NetBase Brand Passion Report: Luxury Brands

Discover the brand potency of the world's luxury brands according to consumers.

NETBASE™

The Leading Social Business Platform

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What motivates the world's most discerning consumers?

The craftsmanship of a Rolex watch. The lush feel of a Chanel handbag. The technology of a Porsche. The beauty of a Dior gown. How do you capture the essence, and the value, of a luxury brand?

Social media offers a never-ending stream of information about how consumers feel about such brands. But how do you make sense of it all, especially in a world where one move can catapult a brand to higher ground or bring it to its knees. At NetBase, we wake up every morning looking for new ways to put social analytics to work for you, informing decisions about marketing, support, products—and literally every aspect of your business.

Measuring the unmeasurable

NetBase Brand Passion Report: Luxury Brands is an in-depth analysis of what consumers think and feel when it comes to the most extraordinary brands. It captures consumer emotions and insights in ways that simply weren't possible until now. This market report is complemented by 20 company reports, each providing a deep dive into some of the most celebrated luxury retailers.

Identifying subtle changes in consumer preferences is one part art, one part science. What if you could spot brand fluctuations in advance? What if you could measure not just the volume of social content but the intensity of passion? You can. And you can use that information to drive intelligent decision-making.

What if you could convert millions of consumer comments about luxury brand preferences into the most illuminating insights?

95+ million social data points

2 years of data

Who's hot, who's not, and who's a luxury brand, according to consumers? To find out, NetBase crunched millions of social data messages over a 2-year period.

Global social media study

English-language posts

NetBase Brand Passion Report: Luxury Brands

Test your brand IQ.

1. Which luxury brand fell out of the top 45 this year?
   - ❑ Porsche
   - ❑ Neiman Marcus
   - ❑ UGG
   - ❑ Swatch
   - ❑ Moët Hennessy

2. Which product dominates the luxury retail conversation?
   - ❑ Fine jewelry
   - ❑ Handbags
   - ❑ Sunglasses
   - ❑ Sports cars

3. Which luxury brand holds the coveted #1 position in the UK?
   - ❑ Wild Swans
   - ❑ Giorgio Armani
   - ❑ Jimmy Choo
   - ❑ Chanel

4. Which media outlet wields the greatest influence in the luxury retail market?
   - ❑ Wall Street Journal
   - ❑ Rolling Stone
   - ❑ New York Times
   - ❑ TechCrunch

Top 15 September 2013 to August 2014	+/-	Prior Year Rank	% Change in Mentions*
1 Louis Vuitton	⬆	2	-10%
2 Apple	⬆	9	+194%
3 Chanel	⬆	6	+51%
4 Burberry	⬆	5	+46%
5 Hermès	⬇	4	+26%
6 Gucci	⬇	3	+8%
7 iPhone	⬆	12	+174%
8 Rolex	⬇	1	-86%
9 LVMH	⬇	8	+37%
10 Dior	⬆	13	+111%
11 Prada	⬇	7	-2%
12 Mercedes	⬇	11	+34%
13 Wild Swans	⬆	212	+++%**
14 Jimmy Choo	⬆	25	+177%
15 Coach	⬇	10	+7%

The Headlines:

At a global level, **Louis Vuitton** claims the coveted #1 spot.

Apple shoots to 2nd place and claims 7th place for one of its products.

Prada, **Rolex**, and **Coach** experience the biggest drops among the top 15.

Relative newcomer **Wild Swans** bursts on the scene with a strong social strategy.

*   An increase in percentage mentions does not always correspond to an uplift in ranking. Ranking is measured relative to other competitors, not just relative to last year's mentions for a single brand.

** Insignificant to prior year.

Top 16–30 September 2013 to August 2014	+/-	Prior Year Rank	% Change in Mentions
16 Michael Kors	↑	21	+79%
17 BMW	↓	15	+22%
18 Cartier	↓	16	+10%
19 Tiffany	=	19	+6%
20 Ford	↓	17	-1%
21 Mulberry	↓	14	-16%
22 Vintage	↑	27	+64%
23 Armani	↑	29	+74%
24 Nike	↓	18	-19%
25 Versace	↑	30	+45%
26 Samsung	↑	58	+168%
27 eBay	↑	49	+115%
28 iPad	↓	26	+30%
29 TAG Heuer	↑	62	+195%
30 Porsche	↓	22	-15%

The Headlines:

eBay gathers steam, ranking high among online retailers.

The biggest ascenders include **TAG Heuer**, **eBay**, and **Samsung**.

Mulberry and **Nike** experience the biggest drops.

The 16–30 list shows a 50/50 split of European and American brands.

Car brands are sliding.

NetBase Brand Passion Report: Top 31-45 Luxury Brands in the World

Top 31–45 September 2013 to August 2014		+/-	Prior Year Rank	% Change in Mentions
31	Nissan	↑	35	+24%
32	Fendi	↓	24	-3%
33	Jaguar	↑	42	+29%
34	Acura	↓	31	+8%
35	Kering	↑	52	+75%
36	Neiman Marcus	↑	53	+75%
37	Saks Fifth Avenue	↓	28	-2%
38	Moët Hennessy	↑	40	+14%
39	Honda	↓	37	+6%
40	Toyota	↑	45	+24%
41	Ferrari	↑	48	+33%
42	Daimler	↓	38	+3%
43	Hudson Bay	↓	41	+3%
44	Barneys New York	↑	142	+601%
45	UGG	↓	32	-18%

The Headlines:

Department stores **Barneys** and **Neiman Marcus** leap forward while **Saks** takes a tumble.

Kering's fashion house builds momentum, entering the list at #35.

Moët Hennessy claims the prize among wine and spirits brands.

Fendi worsens its position.

Interested in your social standing? Click here to schedule a demo of the NetBase platform.

Country by country, brands flourish for different reasons. Companies must understand how their targeted marketing strategies are performing in different parts of the world.

Top 15 September 2013 to August 2014		+/-	Prior Year Rank	% Change in Mentions
1	Apple	↑	13	+184%
2	Louis Vuitton	=	2	-22%
3	Rolex	↓	1	-84%
4	Burberry	↑	6	+38%
5	Gucci	↓	3	-2%
6	Mercedes	↑	8	+26%
7	Chanel	↓	4	+4%
8	Hermès	↓	5	-2%
9	LVMH	↓	7	+3%
10	Coach	↓	9	+13%
11	BMW	↓	10	+12%
12	iPhone	↑	19	+113%
13	Prada	↓	11	+4%
14	Michael Kors	=	14	+31%
15	Ford	↓	12	-23%

The Headlines:

Apple shoots to the 1st place as a brand and takes 12th place for its **iPhone**.

Rolex falls from the #1 spot to 3rd place with the largest drop in social mentions year-over-year.

Louis Vuitton defends its 2nd place position, and **Burberry** rises to 4th.

European brands dominate in the US, holding two-thirds of the 15 spots.

Top 15 September 2013 to August 2014	+/-	Prior Year Rank	% Change in Mentions
1	Armani	↑	35	+++%
2	Burberry	↓	1	+57%
3	Wild Swans	↑	198	+++%
4	Apple	↑	11	+355%
5	Louis Vuitton	↓	4	+49%
6	Mulberry	↓	3	-16%
7	Jimmy Choo	↑	27	+552%
8	LVMH	=	8	+21%
9	Hermès	↓	5	-12%
10	iPhone	↑	12	+114%
11	Gucci	↓	7	+1%
12	Chanel	↓	6	-5%
13	Prada	↓	9	+1%
14	Rolex	↓	2	-69%
15	iPad	↑	35	+206%

The Headlines:

Apple shoots to 4th place as a brand and takes 10th and 15th for two of its products.

Wild Swans enters for the first time at the #3 spot.

Armani takes the top spot compared to its #23 position globally.

Burberry falls to #2 and **Louis Vuitton** drops to #5 despite a 49% increase in mentions.

Jimmy Choo makes a strong climb to #7, but **Rolex** takes a big drop.

A conversation with NetBase co-founder Michael Osofsky.

What does NetBase do?

There's so much social content out there. NetBase reads it for you—finding the nuggets you'd look for if you had the time to review billions of posts and making sense of it all. Think of us as a highlighter that searches the social web, synthesizing content that conveys emotions, opinions, and behaviors about audiences, companies, and market categories.

Want to learn more? Click here to schedule a consultation for the NetBase platform.

What's different about the NetBase approach?

Most companies approach social analytics statistically—more like a robot. They assign tone to words, good or bad, and tally up the totals. But without context, numbers don't offer much business value. NetBase takes a much more human approach. We rely on a linguistic methodology, studying the relationship between words in a sentence to derive true meaning. This way, our platform can surface actionable insights—such as an unmet need, a new emotion, a powerful response to a campaign, or the next big thing.

What excites you most about social analytics?

I've always been fascinated by what drives people. In the past, companies looked to small focus groups to make assumptions about what their entire consumer base thought and felt. With social analytics, we get into the hearts and minds of millions of consumers to understand in a much deeper, more accurate way what people all over the world care about, what they are excited about, and what they intend to do next. We do this all while moving at the speed of social and without breaking the bank.

How do consumers feel about luxury brands?

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Understanding consumer sentiment is essential to a luxury brand's success.

How healthy is your brand? The first step in answering this question is to understand and measure the social commentary that exists about your company and its products.

Do consumers feel favorably about you? Are they unhappy or uncomplimentary?

Understanding how consumers perceive your brand and weighing the overall sentiment is an indication of the brand's health at any given time. It's also a good predictor for what consumers are going to do next.

But it's not enough by itself.

Are you confident you know the current health of your brand?

But coupling sentiment with passion is even more revealing.

You must also evaluate the intensity of emotion behind that sentiment expressed about your brand. There's a big difference between "like" and "adore." And gentle mocking is nowhere near as alarming as contempt.

That's why we take the extra step to measure brand passion.

How strongly do your customers really feel when it comes to your brand? Are they fervently adoring? Somewhat indifferent? Maybe even cross with you? The level of passion is an especially important success factor when it comes to luxury brands. Consumer purchases are highly emotional; the more passionate a consumer is about a brand, the less that consumer relies on price as decision criteria.
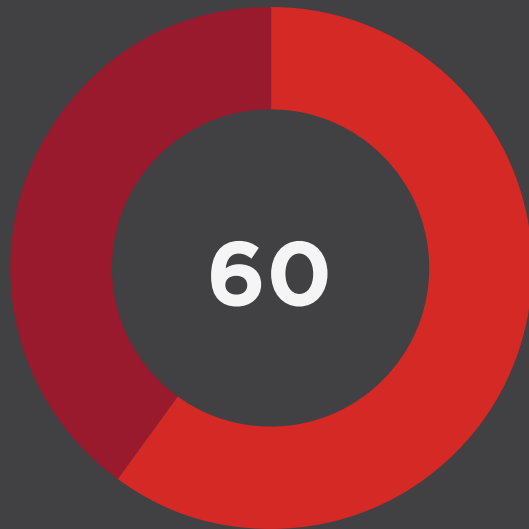
"

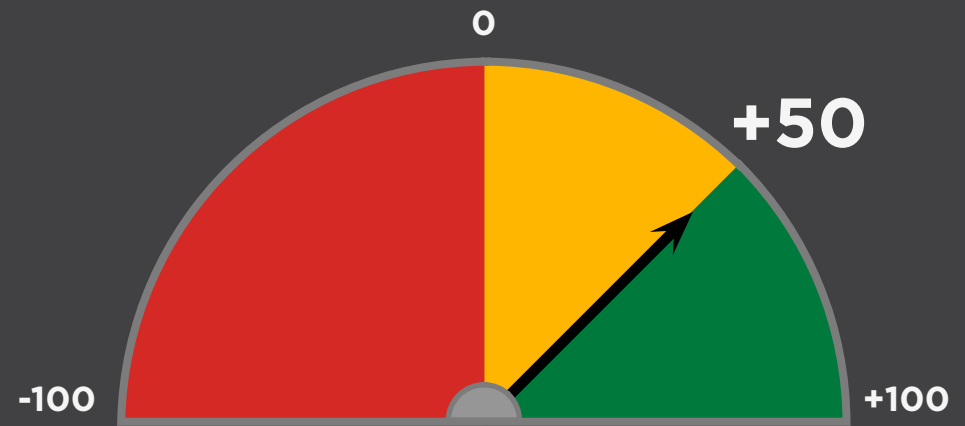Are you winning the hearts of your customers?

How strong is your customer's passion for your brand?

Global consumers display positive passion and sentiment for luxury brands.

Passion Intensity*
(Global Average)

60

Net Sentiment**
(Global Average)

0

+50

-100   +100

" In higher price-point categories, word of mouth's impact is almost 20% of sales.

Word of Mouth Marketing Association (November 2014)

*   Passion Intensity: Measures the amount of strong emotions toward a brand on a scale from 0 to 100.

** Net Sentiment: Measures the ratio of positive over negative sentiment toward a brand on a scale from -100 to +100.

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NetBase Brand Passion Index: Combining sentiment and passion for deeper customer understanding.
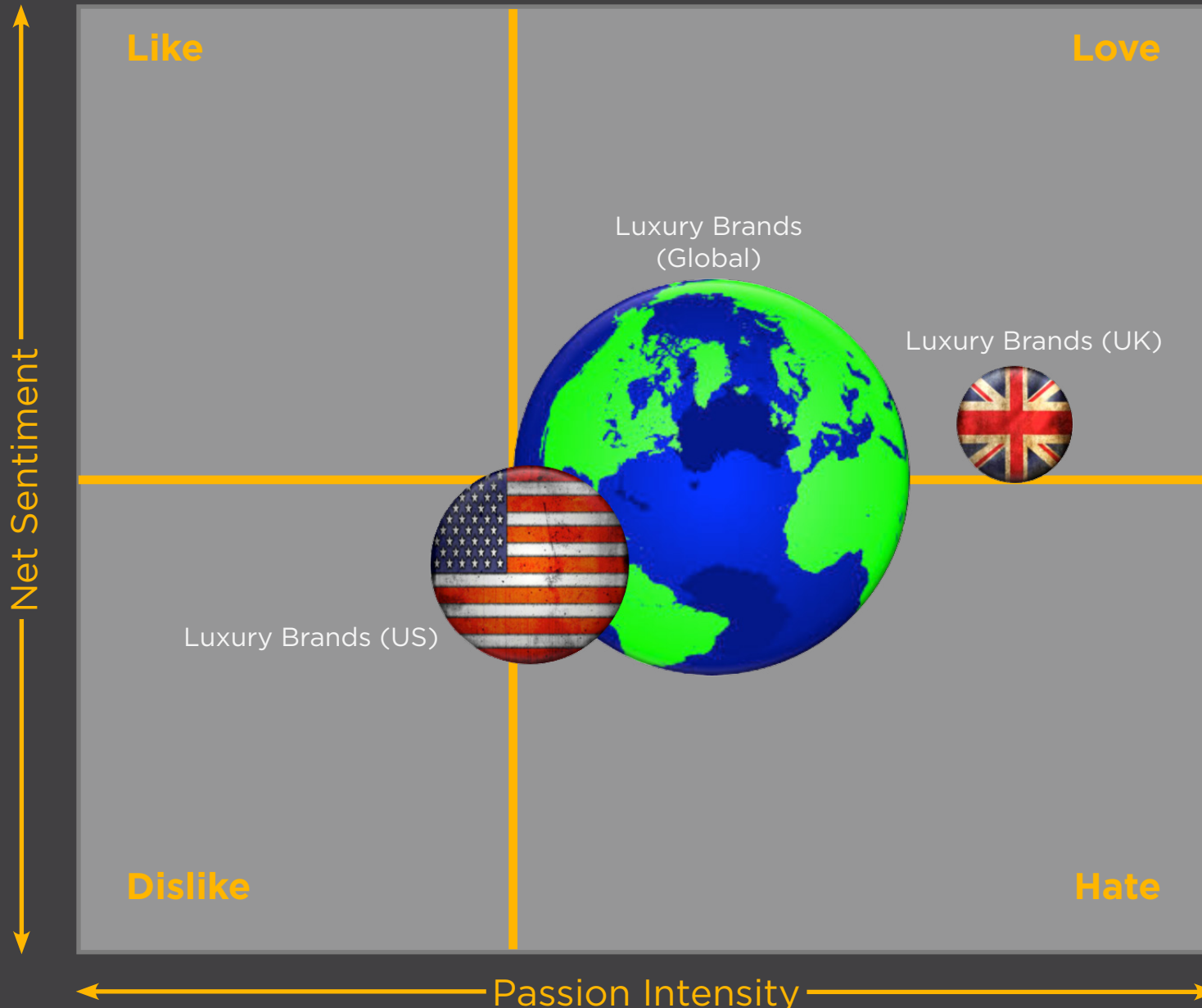
The Headlines:

UK consumers show the strongest passion and sentiment.

US consumers feel colder toward luxury brands.

Net Sentiment

Passion Intensity

Like

Love

Dislike

Hate

Luxury Brands (Global)

Luxury Brands (UK)

Luxury Brands (US)

What consumers like about luxury brands...

Luxury brands are high quality.

We love our luxury brands.

We appreciate knowing that we buy the best, have the best.

We enjoy them.

They help people achieve their dreams.

They are simply great to have.

They make life pleasant.

❝

Why do I buy luxury products? Because they're works of art. I appreciate the work, the design, the effort. You don't get that with many things.

@ShelbyLHarding (March 17)

And what they don't like.

> Luxury brands are too expensive.

> They are a waste of my money.

> They cost so much. I struggle with the price.

> Buying luxury is a personal weakness.

"

> I really don't need to fall in love with another luxury product. And as they say, ignorance is bliss.
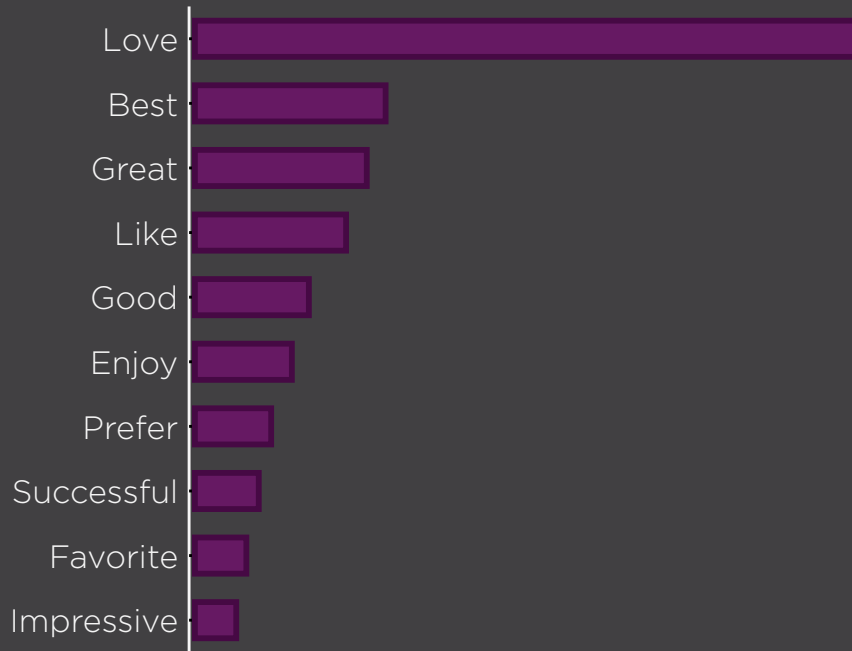>
> *PolishJinx (June 5, 2014)*

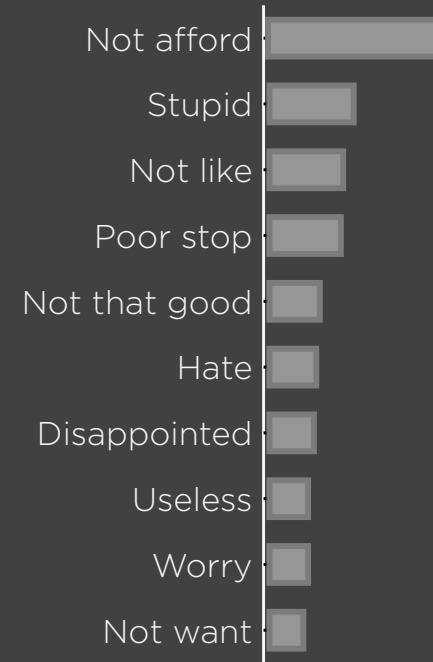**How far upscale do you want to take your target market? And what are the trade-offs?**

Top 10 Positive Emotions (US)

- Love
- Best
- Great
- Like
- Good
- Enjoy
- Prefer
- Successful
- Favorite
- Impressive

Top 10 Negative Emotions (US)

- Not afford
- Stupid
- Not like
- Poor stop
- Not that good
- Hate
- Disappointed
- Useless
- Worry
- Not want

> "
>
> I think what sets cars apart today is the "exclusivity". Not everyone can afford even the entry level models of the "luxury" brands…
>
> *Bimmerfest (December 2013)*

Top 10 Positive Emotions (UK)

Emotion	
Love	████████████████
Best	█████
Great	████
Amazing	████
Good	███
Amazing special	███
Enjoy	███
Thank	██
Like	██
Exciting	██

Top 10 Negative Emotions (UK)

Emotion	
Not afford	██████
Stupid	█████
No fan	██
Warn	██
Blow	██
Disappointed	██
Fear	█
Not worth while	█
Brain dead	█
Confuse	█

"Luxury bags make your life more pleasant, make you dream, give you confidence, and show your neighbors you are doing well." -Karl Lagerfeld
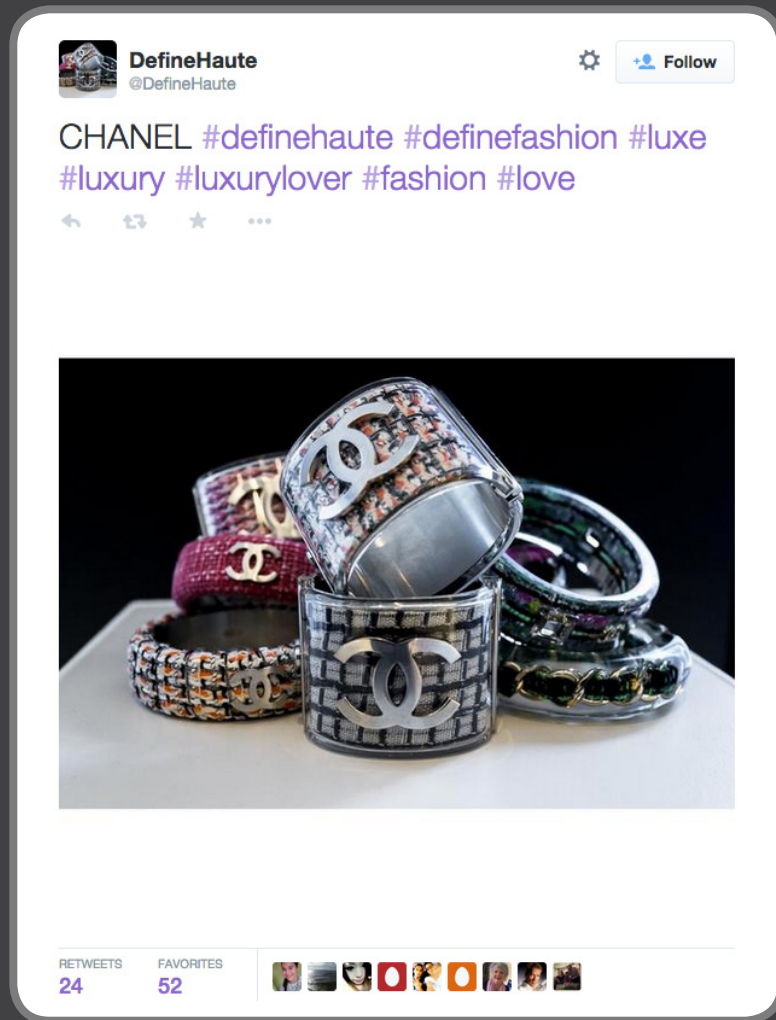
@MissKateWalton (February 2014)

Luxury brand gives itself a bad name. Opinion marketingweek.uk/opinion/luxury. Luxury branding is the most difficult one in brand management.

@JukkaAminoff (April 2013)

What do consumers <u>say</u> about luxury brands?

What are the top hashtags in the luxury category?

#luxuryretail

#luxuryfashion

#luxurygoods

The Headlines:

Luxury is a very popular hashtag.

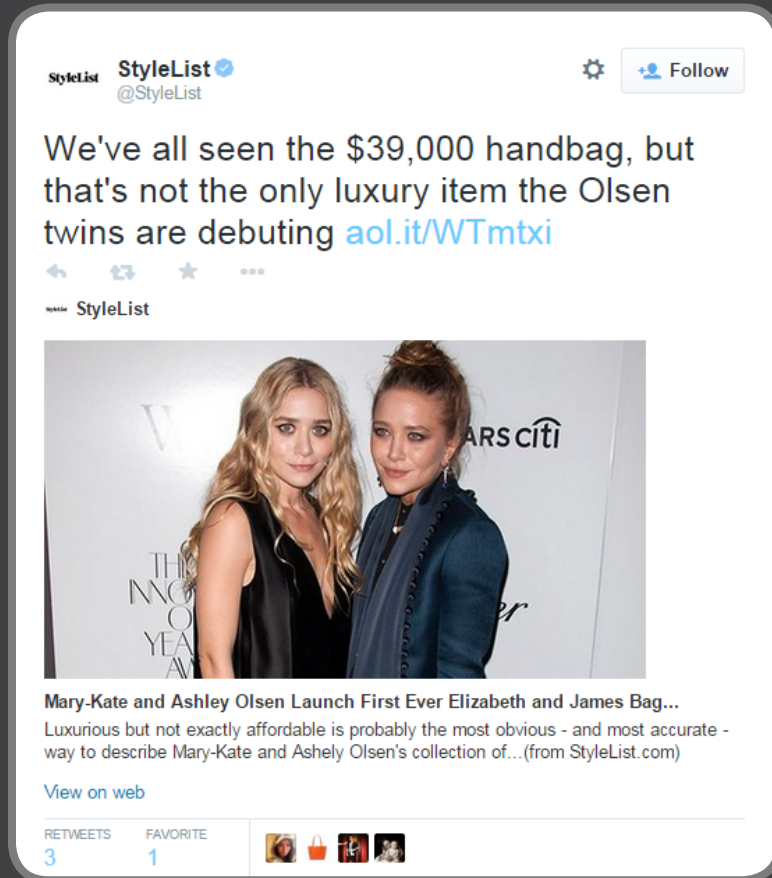"Sales," "discounts," and "competitions" also pop to the top.

Gifting occasions like holidays and birthdays also rank high on the list.
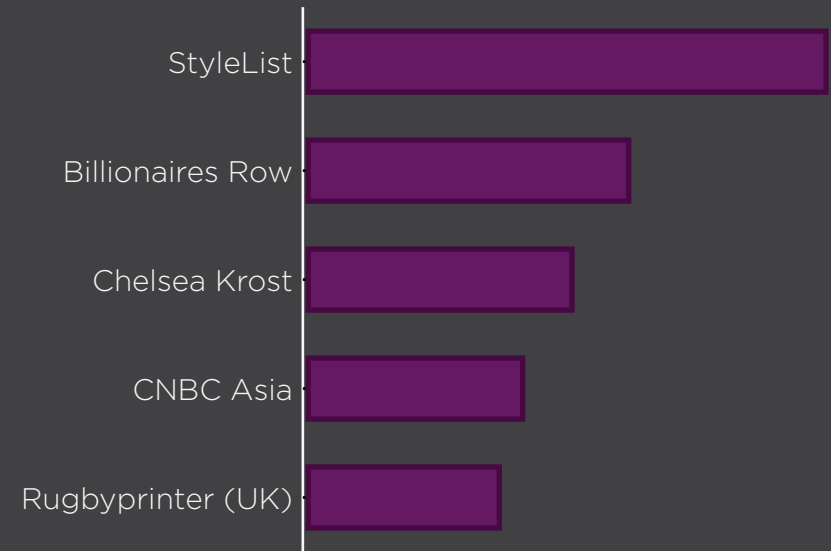
#luxuryclothing

#luxurybrands

#luxuryshopping

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Discussions about handbags cross all brands.

StyleList ✔
@StyleList

We've all seen the $39,000 handbag, but that's not the only luxury item the Olsen twins are debuting aol.it/WTmtxi

StyleList

Mary-Kate and Ashley Olsen Launch First Ever Elizabeth and James Bag...
Luxurious but not exactly affordable is probably the most obvious - and most accurate - way to describe Mary-Kate and Ashely Olsen's collection of...(from StyleList.com)

View on web

RETWEETS 3   FAVORITE 1

Top authors by followers about handbags

Author	
StyleList	
Billionaires Row	
Chelsea Krost	
CNBC Asia	
Rugbyprinter (UK)	

The Headlines:

The most influential social sources on handbags include **StyleList** and **Billionaires Row**.

The **Olsen twins** did their part too.

There's lots of chatter about handbags, sales, and the Chinese market opportunity.

Top terms for global luxury

The Headlines:

Handbags are one of the most talked about luxury terms.

Company and consumer sale announcements drive the large "sales" term.

"China" and "Chinese" relate to the consumer market opportunity.

All of these terms are discussed around the world.

US: Gift-giving and holidays capture a high level of attention.

The Headlines:

There are high quantities of luxury hashtags related to gifting, luxury, birthdays, and Valentine's Day.

In 2014, a significant spike in conversation appears around Valentine's Day.

> " Luxury fashion brands' focus on entry-level gifts for Valentine's Day.
>
> *@Fashion2424 (February 2014)*

UK: Newcomer Wild Swans comes out strong with online competitions.

The Headlines:

Wild Swans takes the luxury industry by surprise.

Its online competition to win a handbag was among the industry's biggest online conversations in 2013.

> Which promotions elicit the best response from your discerning customers?

"

@Wild_Swans #win a luxury bag from #WildSwans. Simply #RT & #follow to enter the #competition #giveaway.

@JennaKateKelly (Oct 2014)

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What are the most intriguing consumer trends and observations?

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The nuances of "sales" and "sale" in social media...

Top authors by followers for "sales" mentions

Wall Street Journal

Huffington Post

TechCrunch

Vogue.co.UK

Fashionista.com
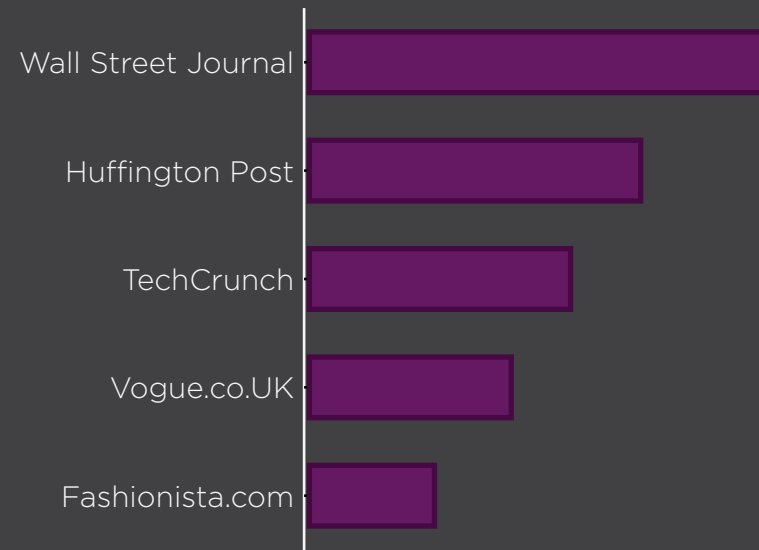
The Headlines:

"Sale" and "sales" are terms often discussed related to luxury brands—with polarizing views.

The most influential sources related to sales include the **Wall Street Journal** and the **Huffington Post** (from a revenue perspective).

Top authors by followers for China/Chinese mentions

Author	
New York Times	████████████
Women's Wear Daily	███
Financial Times	██
Business of Fashion	█
ABS-CBN News	█

What is your strategy to capture the Chinese consumer, not just in China but in other countries?

The Chinese shopper and market are very attractive to luxury brands.

T Magazine ✓
@tmagazine

Follow

The world's luxury brands and China's consumers are longing to connect. Meet Melvin Chua, the great matchmaker. nyti.ms/1al5a9A

The New York Times

Profile in Style | China's Fashion Matchmaker
The world's luxury brands and the world's fastest-growing consumer market are longing to connect. Melvin Chua is the man bringing them together.

View on web

RETWEETS	FAVORITES
29	28

12:36 AM - 31 Oct 2013

"

57% of Chinese travelers buy luxury goods abroad, with 32% of these now visiting Europe. Watches are the number one most purchased product.

Walpole British Luxe (May 2014)

Fraudulent goods drive strong negative sentiment, especially when shopping online.

> **"**
>
> Chinese consumers are wary of purchasing from luxury brands when authenticity is hard to verify. Nearly 50% of consumers fret that online luxury products are inauthentic. However, 70% of Chinese consumers look to the internet for price reasons.
>
> *Luxury Daily (June 2014)*

The Headlines:

Product authenticity is paramount for luxury consumers in China.

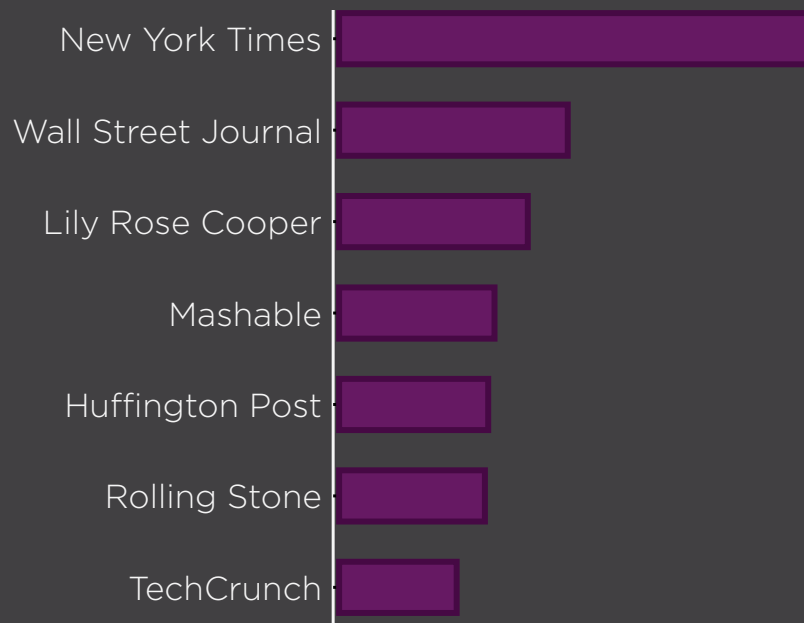Ironically, many Europeans and Americans travel to Asia to purchase knockoffs of luxury brands.

What is your strategy for protecting your brand from the danger of inauthentic goods?

Who influences the social conversation about luxury brands?

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## Who are the most influential voices in the luxury brand category?

Top 7 global VIP influencers
(by clout and followers)

- New York Times
- Wall Street Journal
- Lily Rose Cooper
- Mashable
- Huffington Post
- Rolling Stone
- TechCrunch

Interested in knowing who the biggest influencers are for your company?

Click here for a consultation to see what NetBase can do for your brand.

VIP influencers
(percentage split by male and female)

54% Female
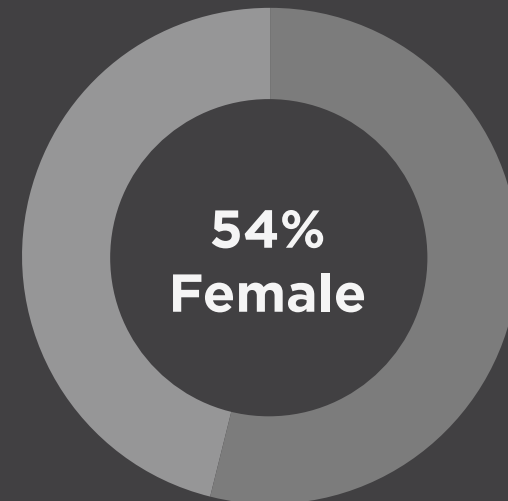
The Headlines:

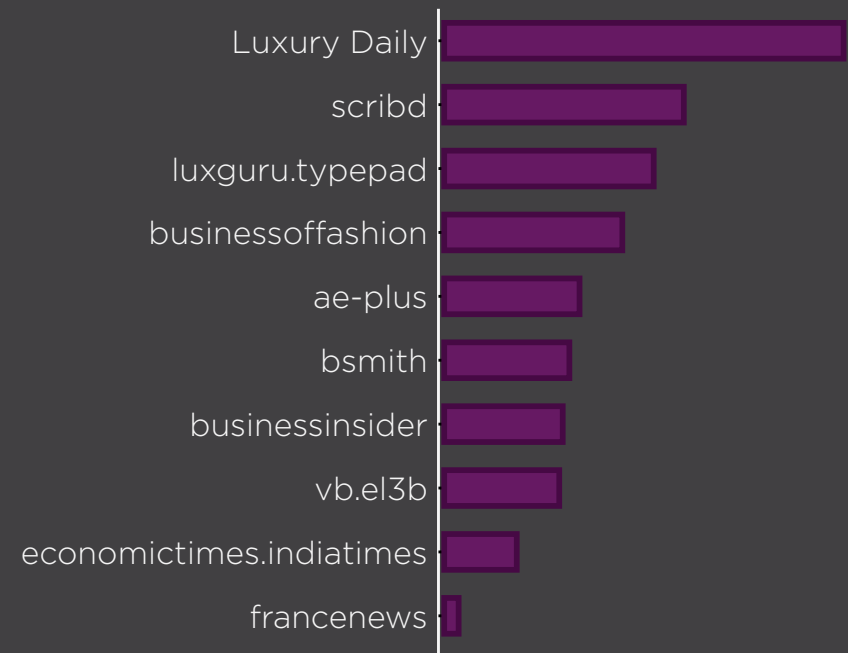Almost half of luxury brand influencers are male.

UK singer and celebrity **Lily Rose Cooper** (formerly Lily Allen) wields tremendous influence in the luxury world.

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Who can claim the most influential blog?

Most talked about luxury brands on Luxury Daily

1. Porsche
2. Gucci
3. Christie's
4. Christie's Watch Shop
5. Fairmont
6. Louis Vuitton
7. Hermès
8. Marriott

Top 10 global luxury brand blogs
(ranked by posts)

Blog	
Luxury Daily	
scribd	
luxguru.typepad	
businessoffashion	
ae-plus	
bsmith	
businessinsider	
vb.el3b	
economictimes.indiatimes	
francenews	

The Headlines:

Luxury Daily is the most influential blog at 20% of the top 10 most mentioned blogs.

Apple's executive appointments draw attention from business media.

"

Apple has poached a senior executive from Swiss luxury watch brand TAG Heuer, which could be to help it with the launch of its watch.
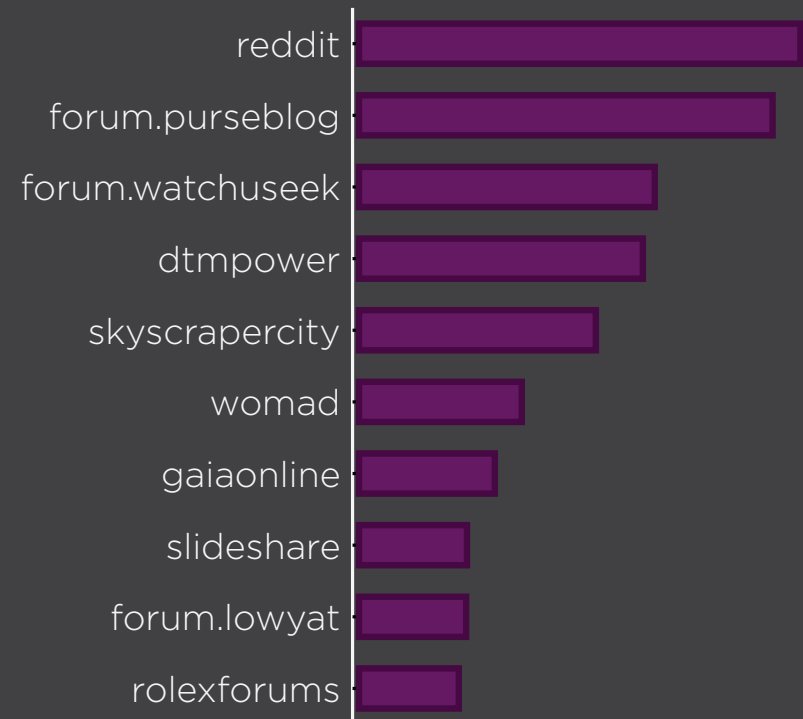
LuxuryGuru (July 2014)

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Fendi Karlito Key Chain, $1,750 fendi.com

The Headlines:

The most active luxury forums are **reddit.com** and **forum.purseblog**.

Which online forums dominate the conversation?

Top 10 global luxury forums
(ranked by posts)

Forum	
reddit	████████████████████
forum.purseblog	███████████████████
forum.watchuseek	██████████████
dtmpower	██████████████
skyscrapercity	█████████████
womad	██████████
gaiaonline	█████████
slideshare	███████
forum.lowyat	███████
rolexforums	███████

" I personally hate when luxury brands go on sale. That's why I do not buy Gucci or Burberry.

forum.purseblog (June 2014)

Which media outlet fuels luxury brand conversations?

Do you have an open dialogue with media outlets that matter most?

Global Top 15	Sept. 2013–Aug. 2014
1	Twitter
2	Reuters
3	Google
4	Facebook
5	Bain & Company
6	BBC
7	Bloomberg
8	Associated Press
9	YouTube
10	CNN
11	Sky News
12	Wall Street Journal
13	Tumblr
14	New York Times
15	Forbes

US Top 15	Sept. 2013–Aug. 2014
1	Twitter
2	Associated Press
3	Reuters
4	Google
5	Bain & Company
6	Facebook
7	Bloomberg
8	YouTube
9	Wall Street Journal
10	CNN
11	Euromonitor
12	New York Times
13	Robb Report Luxury
14	Businessweek
15	Forrester

UK Top 15	Sept. 2013–Aug. 2014
1	Twitter
2	Sky News
3	BBC
4	Reuters
5	Google
6	Facebook
7	CoolBrands
8	YouTube
9	Ledbury Research
10	Bain & Company
11	Bloomberg
12	IBISWorld
13	Businessweek
14	Euromonitor
15	New York Times

Methodology—NetBase Brand Passion Report: Luxury Brands

Social mentions
1,741,288

Potential impressions
6,431,261,233

Unique authors
567,862

NetBase Brand Passion Reports analyze the brand performance of companies within a given industry. We start with a long list of key words and apply them to the entire social web—everything from blogs, forums, and review sites to news and social media. We do not predefine which companies to study. We leave that to the consumer to tell us. Our information sweep goes back two full years and covers a global footprint of English-language content.

Upon gathering the data, we read what's important for consumers to help us understand the story around the brand. What are consumer thoughts, feelings, and emotions? The NetBase platform then calculates a numeric score for the sentiment and passion consumers feel about each brand in the market and it ranks those brands. Finally, we combine sentiment and passion in a NetBase Brand Passion Index to show a full story of consumers' perception of a brand.

What about individual luxury brands?

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NetBase Brand Passion Report on individual luxury brands.

Every brand has its own story to tell. That's why we've taken a deep dive into a number of companies to uncover their individual brand quotient. These reports, which examine consumer passion and trends at the company level, are available for Apple, Balenciaga, Burberry, Cartier, Chanel, Coach, Fendi, Giorgio Armani, Gucci, Hermès, Hugo Boss, Kate Spade, Louis Vuitton, Marc Jacobs, Michael Kors, Miu Miu, Mulberry, Prada, Salvatore Ferragamo, and Tiffany & Co.
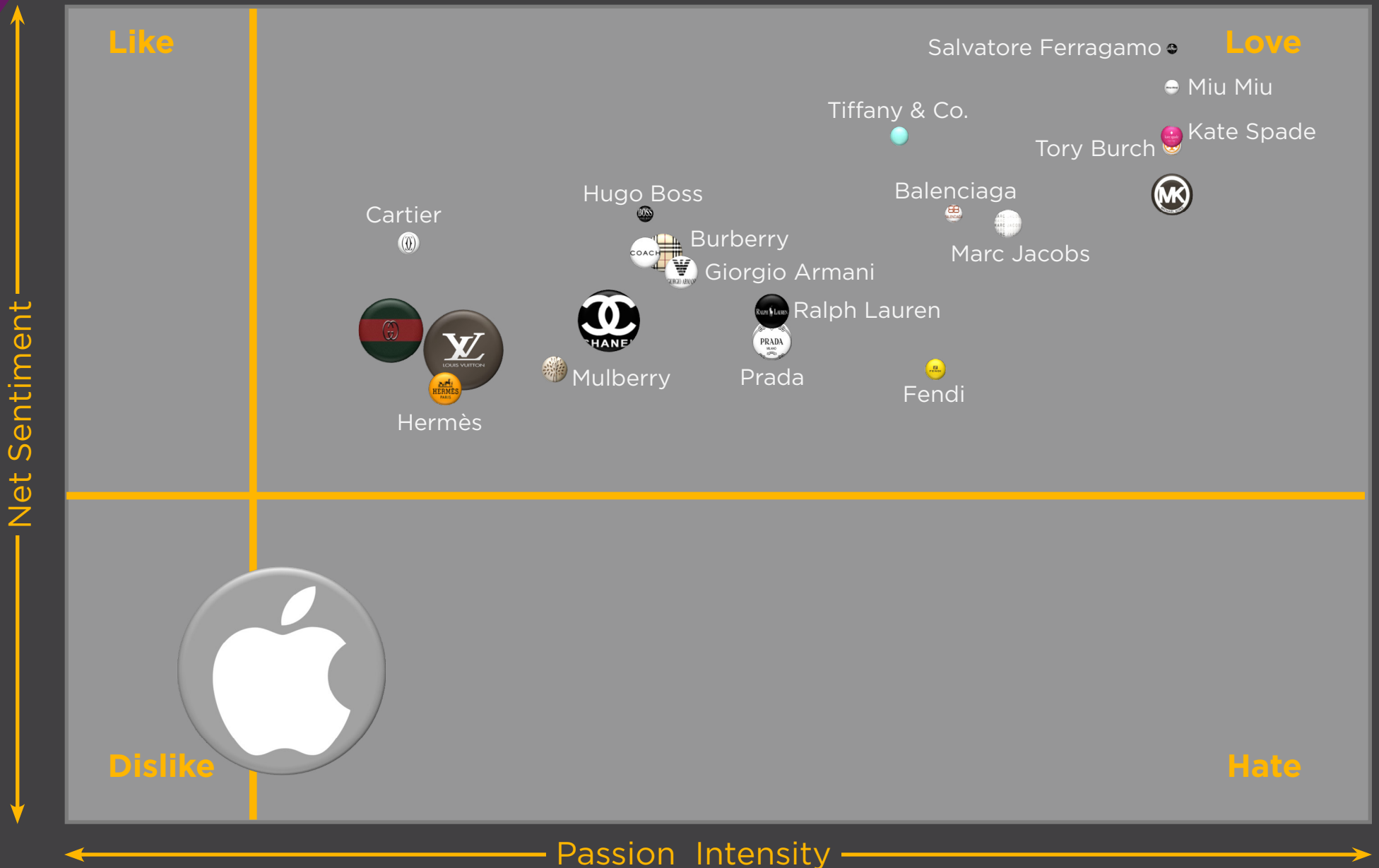
Do you have a solid understanding of your unique social standing? And do you know how your competitors are performing?

Request a copy of the individual company reports.

Where do you sit in the competitive landscape? Are you in a better position than last year? Why or why not?

Like

Love

Salvatore Ferragamo

Miu Miu

Tiffany & Co.

Kate Spade

Tory Burch

Cartier

Hugo Boss

Balenciaga

Burberry

Marc Jacobs

Giorgio Armani

Ralph Lauren

Mulberry

Prada

Hermès

Fendi

Net Sentiment

Dislike

Hate

Passion Intensity

Luxury Brand Deep Dive: Prada

Position in the Top 45 global brands

Position in the Top 15 in the US and UK

NetBase Brand Passion Index

Tone of social conversation

Top hashtags and social topics

Social influencers

Most active blogs and forums

Key observations and market opportunities

Brand Deep Dive methodology.

Our *Brand Deep Dive Reports* follow the same methodology as our NetBase Brand Passion Reports, but they analyze brand performance at the individual company level.

As an example, in our *Prada Brand Deep Dive Report*, we analyzed 4.9 million social mentions and 4.4 million social posts (representing roughly 12 billion impressions).

Social mentions
4,907,364

Potential impressions
12,212,422,408

Unique authors
2,313,884

1 **Know what your consumers are talking about and where they share or get information.**

Your social analytics platform will tell you what the trending topics are, the themes of conversations, and where the conversations are happening. It will also help inform your content marketing strategies.

2 **Obtain accurate insights on the Net Sentiment of your consumer, historically and today.**

When do they like what you do? When do they complain, and why? Knowing this will improve or amplify your campaigns in the moment or for the next cycle and will give you ideas for how to repair any brand issues that surface in real time.

3 **Know your followers and build out your follower and fan base.**

Get a clear view of your follower profiles, including what they talk about and what they like. Discover new ideas for content, partnerships, and innovations to elevate your brand. Use social testimonial advertising to promote your ambassadors to a wider consumer base.

4 **Know who your VIP influencers are and connect with them.**

Easily rank your most important influencers via social and connect with them directly through your social platform to build rapport, share content, and engage in the conversation.

5 **Know more about your category and your competitors to stay ahead of the game.**

If you only track your own brand, you miss out on 90% of the conversation. Smart marketers use social listening to capitalize on category insights and track competitors to know where they excel and where they fumble. Through social analytics, you can get real-time insights on any competitor and learn about new trends in your category.

For other social tips, check out our Resources page.

10 social tips, continued.

6 Assess how different social channels are working for you.

Use social to review not only your share of voice by channel but also the impact you are making or not making. Then, you can take actions for improvements across different initiatives and campaigns.

7 Track launches, events, and campaigns in real time.

Real-time visual tools like NetBase LIVE Pulse™ show you what's happening in social for your brand right now. Your social analytics platform offers a business-wide view into what is going on, what the Net Sentiment is, and what is trending—locally as well as globally.

8 Get a grip on consumer emotions (the heartbeat of brand preference).

NetBase Brand Passion Index is a great way to understand how passionate your consumer is about your brand compared to your competitors, and why. Brand passion goes beyond 'like." NetBase measures any expressed emotions to get to real fans, aficionados, and ambassadors.

9 Be ready to detect a risky situation early and take action.

Today, most crisis situations are first captured in social, and often are accompanied with an image. Get a LIVE Pulse™ image to see trending images for your brand. Receive automatic alerts and be the first to know what is happening, so your team is ready to take the right action.

10 Drive one source of truth across the entire business.

The online consumer voice is big and fast-moving. Increasingly, social provides a single source of truth that fuels action across the business. Use it as a channel to inform customer care, digital marketing, public relations, competitive intelligence, innovation, and, of course, your CEO.

Who says you can't boil the ocean?

About NetBase

NetBase is the award-winning real-time social business platform that global companies use to run brands, build businesses, and connect with consumers every second. Billions of social media posts are processed daily for actionable business insights for leaders across marketing, research, customer service, sales, public relations, and product innovation. NetBase is a trusted partner to esteemed brands including Ralph Lauren, Guess, Target, Bose, Sony, Condé Nast, Live Nation, and Ogilvy as well as some of the most sought-after advertising agencies. In a recent external comparison, the NetBase social business platform tested 50% more accurate and nine times faster than competing solution providers.

Our patented technology

NetBase Brand Passion Reports are based on the analysis of millions of data sources, spanning the globe and the social web. Our superior patented language processing engine parses the nuances of language, analyzing the relevance and "connective tissue" of every sentence to extract true meaning. This engine understands 42 languages as well as slang, abbreviations, misspellings, and more. NetBase continually refines the standards based on its computational linguist experts, crowd-sourced testing, and customer feedback.

See NetBase in action.

One platform. Endless business advantages.

NetBase

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