

# Our products are designed to meet your unique needs

## Who we work with

CPG Companies  
& Manufacturers

Consultancies

Equity Research

Private Equity

Hedge Funds

## What we offer



Market Insights Platform



Investigative Workshops



Due Diligence Reports



Custom Data Feeds



Quarterly Insights Reports





## Quarterly Insight Reports

Our suite of recurring reports delivers the consumer insights data from our platform through quickly digestible topic-based reports.

Our expert analysts deliver reports on a quarterly basis with a recurring subscription.

- ✓ Get custom insights packaged by our expert analysts
- ✓ Easily integrate social data into your current workflows & processes
- ✓ Choose from a menu of quarterly reports to meet your needs
- ✓ Access our unique consumer insights without onboarding our platform

### Choose from:

Brand Health Report   Trends Analysis  
Competitive Analysis   Category Analysis



# Quarterly Insight Reports



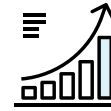
## Brand Health Report

Get a clear picture of your brand's status with consumers, confirm potential threats, and receive intel on strategic opportunities. Includes measurement of social conversation volume, conversation share of key product categories, competitive differentiation, alignment with trends, user retention, and consumer sentiment.



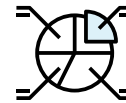
## Competitive Analysis

Gain a deep understanding of your competitive landscape. Compare your brand to a set of your top competitors to discover who's stealing—or losing—market share, learn which competitors are most popular among specific demographics & geographies, and identify new whitespace opportunities.



## Trends Analysis

Get intel on the leading & emerging trends in your industry, find out what consumers are most passionate about, learn which brands are already capturing market share, and get actionable recommendations on which trends are most aligned with your brand.



## Category Analysis

Get out of the echo chamber and get access to the consumer's true perspective. This comprehensive report describes the landscape of a product category including major trends, key players, ingredients, formats, and packaging. Find out what's really driving consumer interest within your category.







## Workshops

Sit down with one of our expert analysts twice per month for a deep dive session providing answers to your top consumer questions in real time.

Each session is flexible and fully customizable to your needs. Together you'll navigate our consumer analytics platform and uncover unique insights to inform your strategy

- ✓ Access our unique consumer insights without onboarding a new platform
- ✓ Receive easy-to-share follow-up materials with the top data insights from your session
- ✓ Get the benefits of an in-house analyst without increasing your head count
- ✓ Explore a variety of topics in this flexible session format



# Market Insights Platform

Our Market Insights tool is a self-service platform for brands & firms with a dedicated insights team.

This powerful application gives experienced analysts access to highly granular & unique consumer data revealing new insights into the market.

- ✓ Explore complex consumer insights and benchmarked analytics
- ✓ Understand consumers, track competitors, measure brand health
- ✓ Efficiently incorporate insights into internal reporting & workflows
- ✓ Receive personalized training & ongoing support



# Market Insights Platform

Your annual subscription includes

## 5+

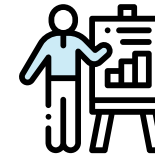
User seats in the Social Standards consumer analytics platform for your choice of market verticals



Full access to data & analysis tools within the platform plus unlimited data exports



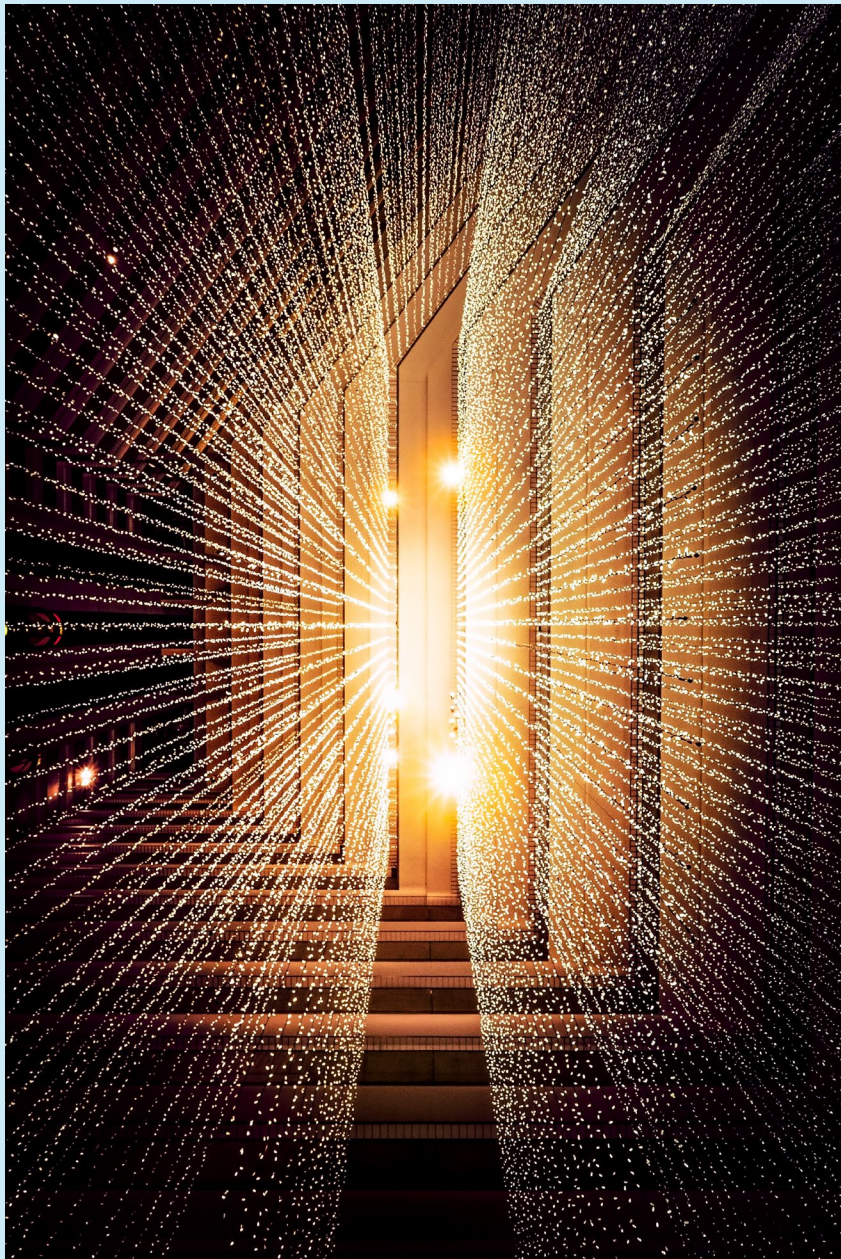
Custom reports investigating your most pressing business questions



Ongoing analytical training & technical support







# Data Connect

Receive regular data feeds of structured social data that can be easily integrated into your existing data ecosystem for analysis.



Customize your data feed to meet your unique needs



Easily incorporate social data into your database or model



Discover leading indicators & market signals



# Due Diligence Custom Reports

## Brand Discovery Report

Get a preliminary assessment of a brand through understanding its consumer profile, social trajectory, and positioning relative to the competition.

## Diligence Report

Commission a comprehensive investigation into a brand during the diligence phase.

Includes detailed intel on a brand's consumer base, consumer loyalty, potential for growth, competitive threats, white space opportunities, and alignment with trends.



- ✓ Identify & understand a brand's core consumer base
- ✓ Discover if consumer interest is gaining momentum or fizzling out
- ✓ Analyze top competitors and their strategies
- ✓ Identify strategic whitespace opportunities
- ✓ Seamlessly integrate consumer insights data into your analysis

