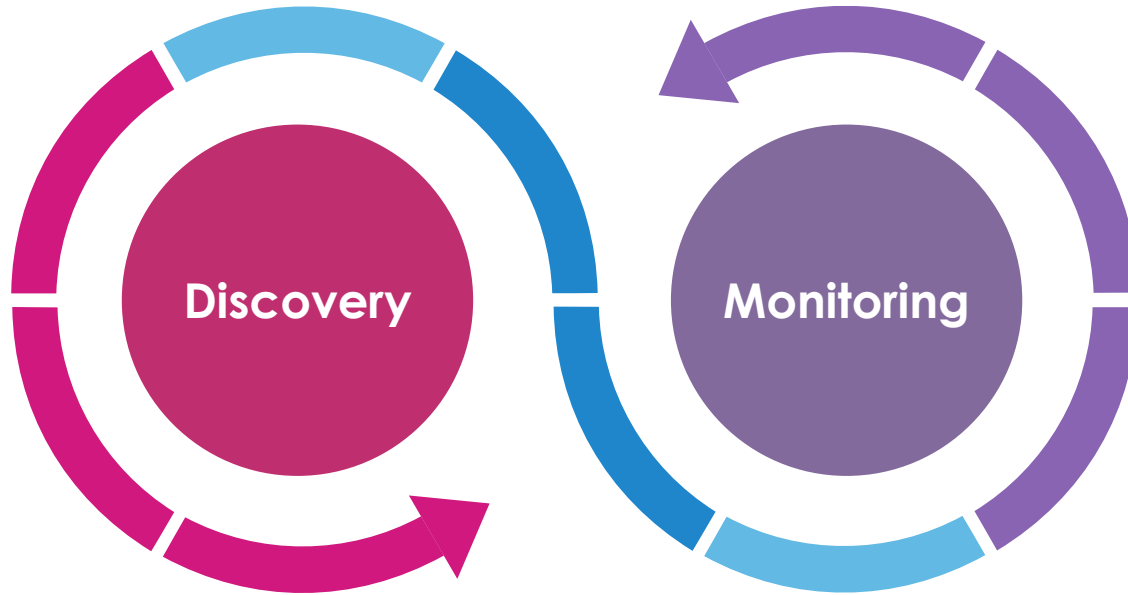


30,000+

new consumer
products are launched
each year

*Harvard Business
School*

Continuous intelligence stays ahead of consumer needs



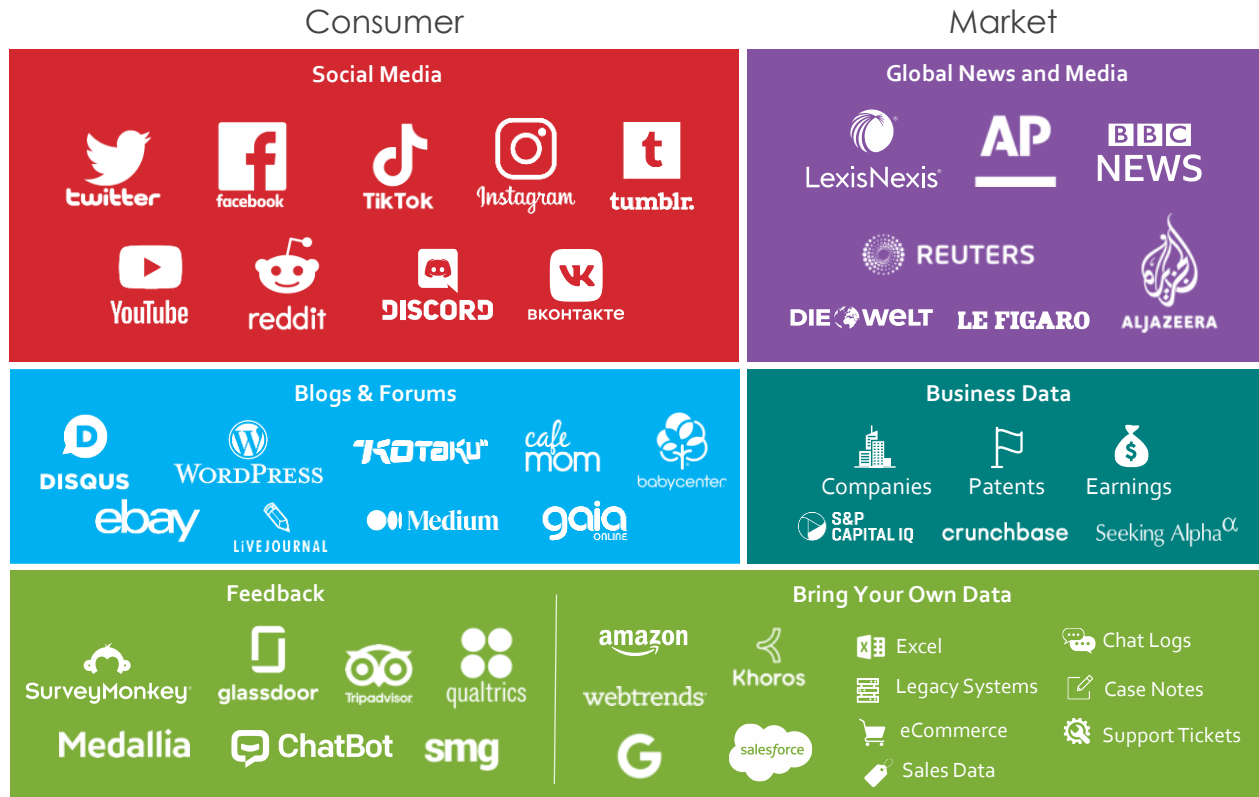
"To remain competitive, firms must continuously grow their ability to take actions that matter at speed and at scale using consumer insights from quantitative and qualitative data, information, and knowledge from analysis."

– Forrester New Wave: AI-Enabled Consumer Intelligence Platforms, Q3 2021

All the data you need, efficiently analyzed at scale

- Unlimited mentions
- Unlimited history
- Unlimited data uploads
- Global coverage
- Global languages
- 3,000+ plug and play sources

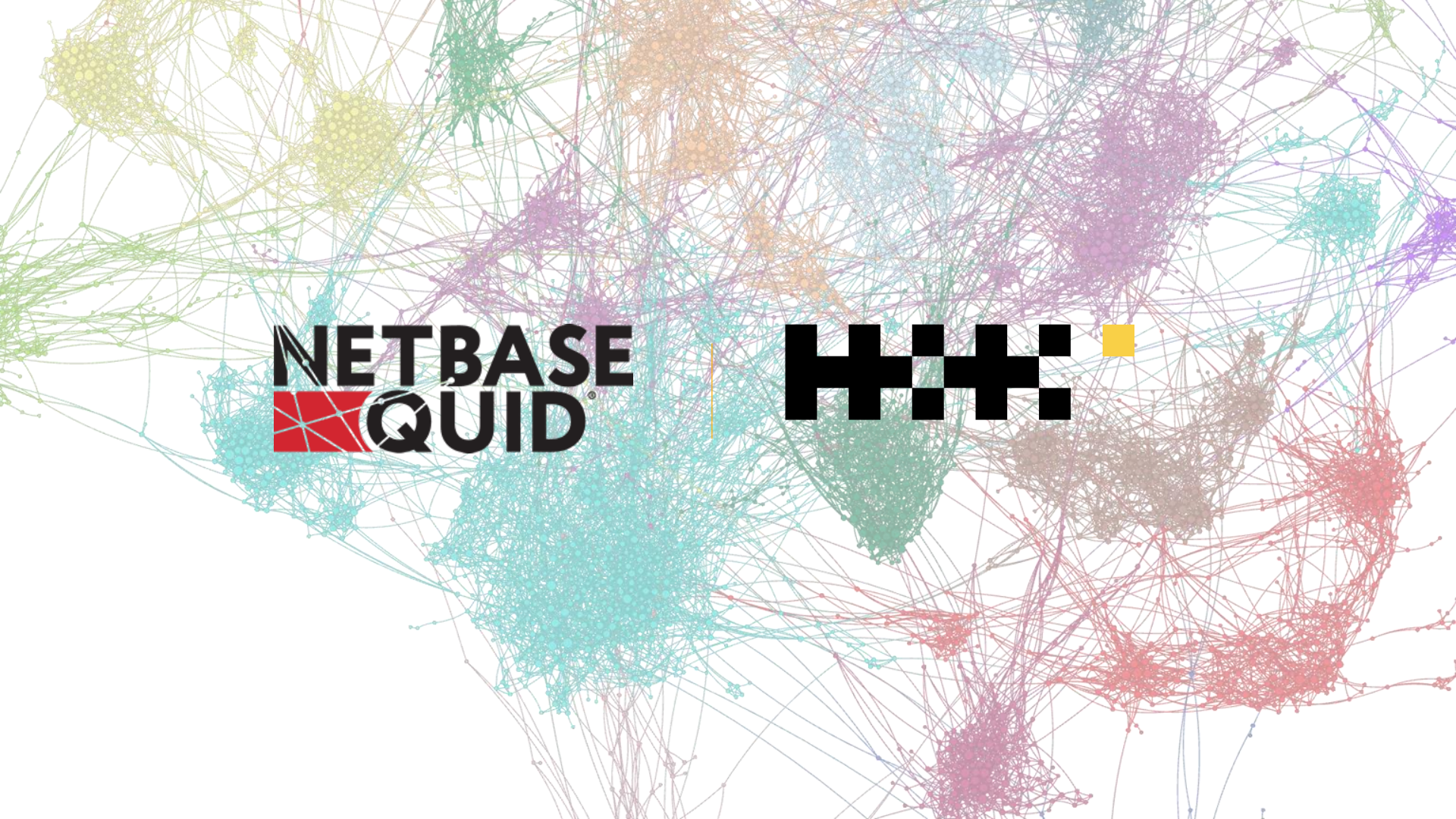
Your Data



Single source of truth for all stakeholders

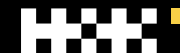


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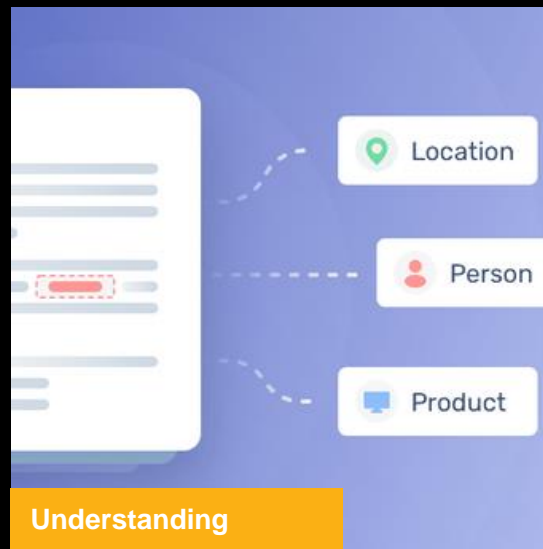
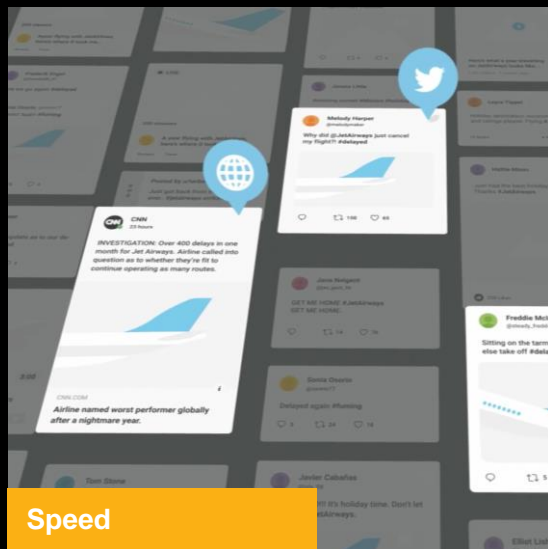


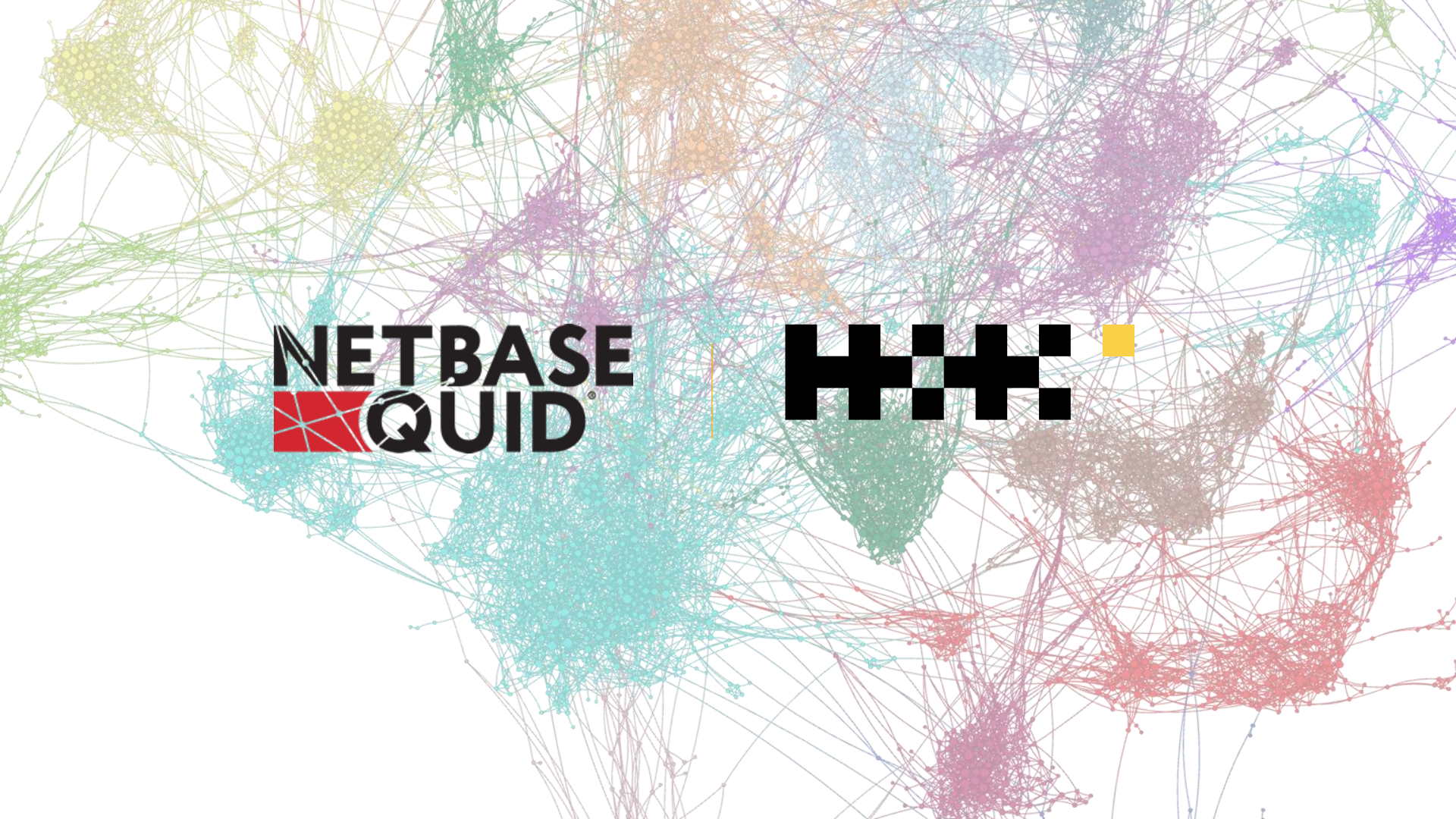
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What does data science, ML and AI offer to PR?





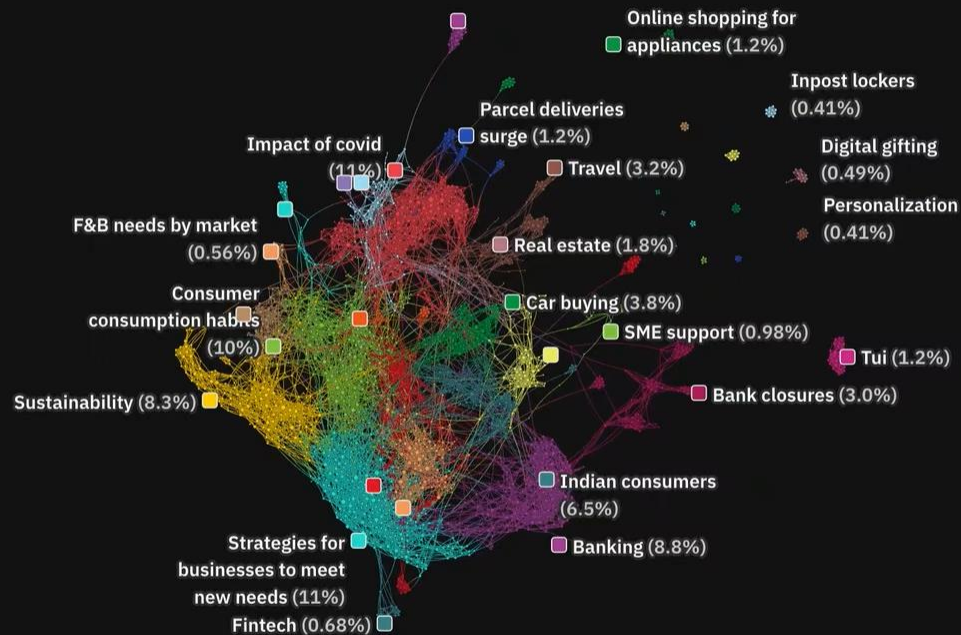
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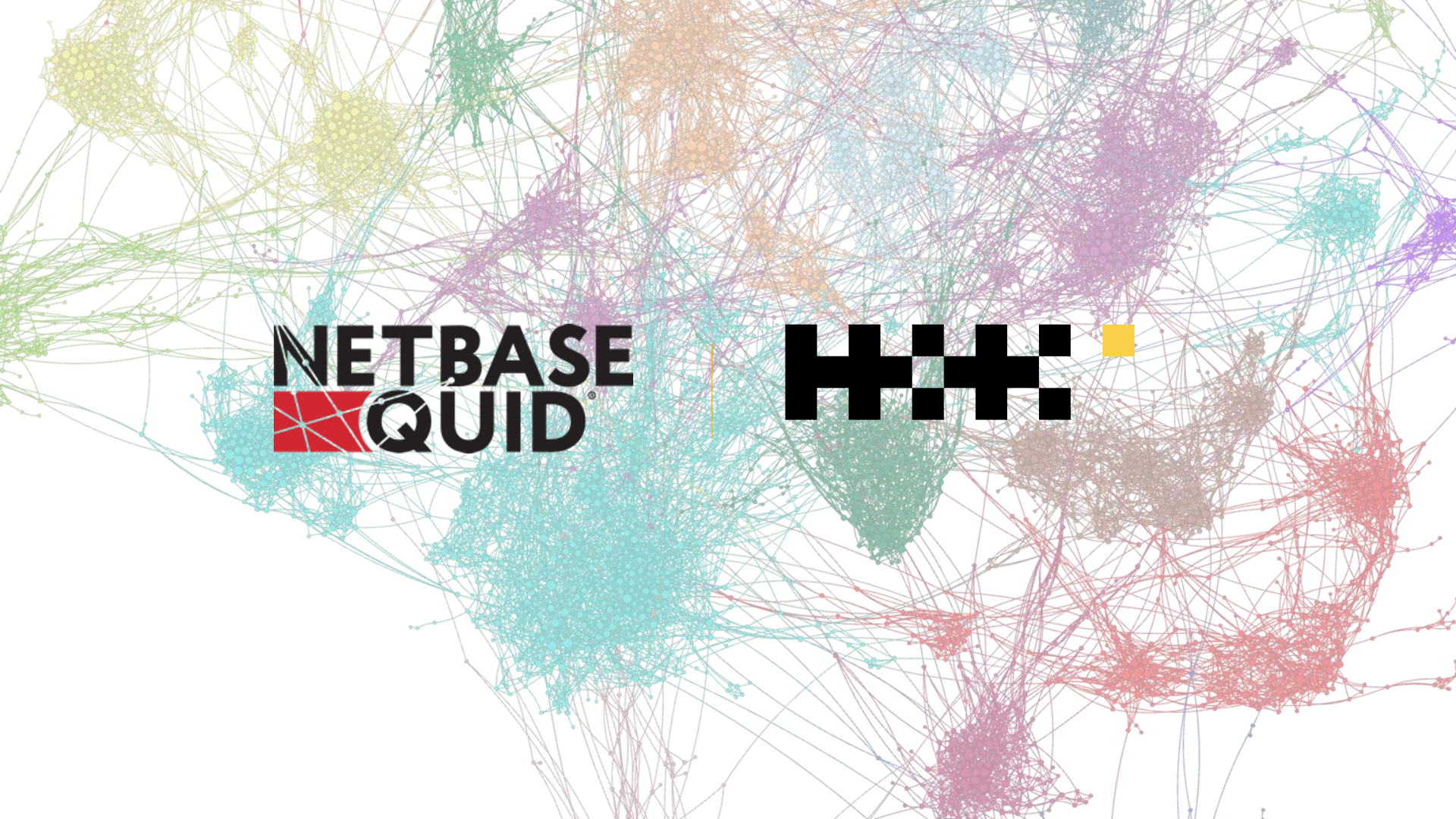




Network Map

News story network with 2663 stories. Colored by clusters. Sized by degree. Labeled by clusters.





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Using Quid to augment our capabilities: Space+

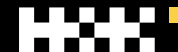
1. An **understanding** of the media landscape and segmentation of specific conversations

2. Which topics and stories have **currency** with media and target audiences

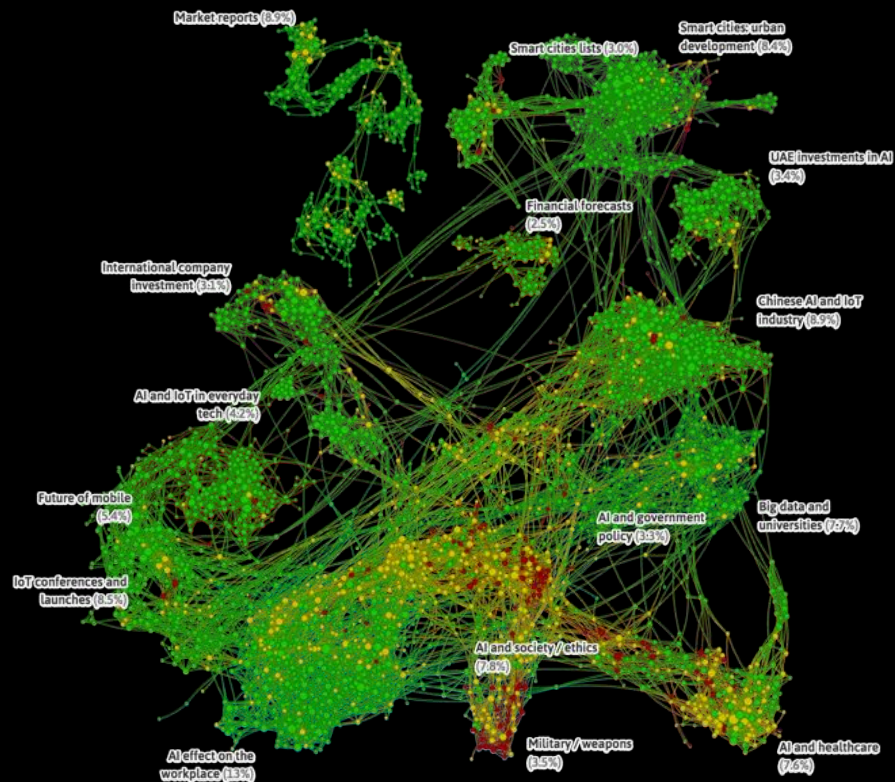
3. Where we have **competitive advantage**



**Highest
potential
space to own**

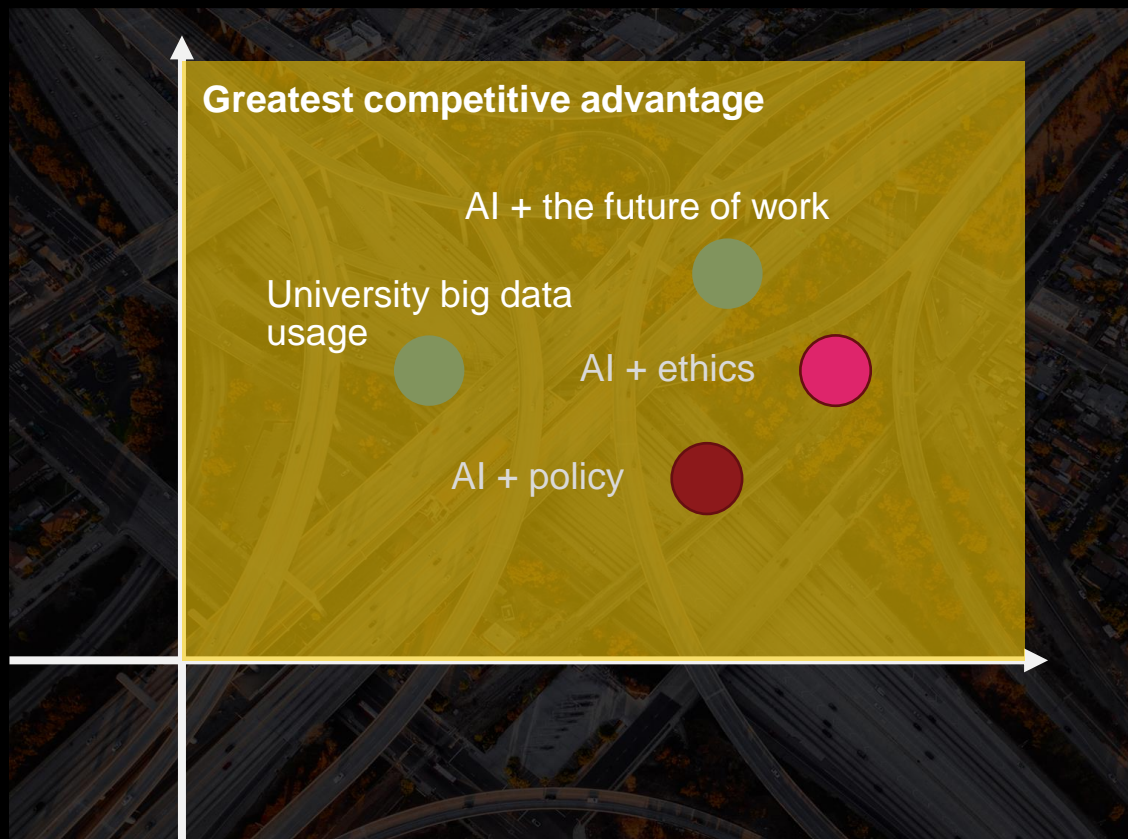


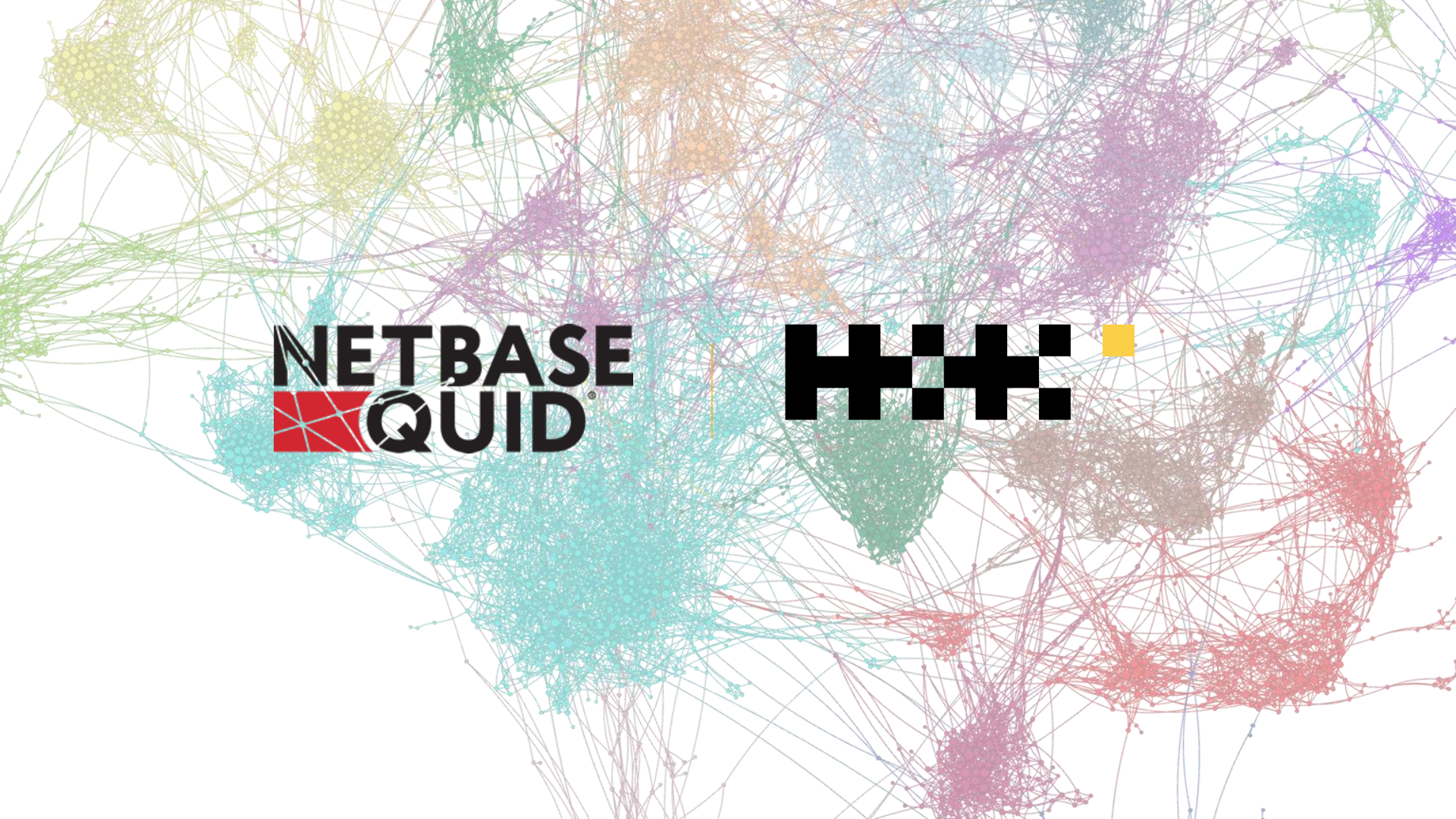
Using Quid to augment our capabilities: Space+





Applying our proprietary algorithm





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THANK YOU

For more information, contact us at info@netbasequid.com