



# Brand Marketing

## Market Insights from Social Standards

Social Standards is a comprehensive market analytics platform powered by social data. We empower cutting-edge brands and investors with actionable consumer insights that go beyond surveys and boolean queries. Our data enables you to quickly measure the performance of products, brands, and emerging trends.

“ I started using Social Standards when I was at GLAMGLOW. It quickly became our go to tool to derive real insights around our consumers as well as predict and validate emerging trends. Trust me, this is like no other tool you’ve ever seen and it will for sure be part of my future team’s toolkit.

- Paula Pontes, Former Senior Vice President  
& Global General Manager, GLAMGLOW

**GLAMGLOW®**



## Here's how Social Standards can support your brand:



### Consumer Demographics

Discover which consumers are driving conversations about your brand or product, segmented by gender, age, race, income, geographic location, and more.



### Influencer Measurement

Find out which of your influencer partners are driving the strongest engagement metrics on sponsored posts and are promoting brand awareness.



### Influencer Discovery & Validation

Leverage data on demographics, interests, and geos to discover influencers whose followers are highly engaged and align with your target audiences.



### Brand Health

Compare your brand's conversation volume to the market, measure consumer loyalty & positive sentiment, identify which trends your brand is most strongly aligned with.



### Competitive Analysis

Identify your top competitors, track who's stealing—or losing—market share, & spot potential market gaps you can leverage.



### Cohort Analysis

Analyze target consumer cohorts to understand your brand's strengths and weaknesses with these groups.

## GET STARTED

Contact [sales@socialstandards.com](mailto:sales@socialstandards.com) to learn more and schedule a demo!