

CAPITAL BRAND

DIGITAL PLATFORM

www.capitalbrand.net





**The problem with
market research.**



The **two biggest impacts** on the **market research** world in the last few years have been the continued **move towards globalization** and the **digital revolution**.

Source: Kogan Page - How The Market Research Industry is Changing, 2016



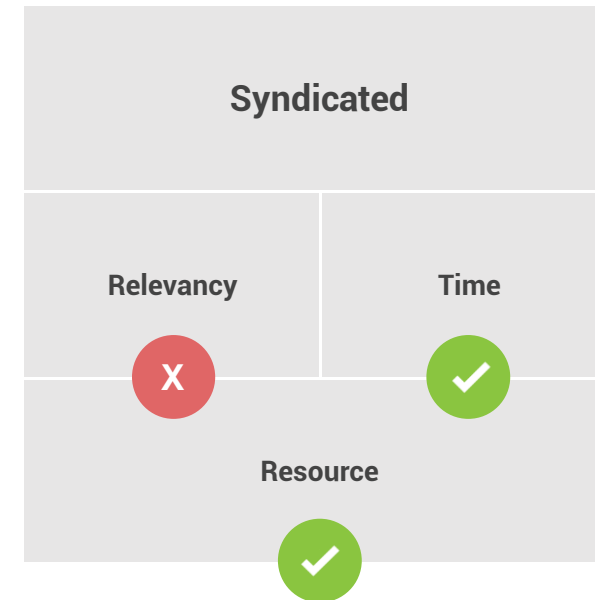
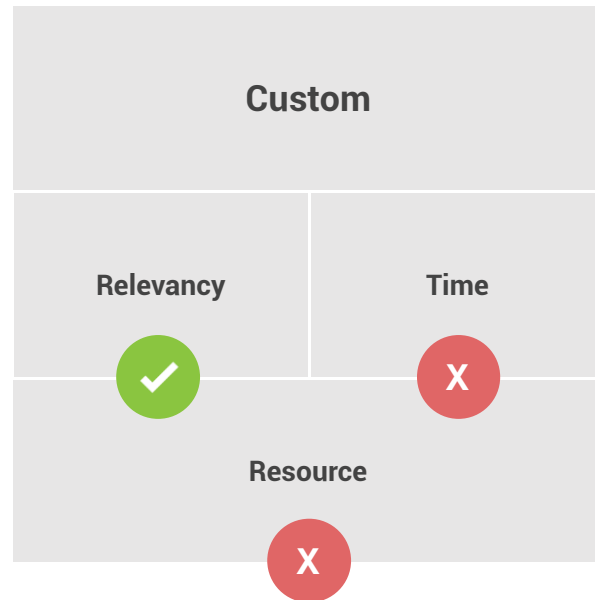
Broadly speaking there are
two types of Market Research.

Traditional Market Research

Custom

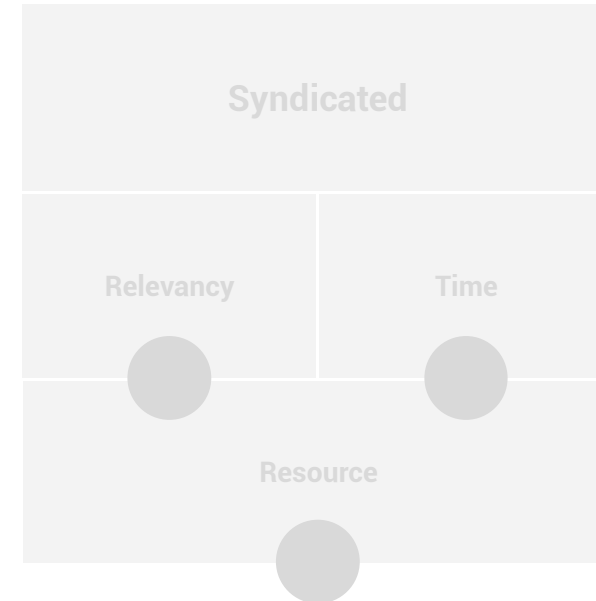
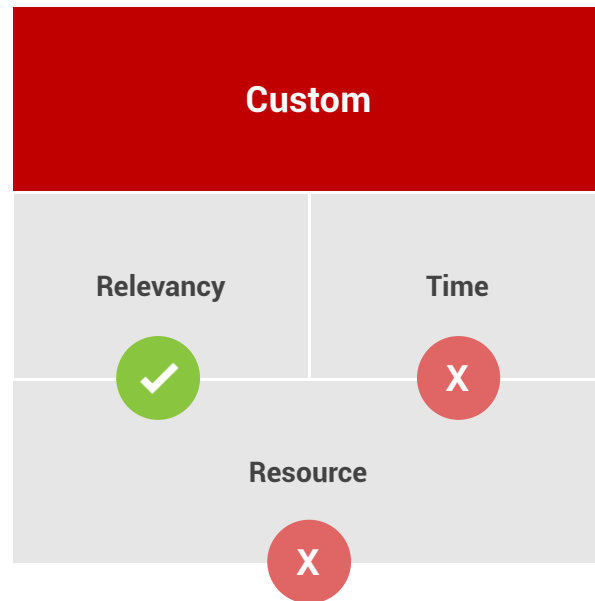
Syndicated

Traditional Market Research



Both have **pros** and **cons** and **serve different purposes**.

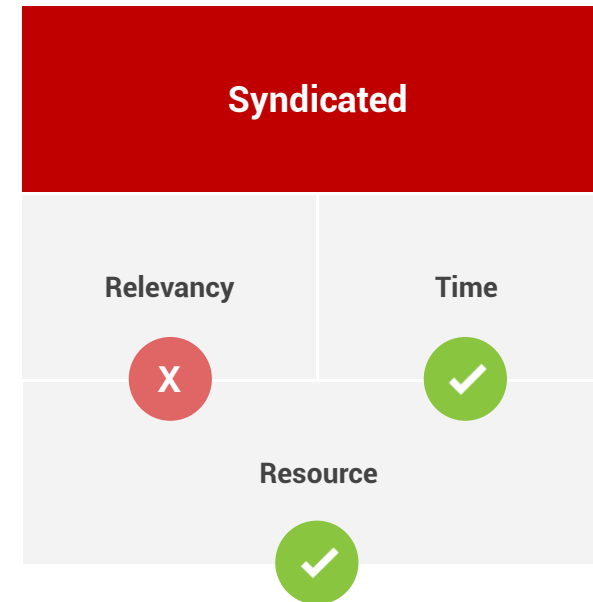
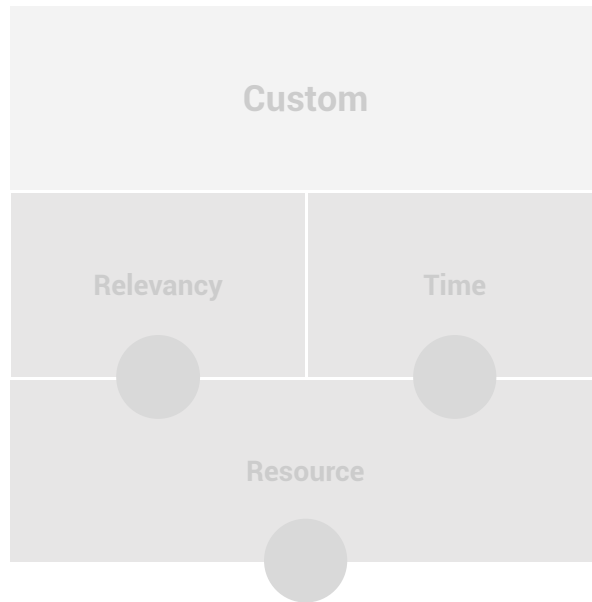
Traditional Market Research



Custom Market Research

"Focuses tightly on a business' marketplace and not on the 'market in general'.
Custom market research makes this distinction, while syndicated research fundamentally cannot."

Traditional Market Research



Syndicated Market Research

"A research study which is conducted and funded by a market research firm, but not for any specific client."



There has to be a **better** way...



Be Consumer Fit

1. The way in which brands conduct **consumer market research is changing rapidly.**
2. Capital Brand Digital Platform is **disrupting the antiquated methods** of traditional market research.
 1. We give you the ability to **instantly gather** and **combine** relevant consumer data, and to **share** insights, **more efficiently** than ever before.

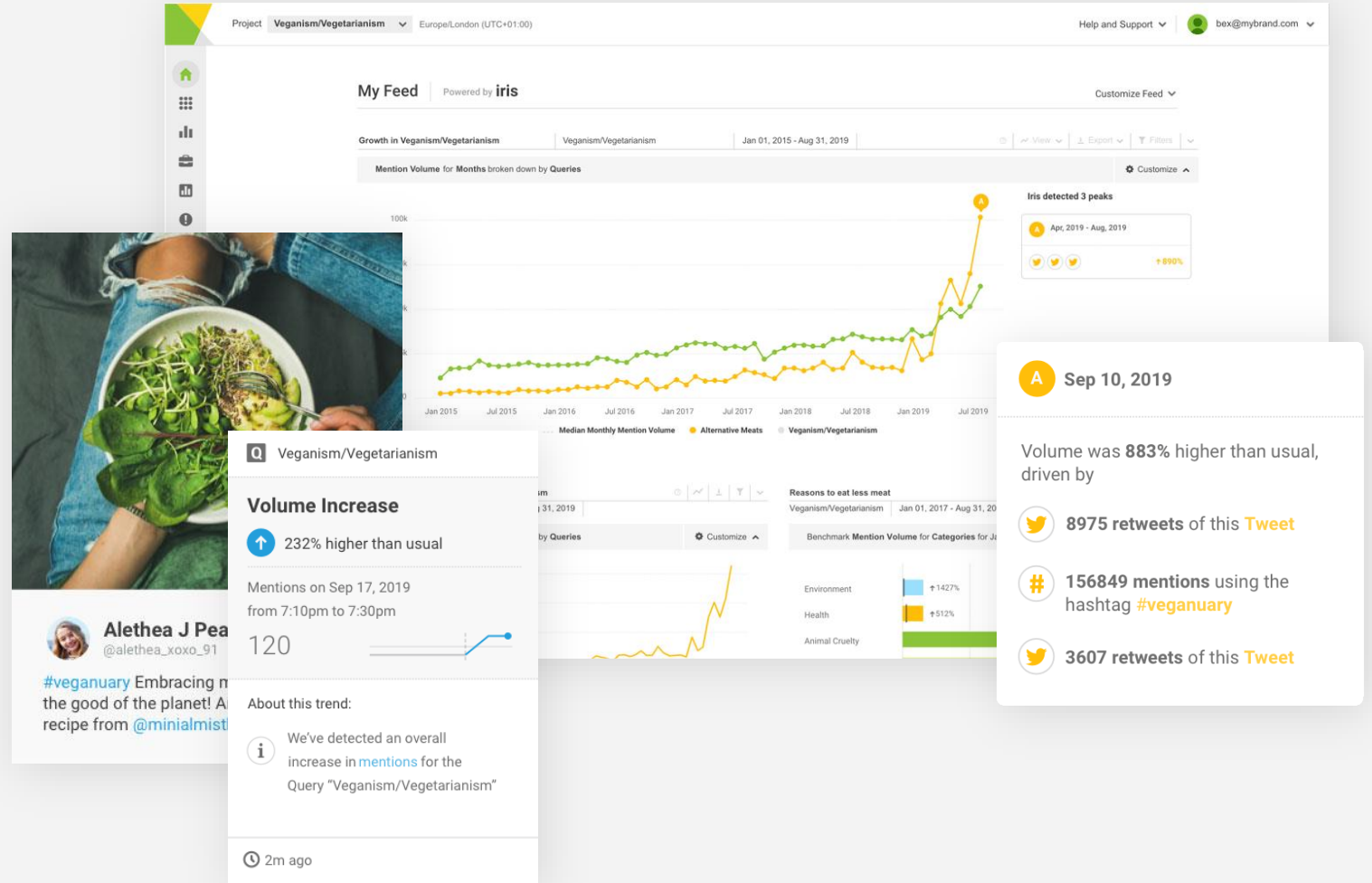


**How Capital Brand
Digital Platform
helps today.**



Consumer Research

The world's leading social listening platform. Helping you understand millions of conversations, everyday.

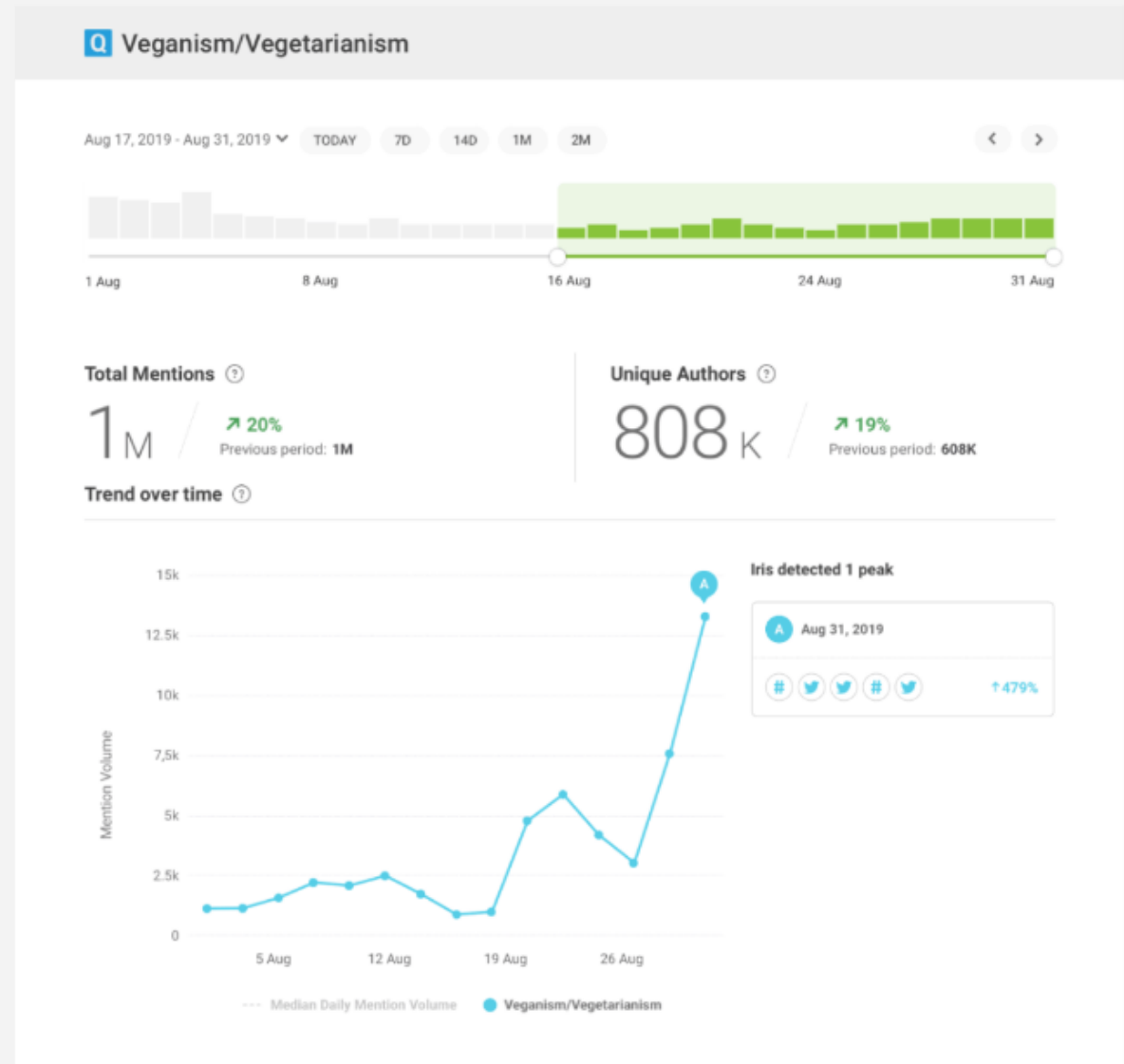




How it works

1. Search

Search the public web and collect all of the posts, comments and conversations relevant to you.

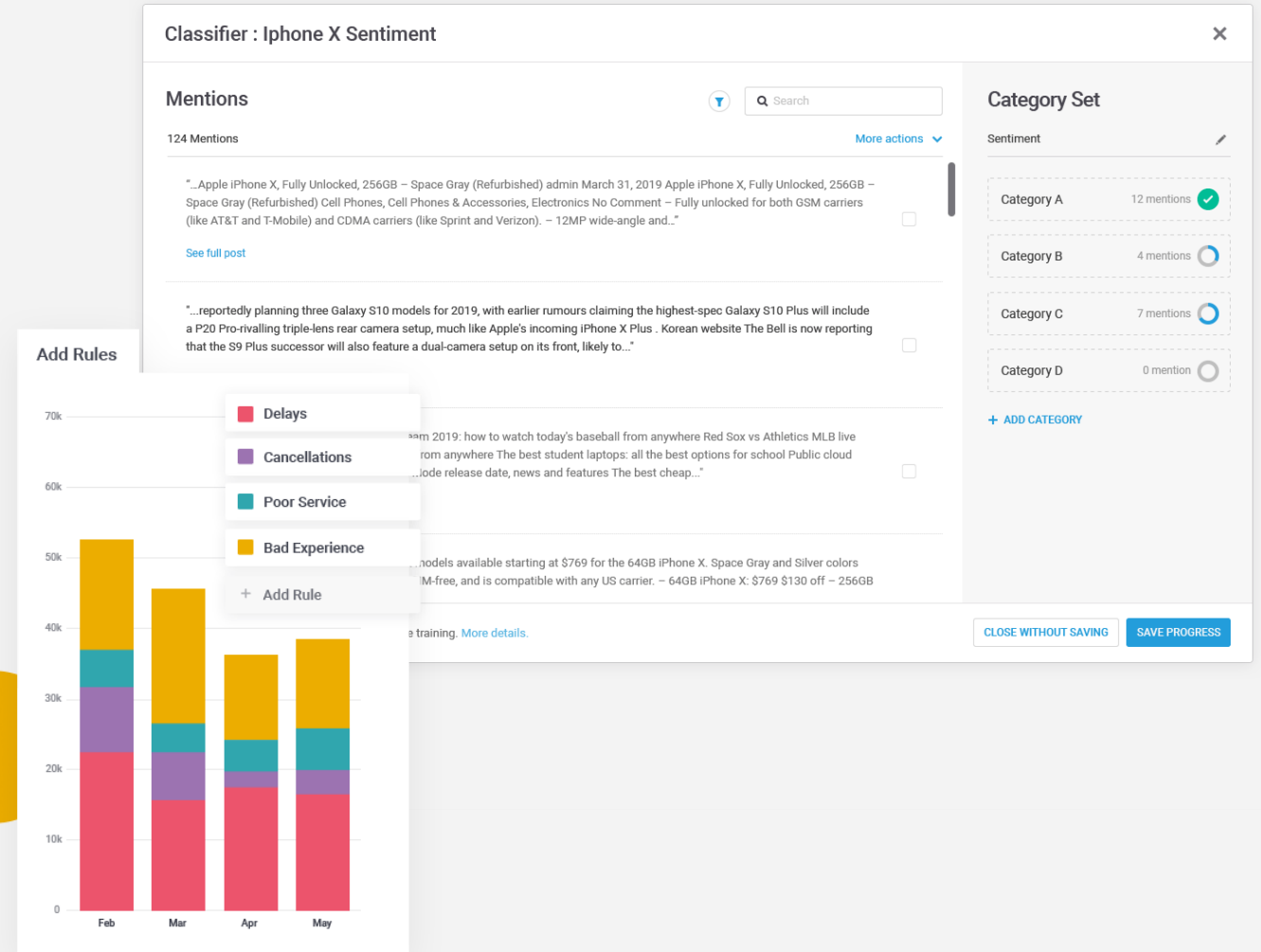




How it works

2. Segment

Automatically segment the data into categories that are relevant to your business, topic or research.

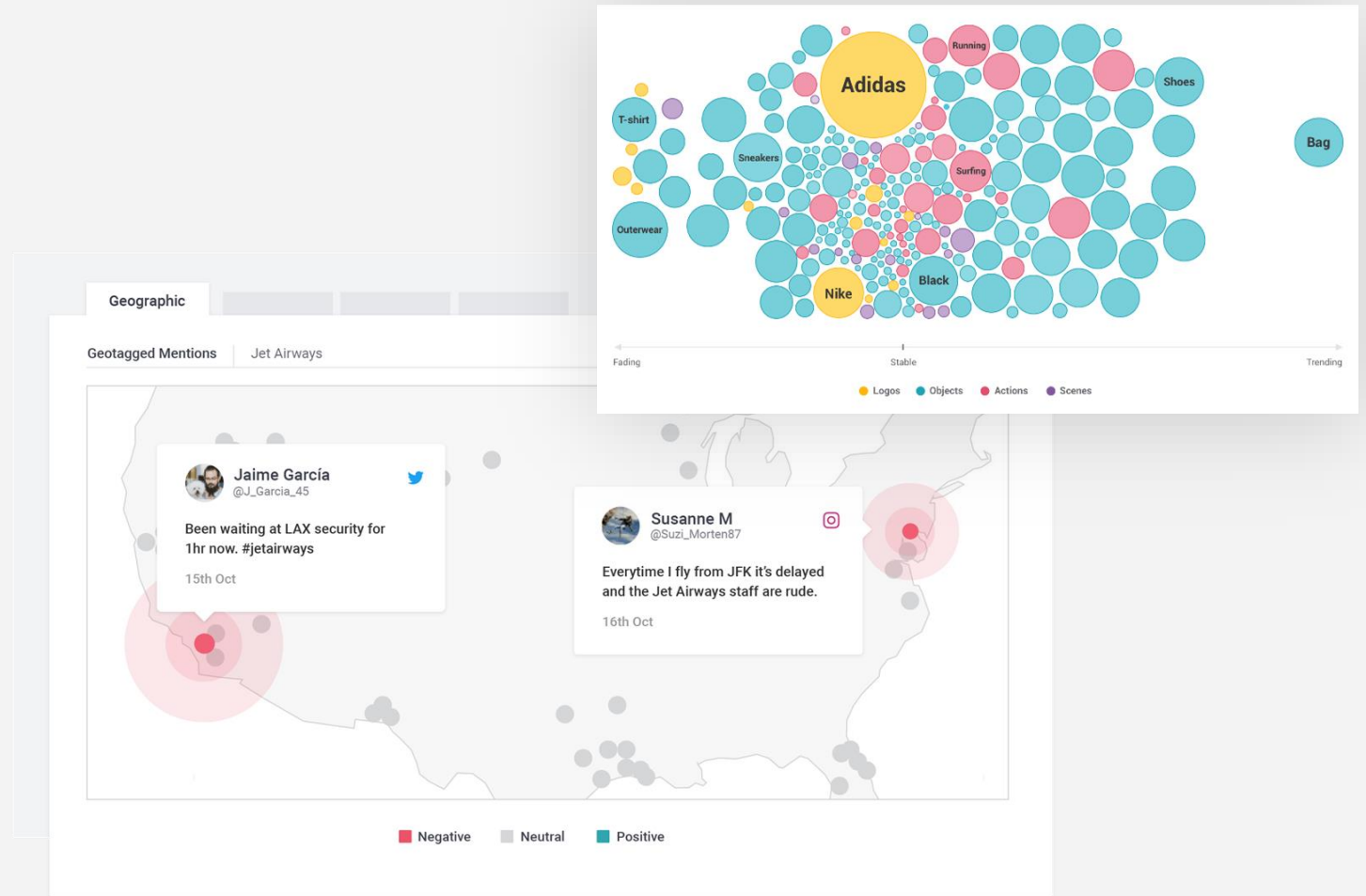




How it works

3. Analyze

Breakdown and analyze the data to discover something you didn't know, or answer difficult questions.

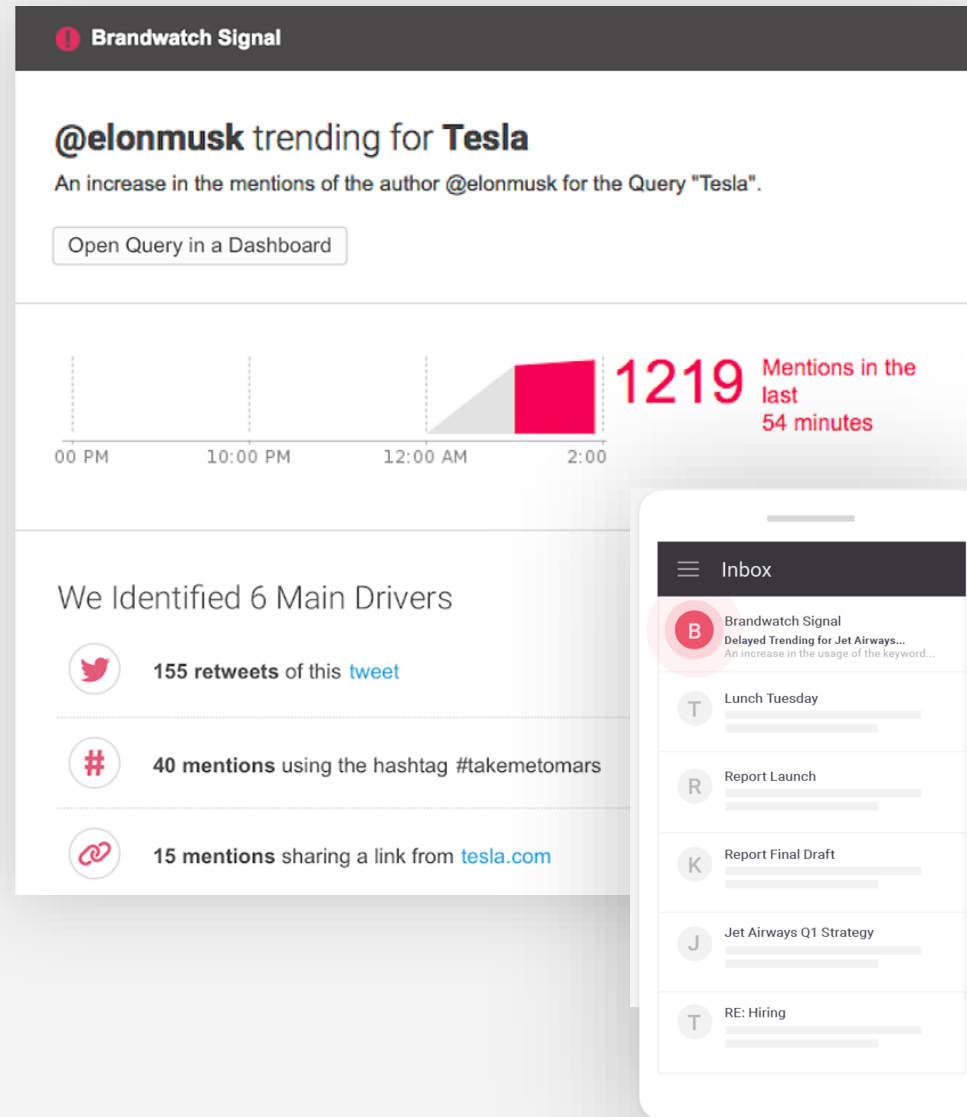




How it works

4. Action

Action your discovery through automated **Iris discovery**, reports and email alerts.





Audiences

Discover **instant insights** about any audience.

Understand your audience, find real **influencers** and benchmark to see what's **unique**.

The screenshot displays the Brandwatch Audiences dashboard. On the left is a dark sidebar with icons for home, search, tags, folders, and a user profile. The main content area features two top cards: 'Define Audience' (with a search icon and description 'Search a live database of Twitter users in moments') and 'Open a Saved Audience' (with a list icon and description 'Open one of your previously defined Audiences'). Below these is the 'Audiences Central' section, which lists six audience categories with circular icons and descriptions: 'Influencers Políticos en Latinoamérica', 'London Commuters', 'Gaming YouTubers', 'US Cycling Fans', 'Fashion Instagrammers', and 'Bloggers following @Brandwatch'. At the bottom, there are two sections: 'Recently Saved Audiences' (showing 'Adidas' with a search icon and timestamp) and 'Most Used Tags' (showing 'influencer' with a tag icon and author count).

Define Audience
Search a live database of Twitter users in moments

Open a Saved Audience
Open one of your previously defined Audiences

Audiences Central

- Influencers Políticos en Latinoamérica**
Periodistas y expertos que tuitean sobre política en América del Sur
- London Commuters**
Professionals who follow TfL accounts for London transport updates
- Gaming YouTubers**
Gamers streaming and sharing reviews on YouTube
- US Cycling Fans**
Fans following both @LeTour and @USACycling in the US
- Fashion Instagrammers**
Stylish tweeters who share their favorite looks on Instagram
- Bloggers following @Brandwatch**
Members of the @Brandwatch community who contribute to blogs

Recently Saved Audiences [View all >](#)

- Adidas**
Wed, 24 Oct 2018 13:01

Most Used Tags [View all >](#)

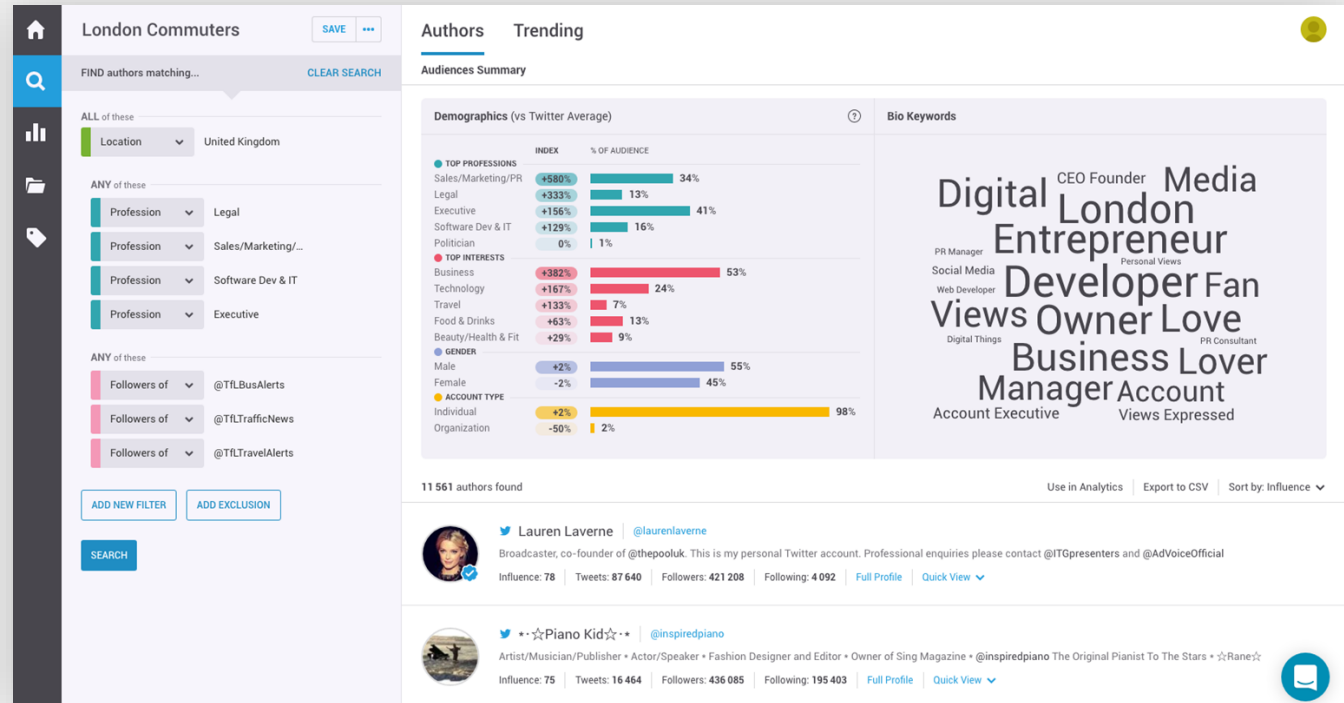
- influencer**
Authors: 1



Audiences

1. Find the people that matter.

Search a live database of over 450 million active Twitter users.





Audiences

2. Understand their world.

See what your audience are talking about right now.

The screenshot displays the 'Audiences/ My Fitness Audience' interface. At the top, there are tabs for 'AUDIENCE MEMBERS', 'POPULAR', and 'DEMOGRAPHICS'. Below these, it states 'Popular Content relevant to your Audience' with filters for 'Period: Last 2 weeks' and 'Sort By: Index'. It shows '1500 results based on 22 334 tweets' and '6 100 Audience Members'.

The content includes:

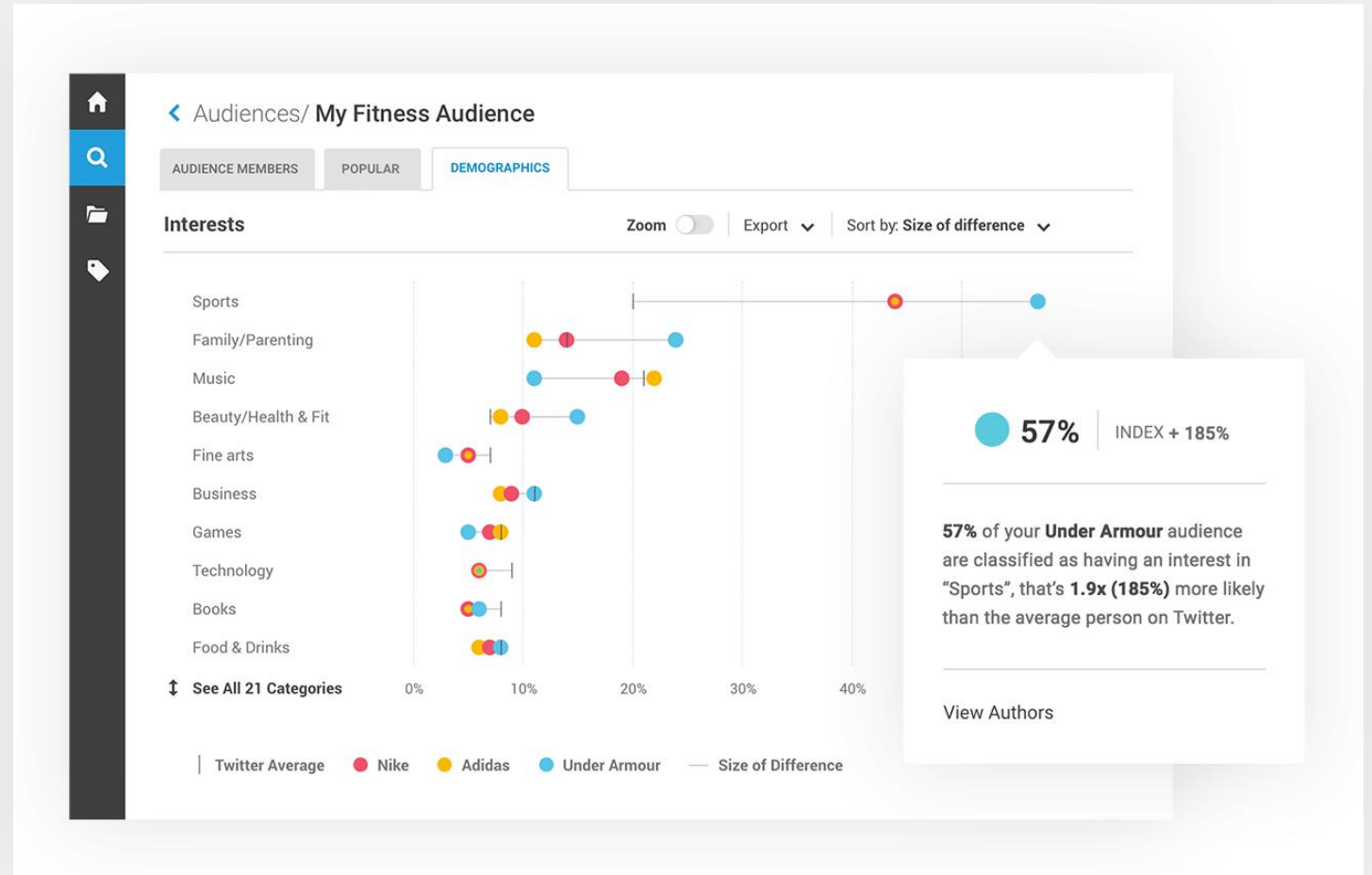
- Helena Moon** (@Moo2Hoo) • 5hrs: "It's official. I hate the gym, but i love going with my cheerleader 🍷💕 @Petet41"
- The Daily Telegraph** article: "Statins 'needlessly doled out to millions'"
- Francesca** (@Fran33y) • 3 days: "If you want to reach a goal, you must 'see the reaching' in your own mind before you actually arrive at your goal. #MondayMotivation"
- Family workouts that strengthen bodies and bonds** (video thumbnail)
- Hannah** (@DarKake2) • 6hrs: "So difficult trying to make time for family life & the gym. This is a great solution: http://hity.us/1WGZ #FitFam"
- Pete Thompson** (@Petet41) • 2 days: "My gym is playing @commonkings music videos and i'm so happy!!"
- Steven Turner** (@hello_steven) • 3hrs: "Just when you think mankind may have reached its zenith you find out it's #NationalCupcakeWeek - yes, not day. WEEK. #MondayMotivation"
- Ellen** (@taoellen) • 8hrs: "Great to see The Telegraph putting women's sport on the front page. The tide is turning (slowly)..."
- Mim Miller** (@Mim1Miller) • 7hrs: "MY DAY ON A PLATE" (article snippet)



Audiences

3. Discover their differences.

Pinpoint what makes your audience unique compared to others.





Audiences

4. Harness influence.

Look beyond follower numbers and find those who truly influence your audience.

The screenshot shows a social media analytics dashboard for a user named Sonia Osorio (@osorio77). The dashboard is divided into several sections:

- Profile Card:** Displays the user's name, handle, and a circular profile picture. Below the picture, it lists key metrics: Influence (78), Mentions (40), Tweets (1395), Followers (150), and Following (135).
- Twitter Bio:** Shows the user's bio: "Bio: Fashion Blogger | Luxury | Lifestyle | Travel | https://instagram.com/sososoos". Below the bio are three tags: "Individual", "Female", and "Fashion". There is also an "ADD TAG" button.
- Influencing / Influenced By:** A section with two tabs. The "Influencing" tab is selected, showing a list of users who influence the profile. Two users are listed:
 - Hannah (@DarKake2):** Fashion obsessed. Living in #NYC and loving every minute. Metrics: Influence: 78, Tweets: 1395, Followers: 150, Following: 135. Links: Full profile, Quick view.
 - GeorgeP (@GeorgiP8):** Mom of two. I blog at http://mylifeincolour.com about fashion, fitness, family and food. Metrics: Influence: 89, Tweets: 2692, Followers: 749, Following: 361. Links: Full profile, Quick view.

Audiences | **USPs**

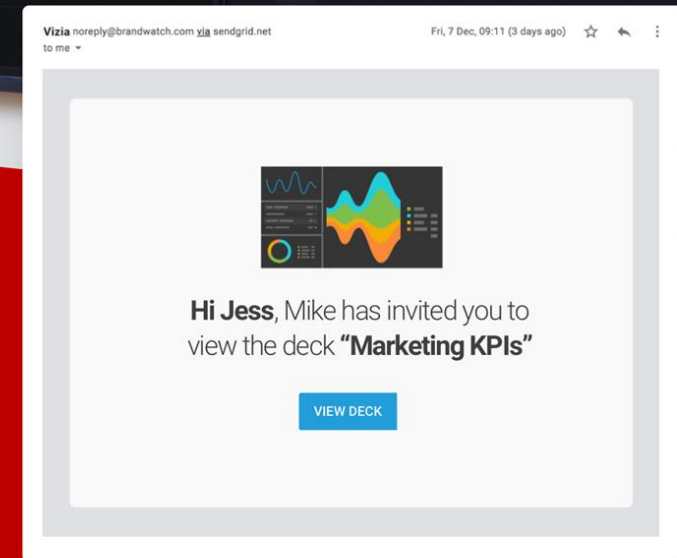
Unique database: Explore a live database of 450m Twitter users

World-leading influencer tech: Discover audience-specific influence with our proprietary influence score

Optimize Twitter Ads: Create highly-specific tailored audiences and export directly to Twitter

+ Capital Brand Digital Platform

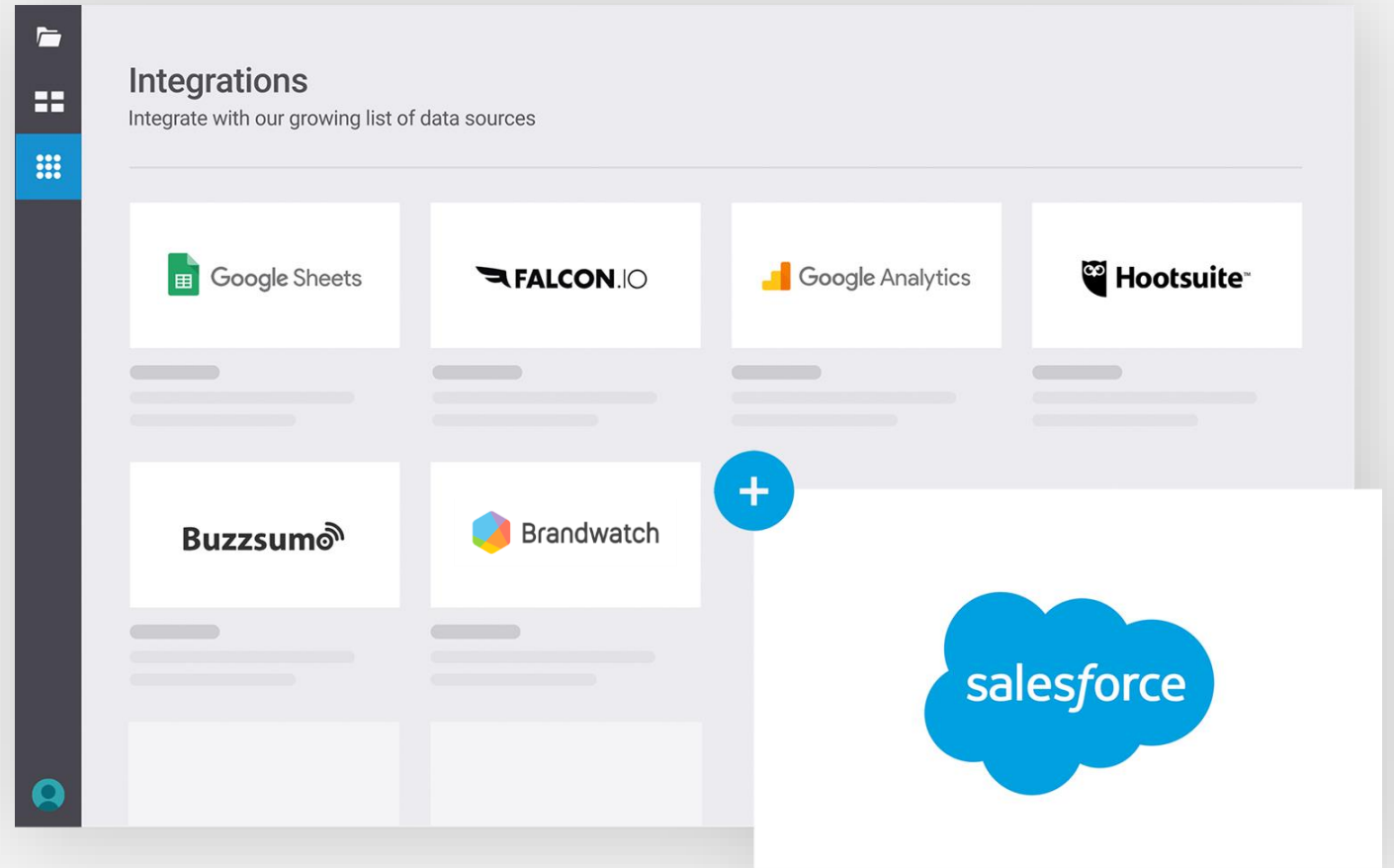
The leading
**marketing
reporting** and
command center
solution for the
enterprise.





1. Connect

Integrate key marketing data sources, including Hootsuite, Google and Salesforce.





Market research for the digital age.

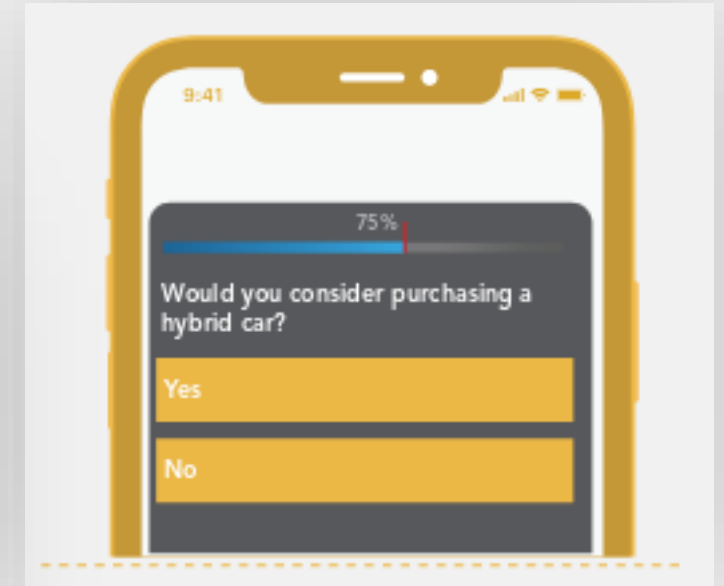
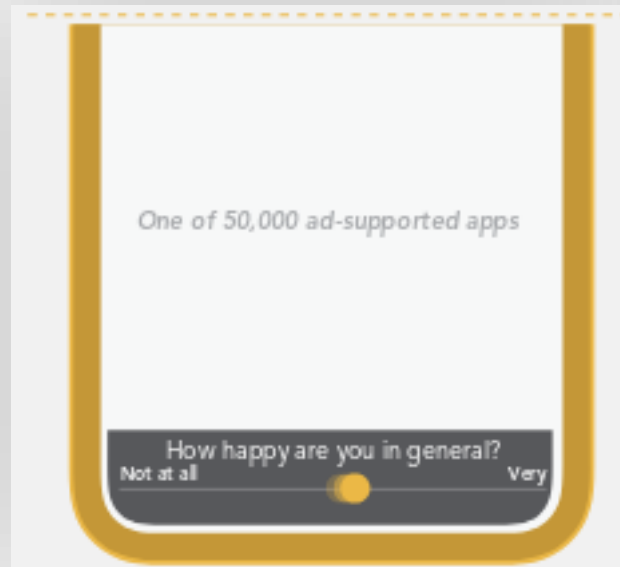
The fastest,
most accurate
research in the
world.





1. Engage up to
1.4 billion
devices

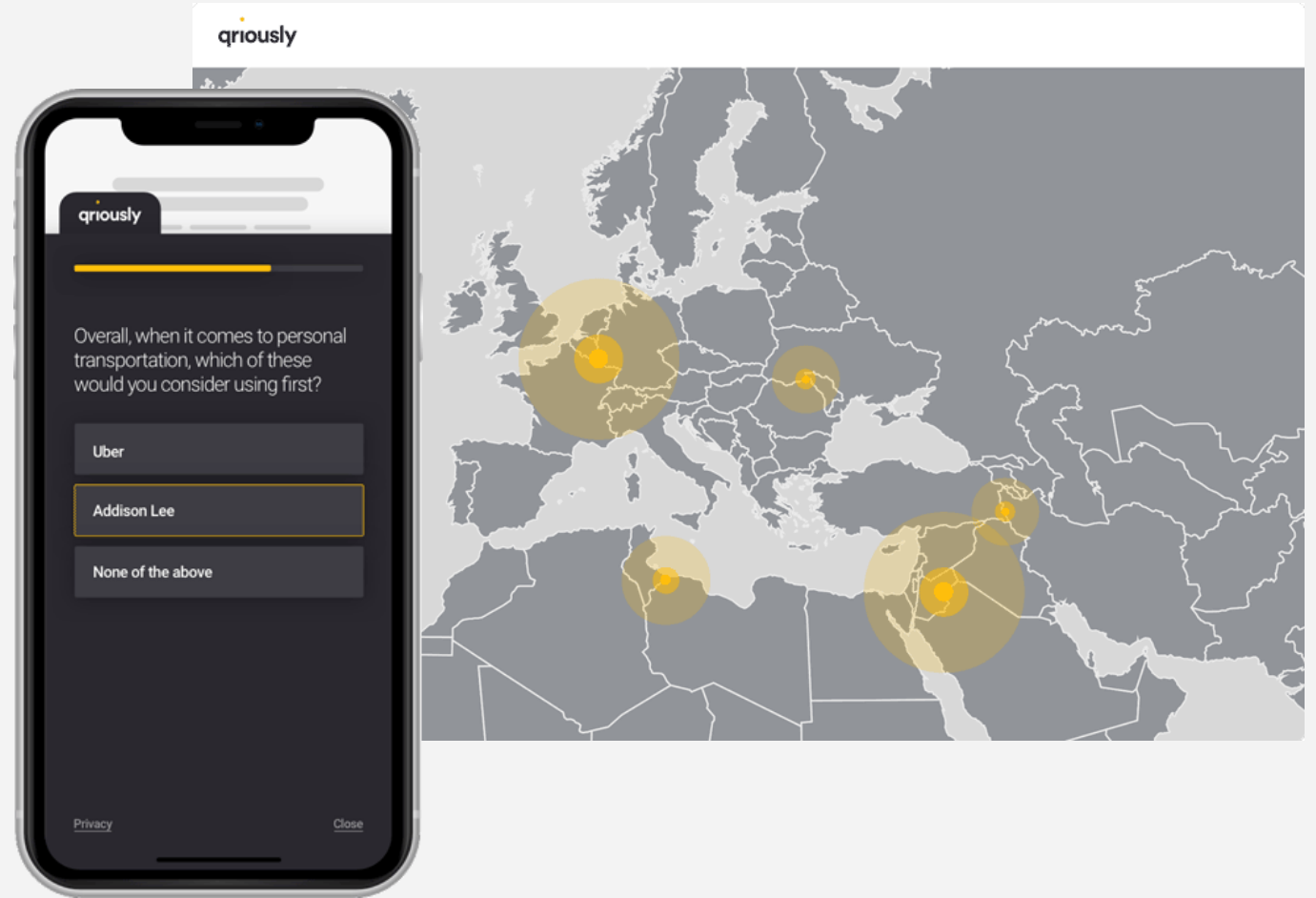
Replacing
banner ads with
a question to
recruit
respondents





2. Collect **results** in **real-time**

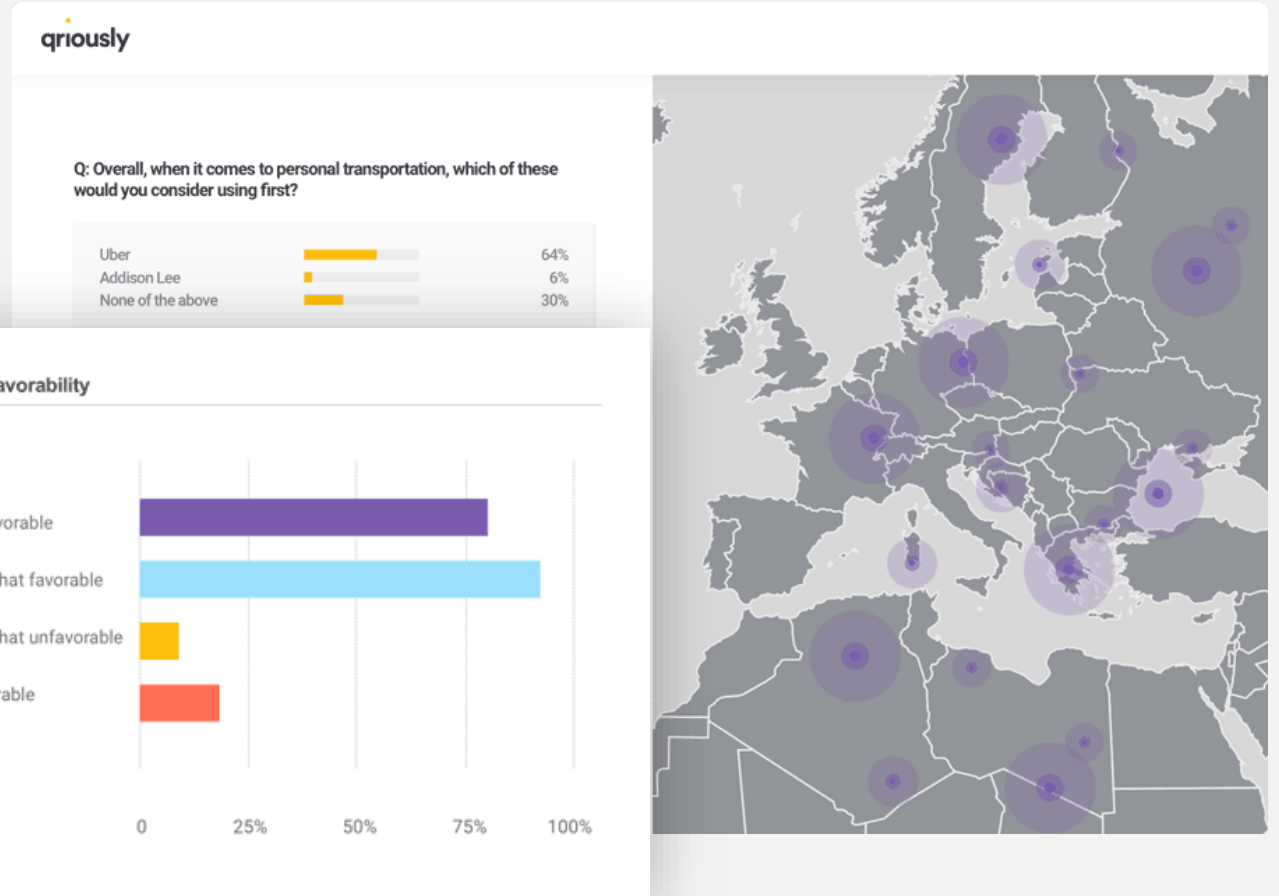
Watch
respondents
answer in real-
time to measure
live opinions.





3. Uncover insights from across the globe

Analyze your results as they're collected.





USPs

Speed: Reach over 1.4 billion devices in real time

Data quality: Voluntary response from real people plus anonymous random respondents creates the best way to ensure data quality

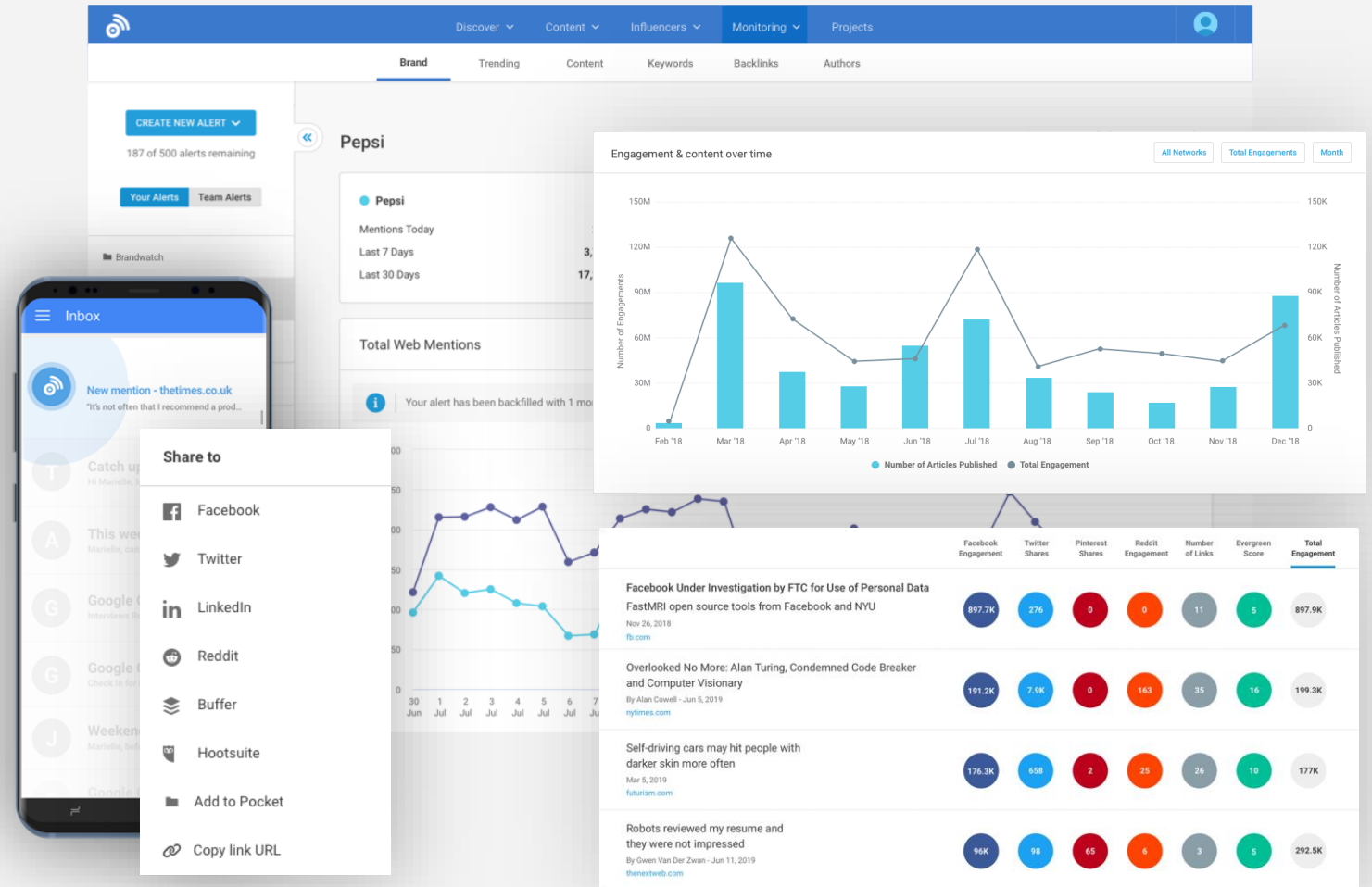
Global reach: Same methodology in over 150 countries giving consistent and comparable results - including hard-to-reach markets like China, India and the Middle East



Capital Brand Digital Platform

The world's leading content marketing platform.

Letting you identify and track the most engaging content on the web.





Capital Brand Digital Platform

1. Research **any** content.

Discover the most shared content across the web, for any topic.

The screenshot displays the Capital Brand Digital Platform interface. The top navigation bar includes links for Discover, Content, Influencers, Monitoring, and Projects. The main section is titled "Displaying All Active Feeds" and features a sidebar on the left with categories like "New Feed", "Trending Feeds", "All Active Feeds", "Everything that's trending", "News", "Sports", "Entertainment", "Tech", and "Business". The main content area shows a grid of trending feeds, each with a thumbnail image, a title, a source, a time ago, and engagement metrics (Trending Score and Engagement). The feeds include:

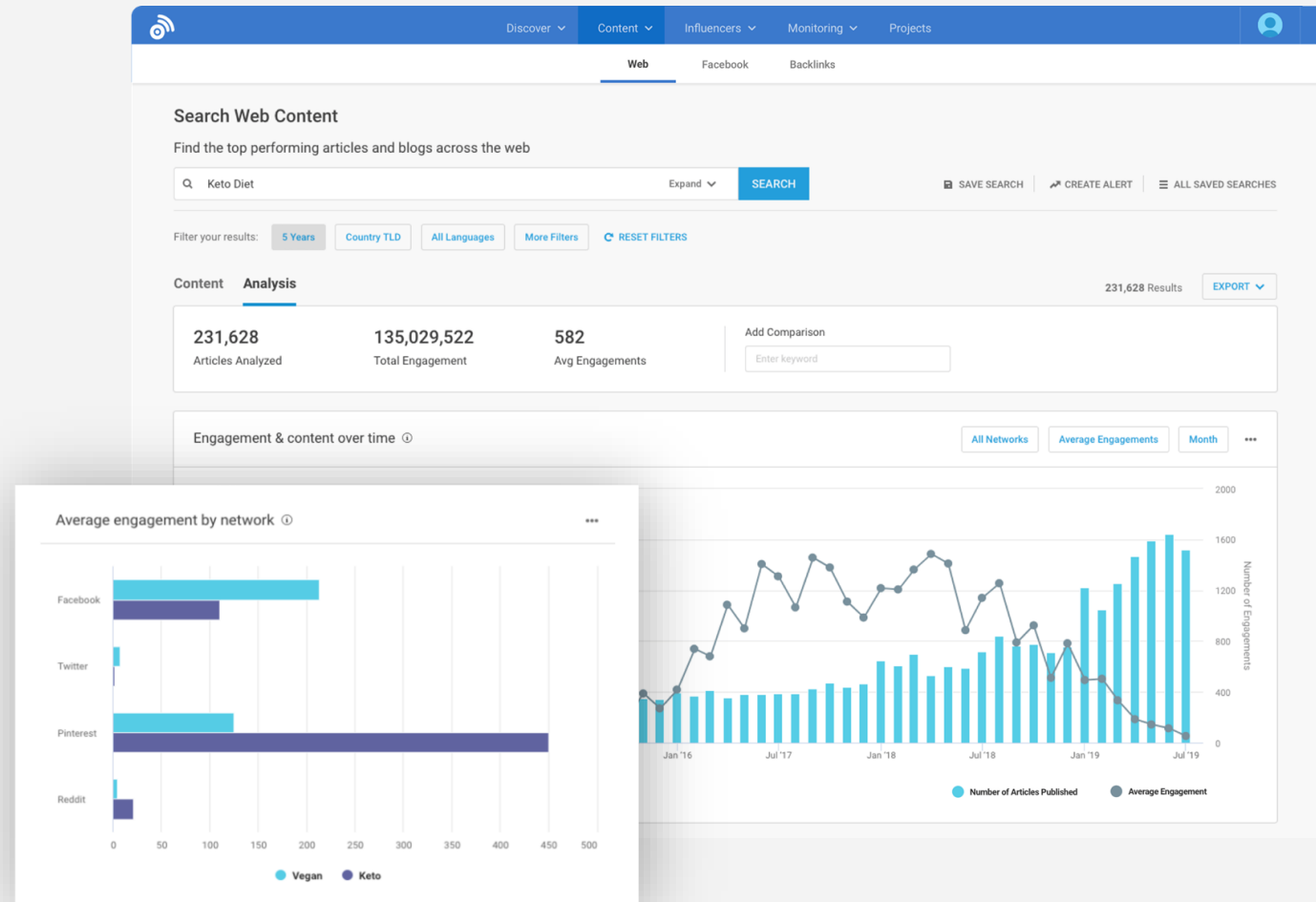
- Artificial Intelligence to solve traffic woes (indiatime.com, 39 mins ago, Trending Score: 824, Engagement: 1.3K)
- Elon Musk proposes a controversial plan to speed up spaceflight to Mars (youtube.com, 39 mins ago, Trending Score: 810, Engagement: 86.K)
- Instagram impressions explained in 100 words or less (hubspot.com, 39 mins ago, Trending Score: 800, Engagement: 1.3K)
- Twitter: simple math question divides the internet (news.com.au, 29 mins ago, Trending Score: 780, Engagement: 5.4k)
- Greenland's ice melt, a climate change "warning sign" (rollingstone.com, 39 mins ago, Trending Score: 700, Engagement: 13K)
- Verizon beats profit estimates as monthly phone subscribers jump (reuters.com, 51 mins ago, Trending Score: 654, Engagement: 1.3K)
- A man who got laid off, gets hundreds of offers handing out his resumes on the side of the road (cnn.com, 35 mins ago, Trending Score: 550, Engagement: 1.1K)
- New wristband could predict outbursts in people with autism (engadget.com, 55 mins ago, Trending Score: 430, Engagement: 1.3K)



Capital Brand Digital Platform

2. Learn what resonates.

See what type of content resonates with your audience.





Capital Brand Digital Platform

3. Discover questions.

Learn the questions consumers ask about you and competitors.

The screenshot displays the 'Discover Questions' interface of the Capital Brand Digital Platform. The top navigation bar includes 'Discover', 'Content', 'Influencers', 'Monitoring', and 'Projects'. The 'Discover' tab is active, showing a search bar with 'UX design' entered. Below the search bar, filters for '2 Years', 'Country TLD', 'Site Types', and 'Sources - 1' are visible. A 'RESET FILTERS' button is also present. The main content area shows a list of questions related to 'UX design', including 'How is UCSD for UX design?' and 'What should I go for, a 3-month UX designing course or a 4-year BDes?'. Overlaid on the right are three question cards from Quora, Amazon, and Reddit.

Quora
What Makes a Good X? UX Designers User Experience Design
What makes a good UX designer?
Answer Follow · 119 Request

amazon
How accurate is the color of this monitor?
I am a professional ux/web designer and need color accuracy.

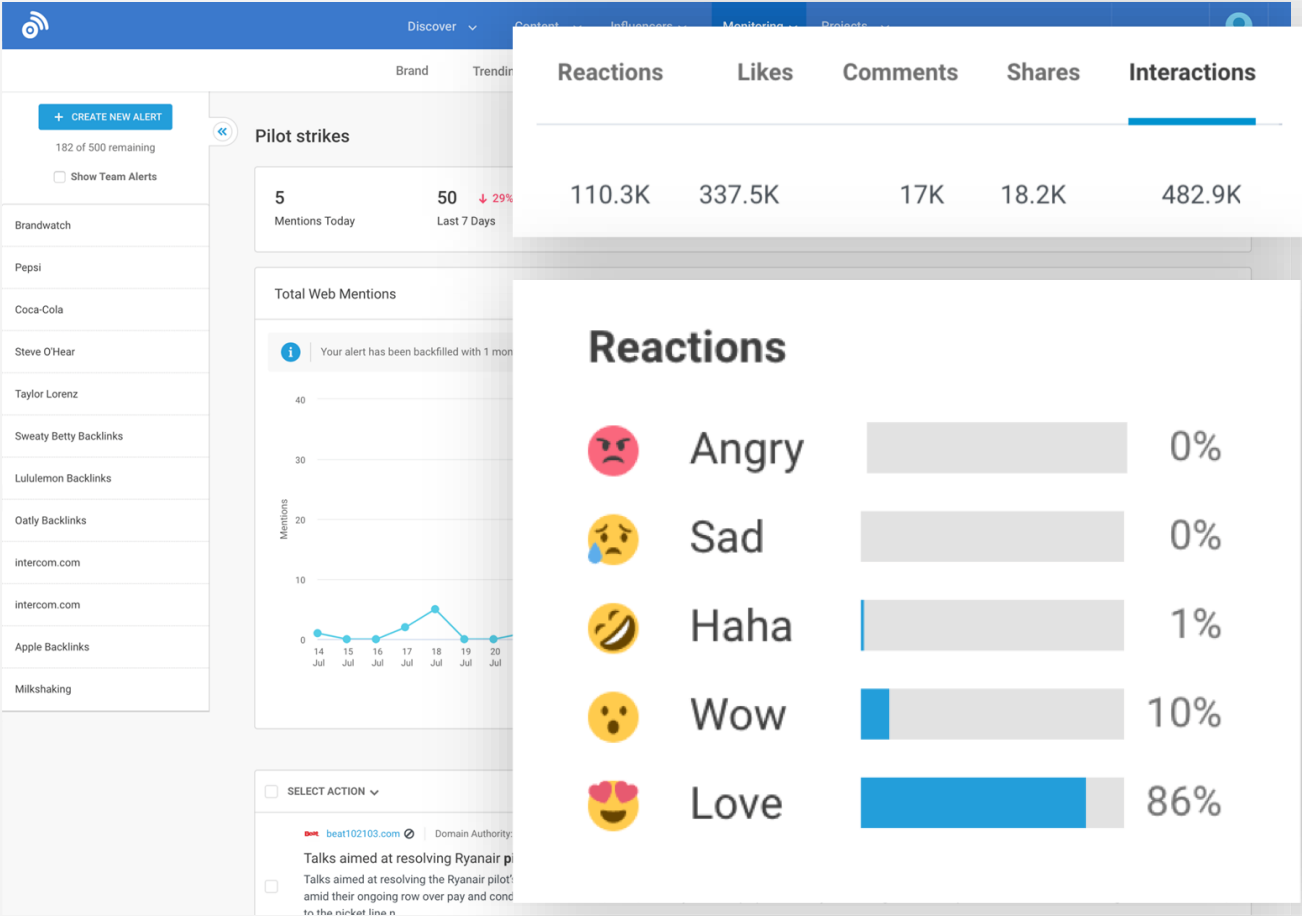
reddit
Posted by u/danukiwi 6 hours ago
What is your #1 biggest challenge in your tech business in relation to UX/UI design?
1 Comment Share Save Hide Report 100% Upvoted



Capital Brand Digital Platform

4. Explore Facebook.

Find the most engaging Facebook posts based on likes, comments or shares.





Brand Management

Track brand health over time.

Analyze **key trends** around your business.

Optimize your **brand messaging** with tangible data.



Pablo Keleher @pablofantablo

Seems like I'm jumping on the band wagon. Meat free except the weekend. #letsalldoorbit #meatfree



Dec 28, 2018 - Jan 20, 2019

Volume was **356%** higher than usual, driven by

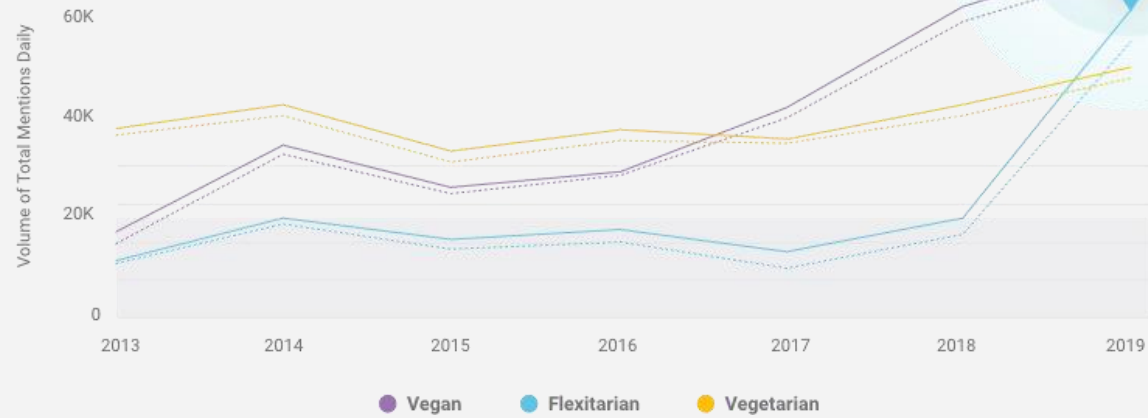


61,323 retweets of this [tweet](#)

37,678 mentions sharing a link from www.theguardian.com/uk



57,982 retweets of this [tweet](#)





Content Strategy

Discover audience content affinities.

Measure what content performs best for your audience.

Amplify your content with the right audience.

POPULAR CONTENT



Harrison Phillips
@harrypman · 1h
Healthy homemade breakfast anyone? That is a way to celebrate National Nutrition Month! How do you celebrate?

William Diwedi
@wildiwedi · 9h
@benscycles are my main guys for bike repairs. Drop in, pick up at lunch. Done.



Can you imagine a better place to train than this?! Welco...
sweetridesinthewild.com

Tan Wuhan
@tanwithwuha · 3h
Been craving a riding holiday for some time now and this has just reminded me big time! Time to book? @jennyHowe85



Jeff Foust
@jeff_froust · Feb 3
Delicious lunch today thanks to @sweepstight Egg and avocado on toast. Mmmmm, thanks for the inspiration.

Adam Denisov
@sweepstight · 3h
You're welcome bro! Not rocket science! Still stuck in my ways #simrecipies #alldaybreakfasteveryday

Nado Husa
@nad_h_m_9 · 15h
Do bus drivers not see cyclists at all?? Perhaps over 10 times now in Brighton that I've almost been clipped! #buslife

Adam Denisov Retweeted



Lennert Nijenbijk
@lennert_conot · 3h
@jamieTyker and me riding to work this morning. Thoroughly enjoyed it even if it did mean getting up early! Do your bit everyone! #getofftheroads #exercise #nationalbikeday #endorphins #sunrise

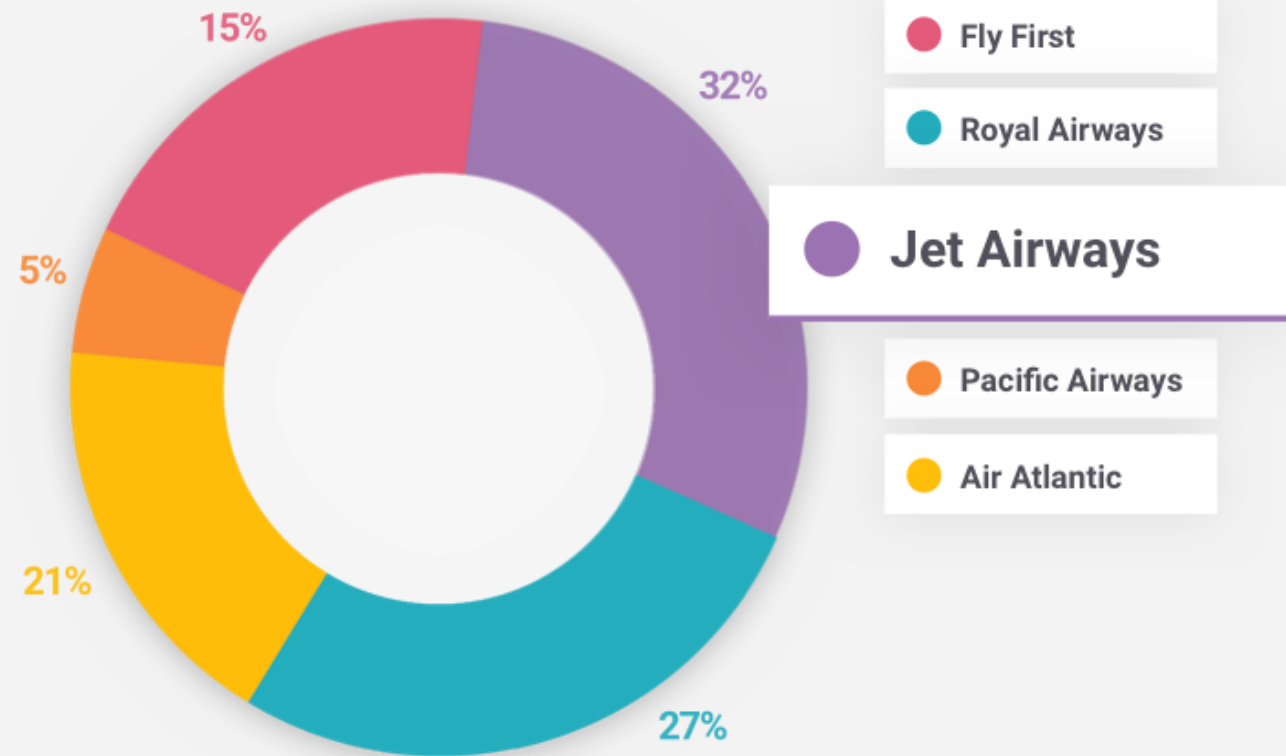


Competitor Analysis

Measure your **share of voice**.

Understand **brand perception** across the globe.

Dive deeper into **sentiment** to add context to your analysis.



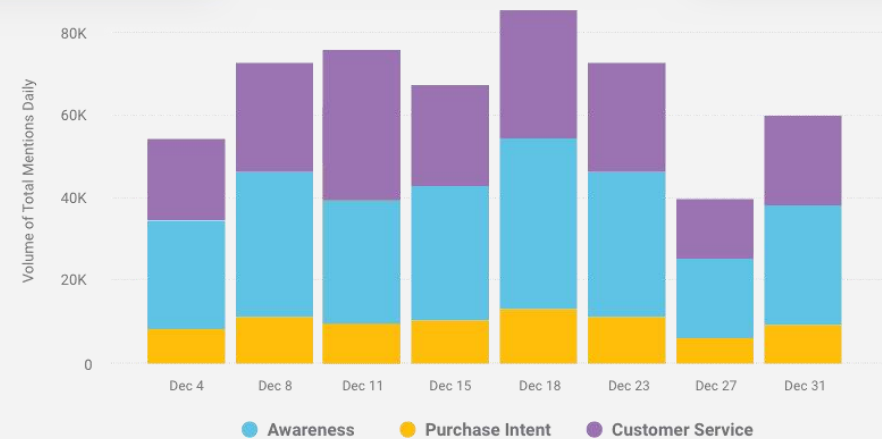
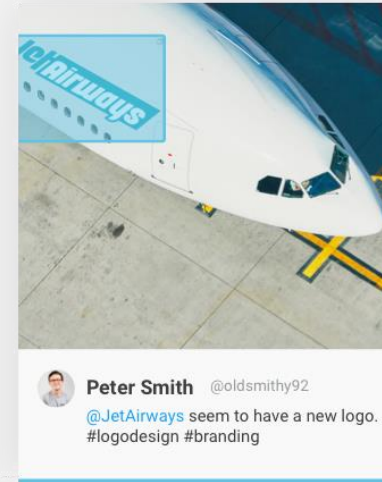
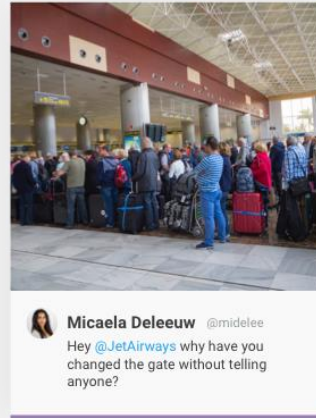


Customer Experience

Map the **customer journey**.

Analyse sentiment, topics and conversation at **every touch point**.

Spot **pain points** that stop customers returning.





Influencer Marketing

Instantly identify **top influencers**

Discover effective **micro-influencers**.

Optimize your **influencer strategy** by benchmarking ROI.



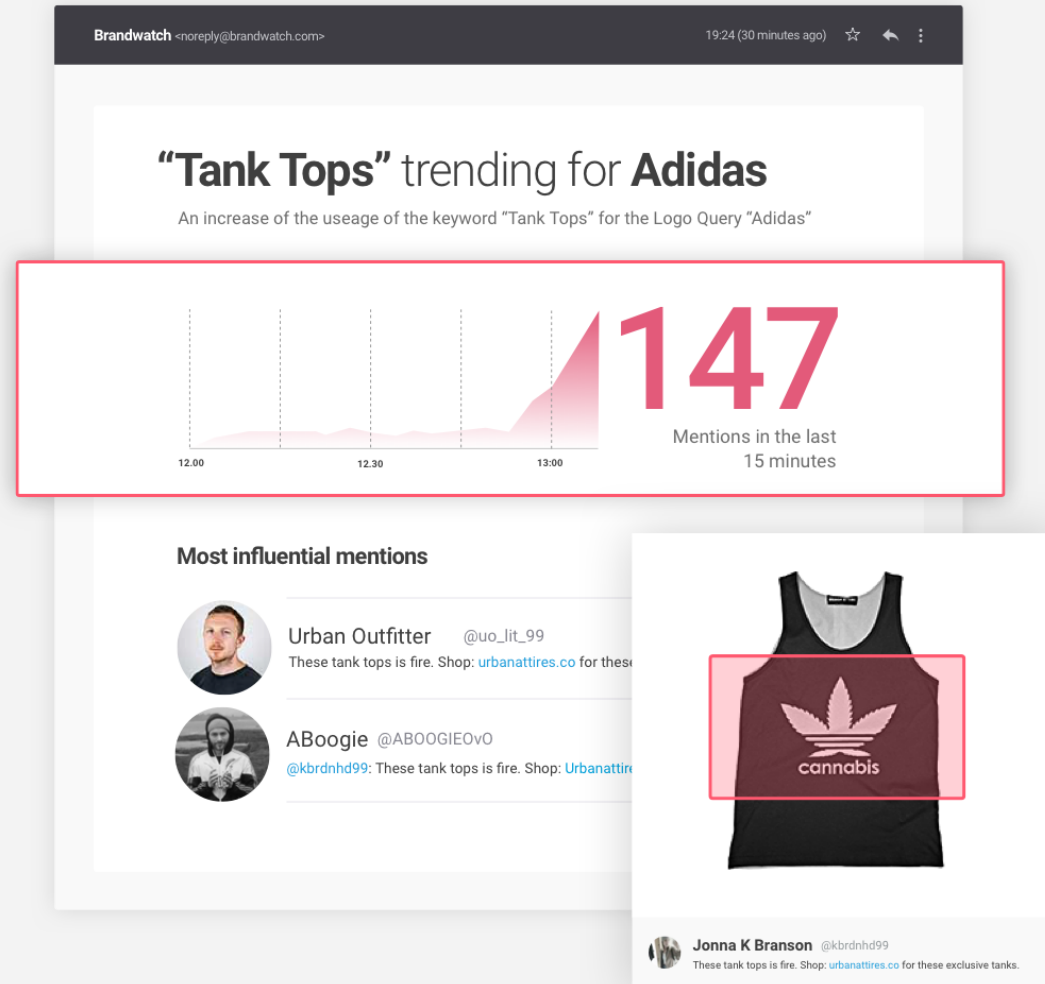


Crisis Management

Get a critical head start with **real-time signals**.

Power your command center with **live data** to see problems instantly.

Alert the **entire** organization with the right information.



Enhance and or change the narrative.
Maximize your reach to your target market.

BUILD YOUR DIGITAL FOOTPRINT

Reach out to us today:
info@capitalbrand.net

