



Banter™

Online Social Media Monitoring & Analysis



**What are people saying
right now about my brand,
my company, my products?
And what does it mean?**

The World Wide Well (Of Information)

There is a wealth of information being shared this very minute in the form of chatter on 15 million active blogs, 10 million Twitter users, and huge social networking sites such as Facebook and Ning. Posts made through online news and social outlets often are made by category influencers and provide a glimpse into their thoughts, concerns, and desires.

You could think of the Internet as the home of the world's largest, unmediated discussion forum. And more companies want to monitor these exchanges to stay abreast of trends, attitudes, experiences, and needs that could impact their products, brands, and categories.

Using search engines to track user-generated content can produce unwieldy results that might be relevant but are not necessarily up to date. Nor can they provide the in-depth analysis needed to make good decisions for your business.

How We Can Help

Introducing Banter™, Decision Analyst's new social media monitoring capability. Banter™ allows us to listen in on buzz and quickly deliver relevant analysis

and key insights into exactly what people are talking about. We'll tell you what is being said online and what it means to you.

Pairing Banter™ with our online and in-person research methodologies allows us to reveal a holistic view of your market. We can add color commentary to your quantitative studies and bring an additional breadth of information to your ethnographic or qualitative projects.

What We Do

We scan millions of blogs, social networks, news outlets, and other online information sources, retrieving clues, insights, and guidance necessary for your success. And we can track and analyze conversations and mentions in real time.

Just tell us what topics you would like us to look for and for what period of time. Common topics include:

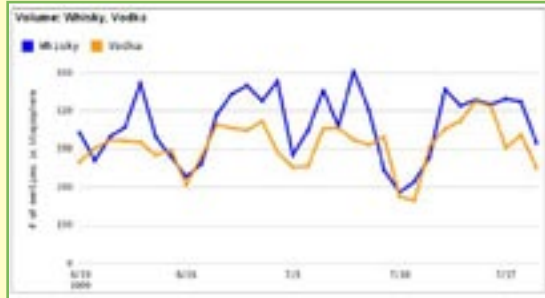
- Product launches
- Marketing campaigns
- Emerging trends
- Imminent ends
- Relevant current events



Banter™ Includes Supporting Visuals

Activity Volume

Indicates the number of blog posts made on each topic week-by-week, providing insight into the progression and continuity of each topic over time.



Key Quotes

Verbatim Quotes

Current thoughts and opinions being shared around the web within the past 30 days.

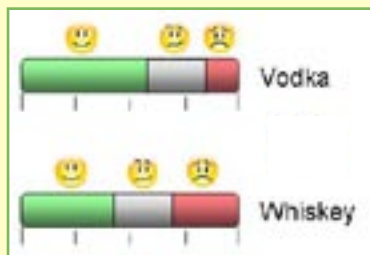
“ I love drinking **vodka** through a kiddies’ twisty straw.”

“ ha ha **vodka** does taste **better than** red wine.”

“ I’m far more likely to buy **vodka** based on Gary’s **endorsement** than Gawker’s banner ad.”

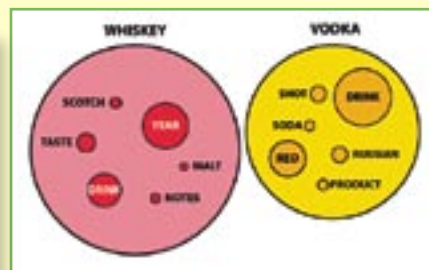
Sentiment Trends & Comparisons

Shows the positive, neutral, or negative tone of posts related to each topic.



Theme Analysis

Displays common subtopics frequently found alongside the main topics being tracked.



NOTE: Visuals are illustrative and could vary by project

Next we analyze:

- The amount of buzz that exists
- The positive, negative, and neutral nature of the conversations
- Related subjects people are talking about
- Insights into how people are engaging with your topics

Then we create a summary report of our analysis along with supporting visuals that can help you establish better brands, products, services, and relationships.

What Does This Cost?

If you think this might be appropriate or are interested in learning more, please call and we can provide a custom quote based on your specific needs.

For More Information

To learn more about Decision Analyst’s capabilities, or for a quote, please call 1.800.262.5974 or 1.817.640.6166.



Decision Analyst

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