



Innovation for Industry Leaders

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.

**PRELUDE
GROWTH
PARTNERS**

“ Social Standards delivers unparalleled, fact-based insights about brands, products, trends, and influencers. At Prelude, we consider our partnership with Social Standards to be invaluable as we evaluate the market. We believe that they are a true competitive advantage for the brands they work with.

- Alicia Sontag, Partner, Prelude Growth Partners



Here's how Social Standards can support your innovation program:



Validate Product Ideas

Confirm if your new product ideas align with the themes trending in your market that are of greatest interest to your target consumers.



Trends vs. Fads

Get access to extensive data for conversation volume and user retention and confirm whether a product or ingredient is a long-lasting trend or a passing fad.



Emerging Categories

Track market trends, discover emerging categories with mass-market potential, study the wins and losses of companies aligned with these key spaces.



Formulation Development

Identify compelling trends that are engaging your brand's consumers and determine which products and ingredients are the best fit for entering this new space.



Expansion Strategies

Learn which geographies are best positioned for regional expansion and explore new occasions that excite consumers and align with your product mix.



Validate Thematic Strategy

Measure your brands' alignment with an emerging theme, analyze competitors' success in the segment, and identify new whitespace opportunities you can own.

GET STARTED

Contact sales@socialstandards.com to learn more and schedule a demo!