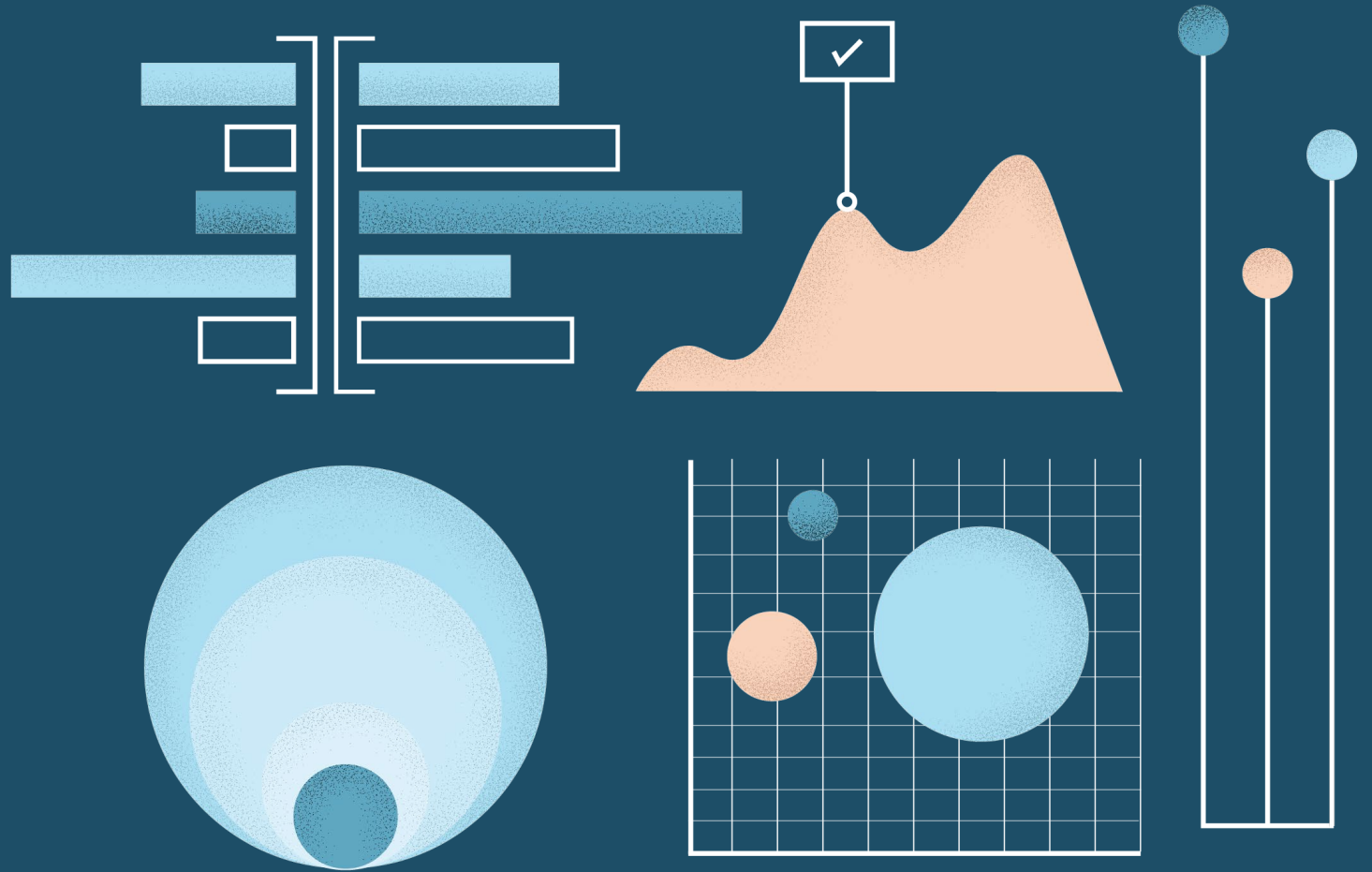


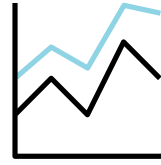


# Strategic insights powered by social data

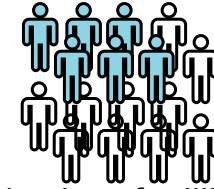


# Meet Social Standards

Social Standards is a comparative analytics platform transforming billions of social data points into benchmarked insights about every brand, product, feature, and trend consumers talk about.



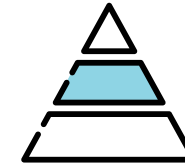
Real-time organic consumer data



Sample size of millions



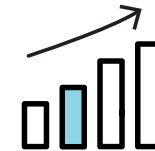
Detailed demographics & geographies



Ready-to-use structured data



Fast, efficient, cost-effective

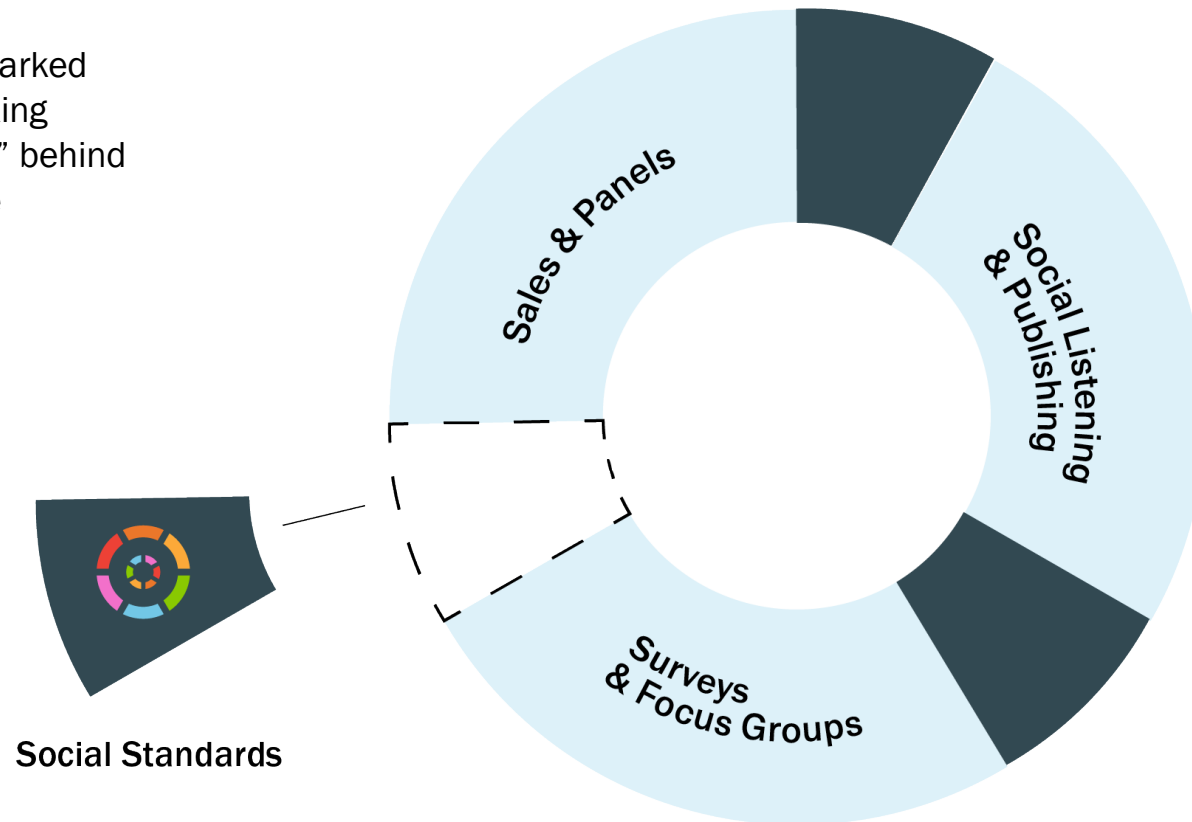


Explore trends, discover unknowns



# Social Standards bridges the gaps where traditional data sources fall short

With a sample size of millions and benchmarked insights into everything consumers are talking about, you can finally understand the “why” behind consumer behavior—and what’s fueling the competition’s success.

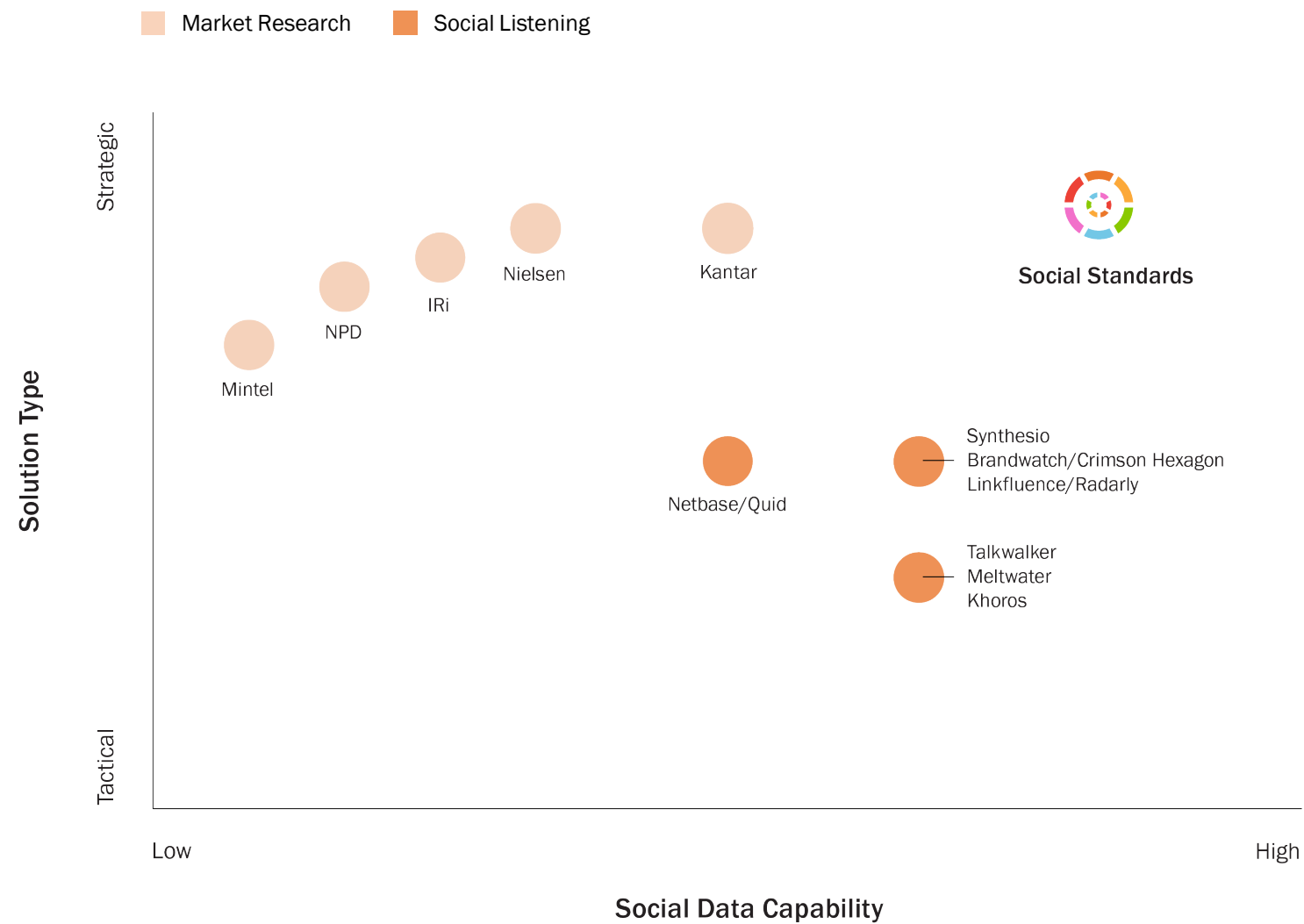


# Social Standards: Market Research

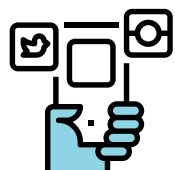
## Powered By Social Data

“Social” is in the name, but we have more in common with market research firms like Nielsen than with traditional social listening tools.

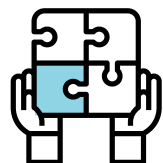
Our benchmarked social data helps you inform strategy at a high level, while social listening tools are designed to meet tactical needs.



# How we do it



We collect  
**350 million**  
social posts every month



Combine the skills of expert linguists and proprietary software to organize

**125 million**  
unique keywords



Track  
**17,000**  
brands  
**1,500**  
products  
**3,900**  
benefits,  
concerns,  
qualities, &  
ingredients



Constantly update  
**26 months of**  
historical data



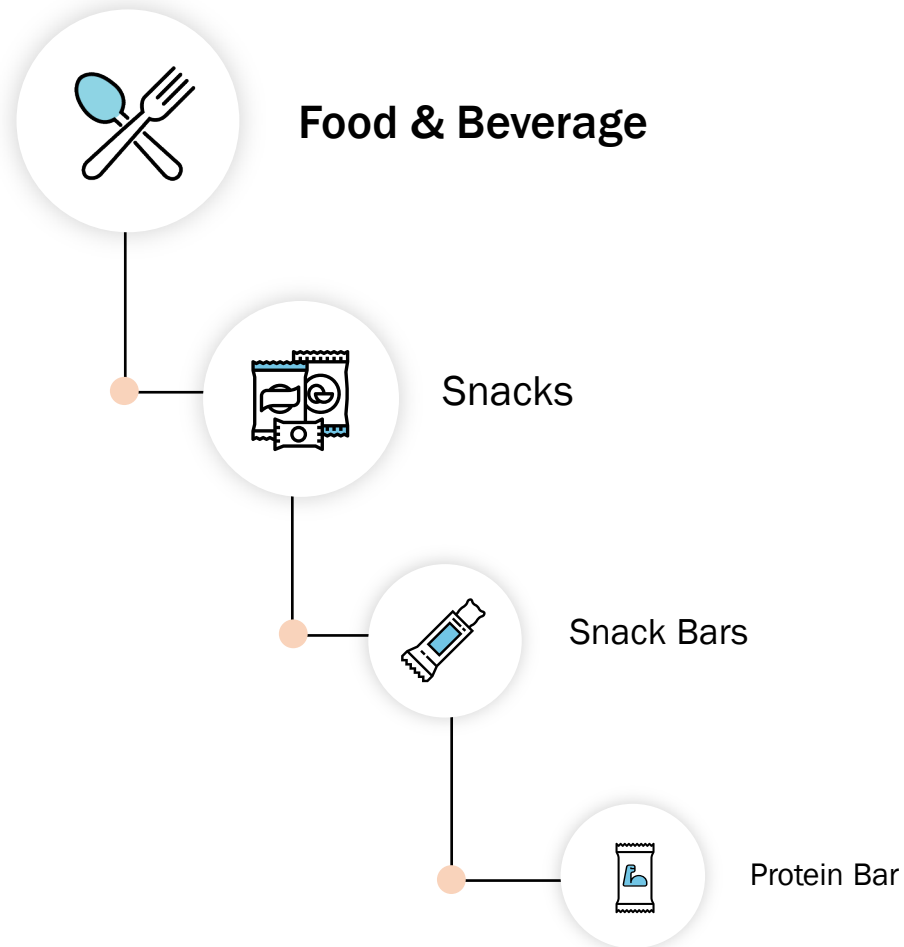
Provide access to ready-to-use data  
benchmarked against

**7 market verticals**  
through our interactive platform



# Our ready-to-use structured data makes Boolean queries a thing of the past

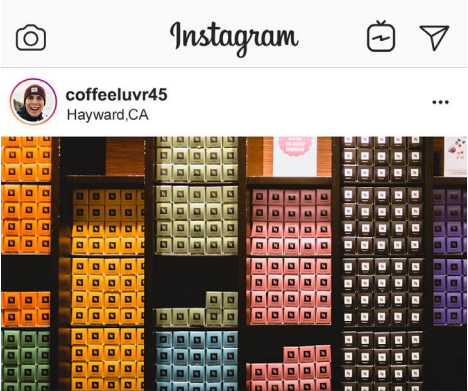
Our team of linguists & social media experts constantly update and refine our database to ensure that every brand, product, and descriptor you're interested in is ready for on-demand analysis.



# Transforming Social Posts into Consumer Insights

We organize social data into hierarchies within each market vertical, allowing you to benchmark performance, track trends, and measure market share.

Tracking the co-occurrence of keywords within social posts also gives us valuable data on the relationship between topics from the consumer’s perspective



1,984 likes

**coffeeluvr45** Nespresso has revolutionized my mornings! Pairing a cappuccino with a protein bar helps me eat well and feel full. #coffeeislife

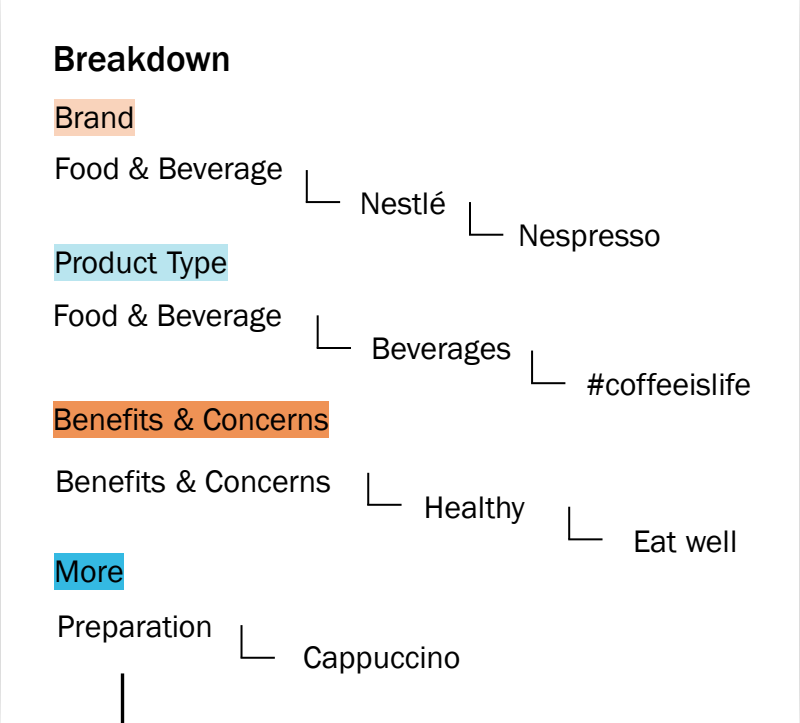
9 MINUTES AGO

1.984 likes

**coffeeluvr45** Nespresso has revolutionized my mornings! Pairing a cappuccino with a protein bar helps me eat well and feel full. #coffeeislife

9 MINUTES AGO · SEE TRANSLATION

1 9 5



For example, “cappuccino” appears in over 5% of consumer conversations about Nespresso and is associated with the brand 14x more than the average Food & Beverage topic.







# Innovative brands use Social Standards' data to:

## Track Trends

Track the leading market trends and confirm if a product or ingredient is a lasting trend or passing fad.

## Analyze Competitors

Get intel on competitors and spot market gaps you can leverage to expand your share.

## Understand Consumers

Analyze the consumer segments driving brand growth & develop strategies to target new cohorts.

## Inform Mergers & Acquisitions

Understand what's driving the momentum of emerging brands and identify potential partnerships & synergies.

## Innovate and Evolve

Discover emerging categories with mass-market potential and explore opportunities for innovation & expansion.

