CAPITAL BRAND
DIGITAL PLATFORM

CAPITAL BRAND
POSITION WITH STRENGTH

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

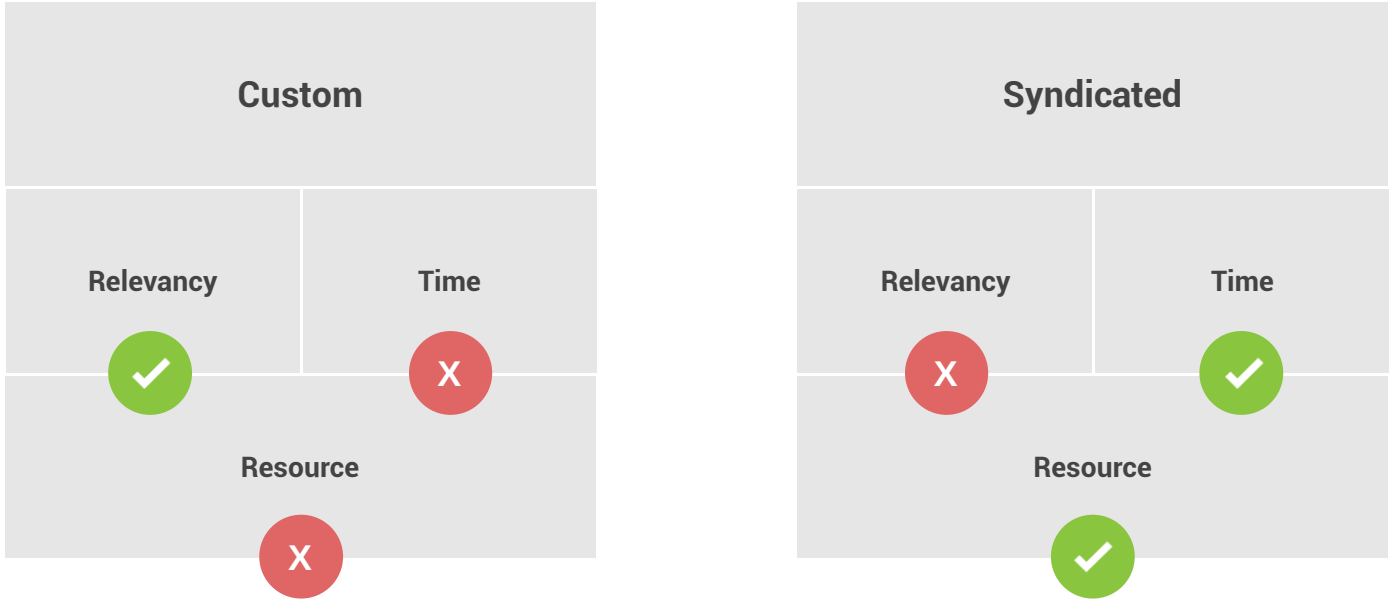
Broadly speaking there are two types of Market Research.

Traditional Market Research

Custom

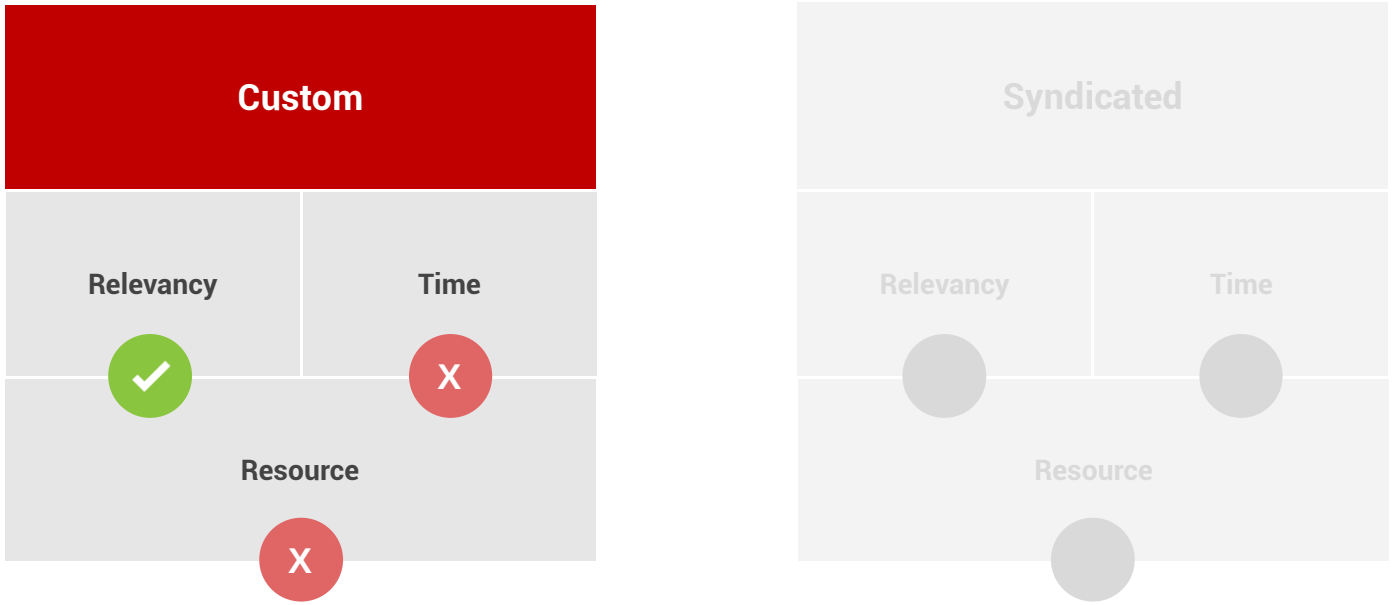
Syndicated

Traditional Market Research



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

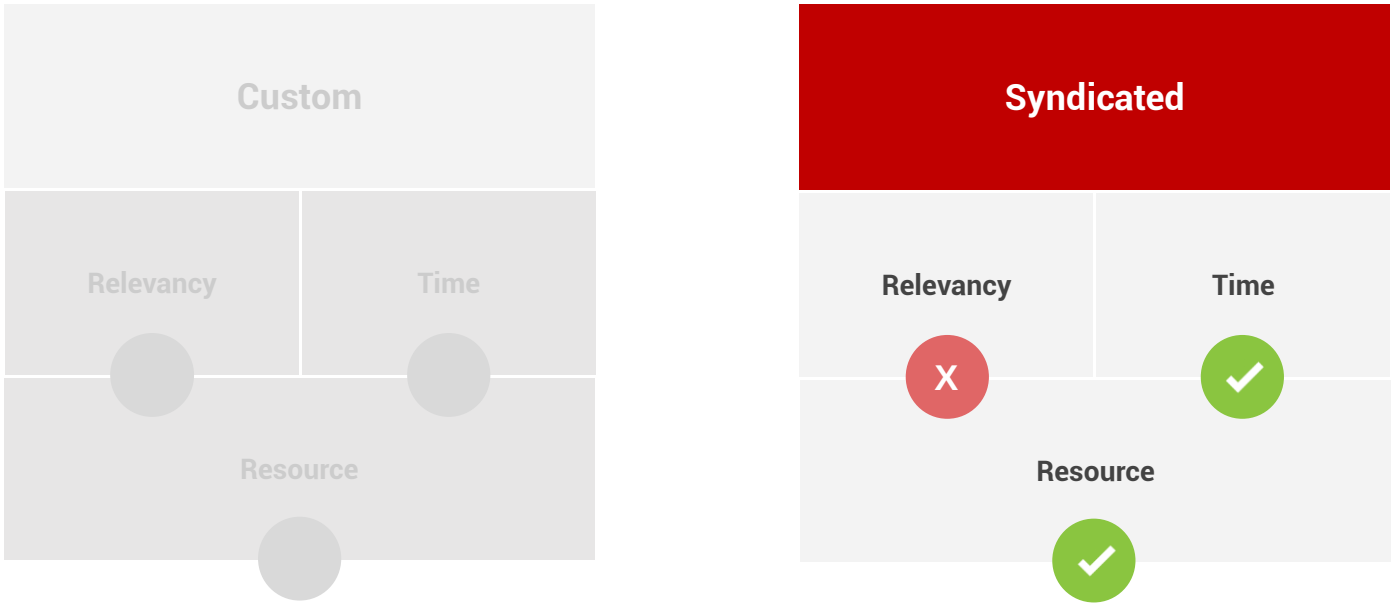
Traditional Market Research



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."

Source | WhatIsMarketResearch - What is Syndicated Research?

There has to be a better way...

Be Consumer Fit

1. The way in which brands conduct **consumer market research is changing rapidly.**

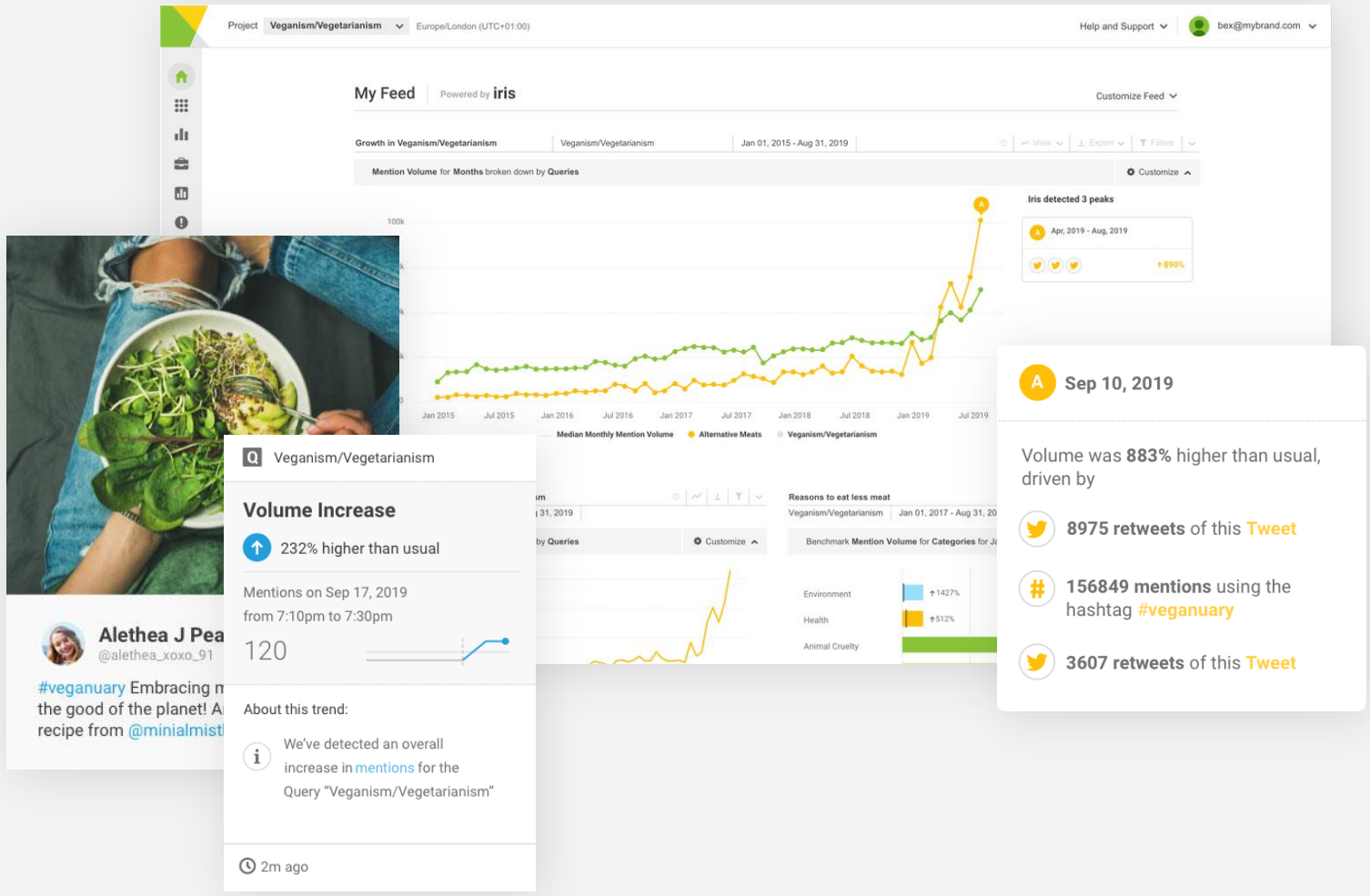
2. Capital Brand Digital Platform is **disrupting the antiquated methods** of traditional market research.

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

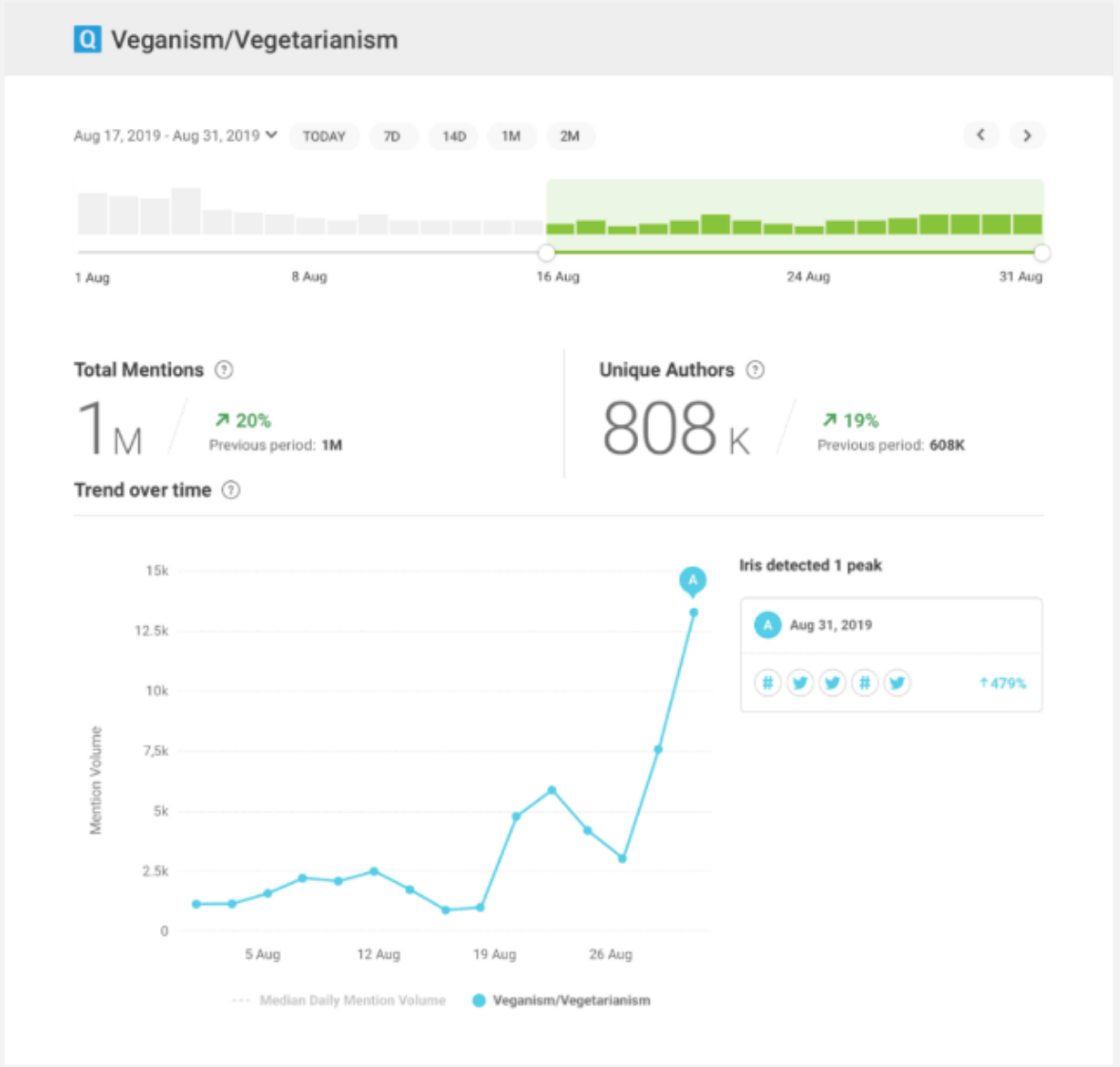
The world's **leading social listening platform.** Helping you understand **millions of conversations, everyday.**



How it works

1. Search

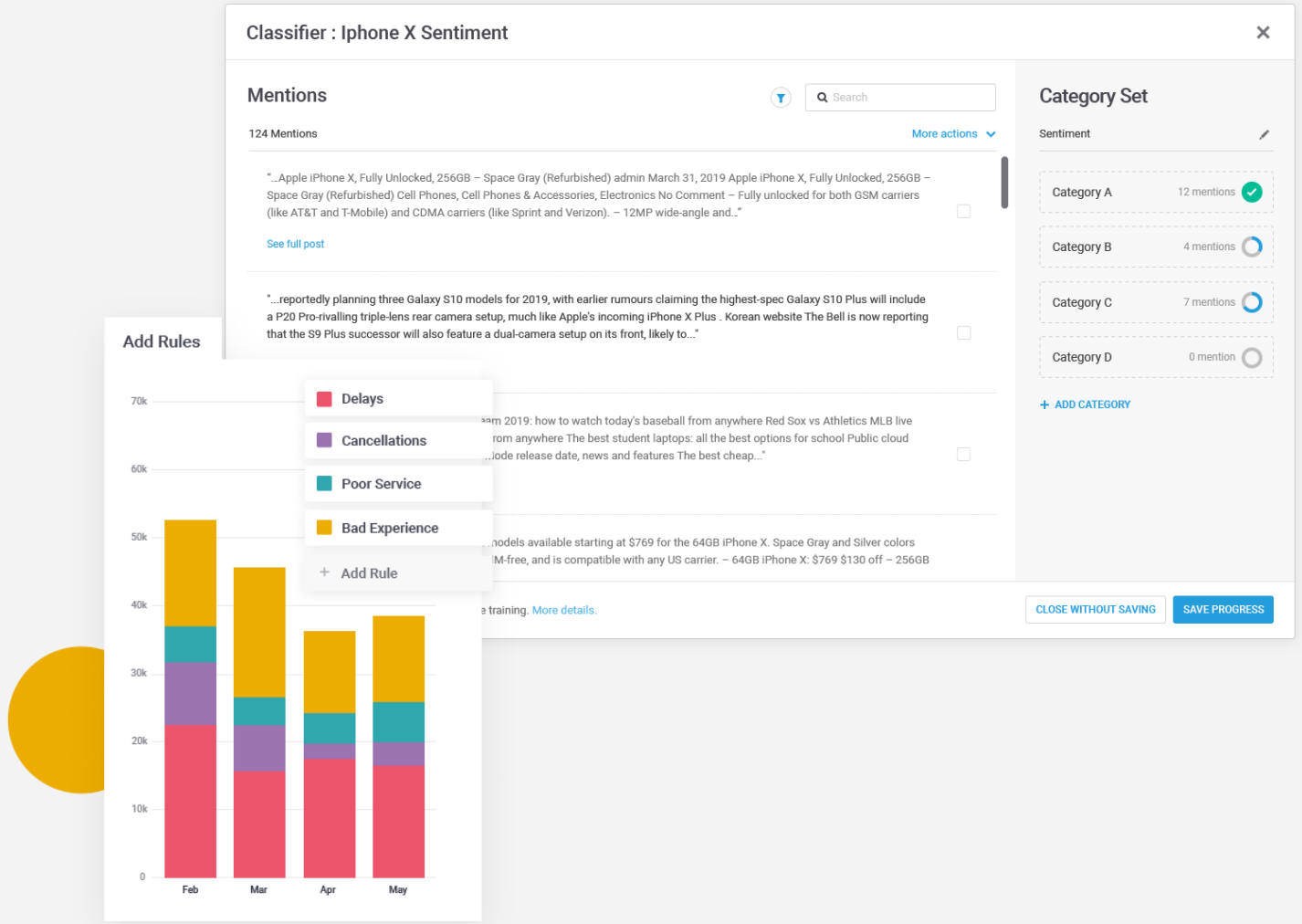
Search the public web and collect all of the posts, comments and conversations relevant to you.



How it works

2. Segment

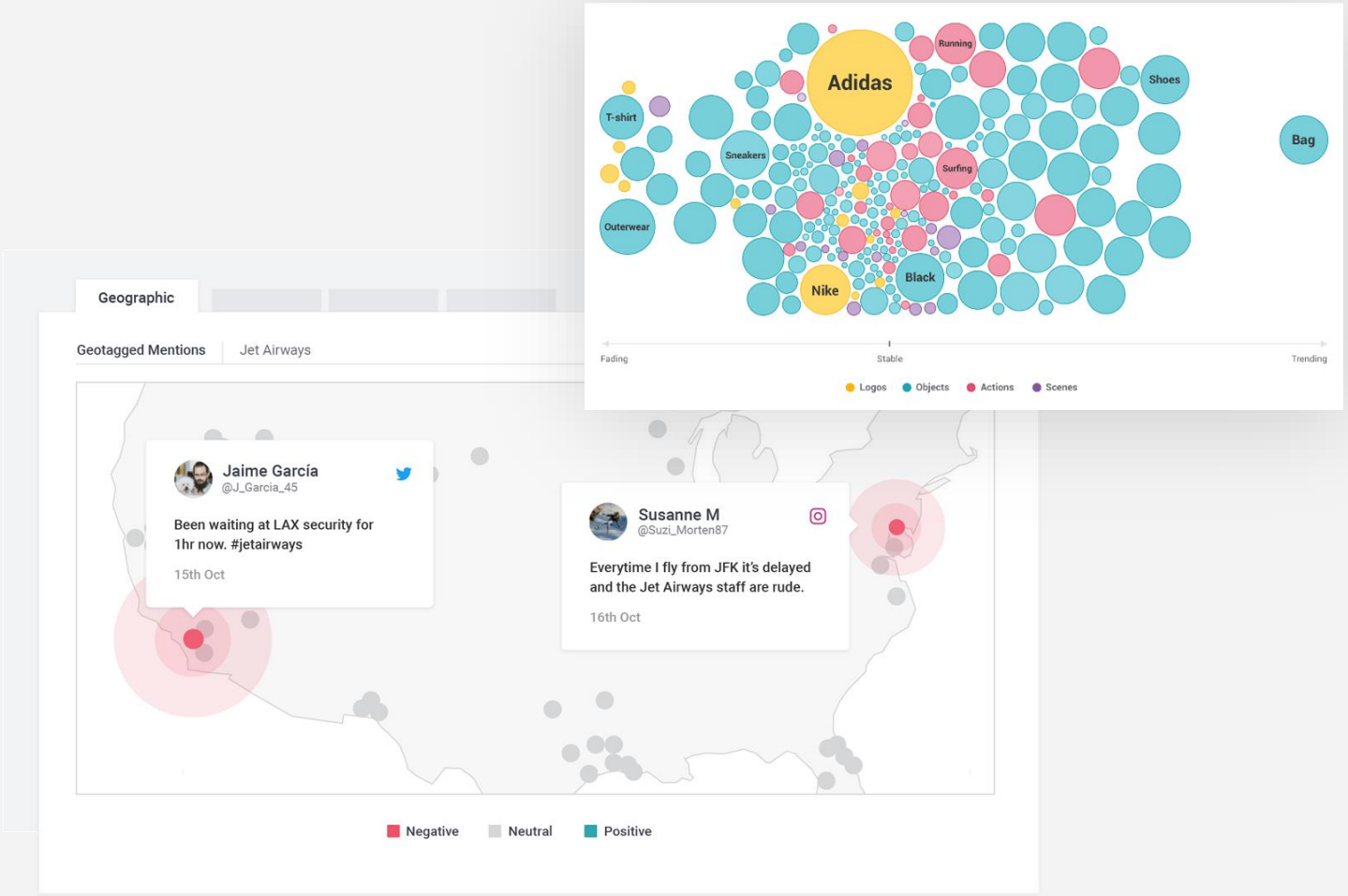
Automatically segment the data into categories that are relevant to your business, topic or research.



How it works

3. Analyze

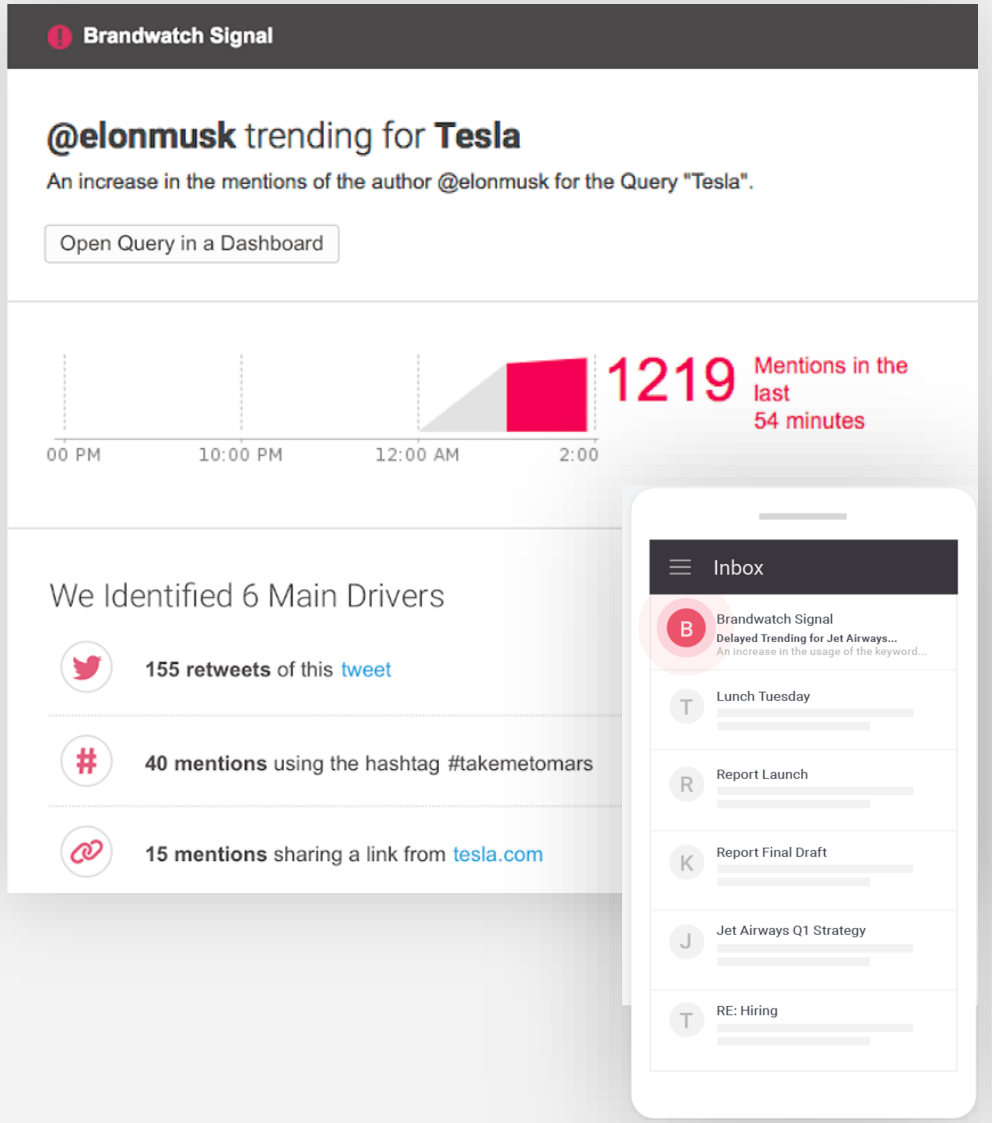
Breakdown and analyze the data to discover something you didn't know, or answer difficult questions.



How it works

4. Action

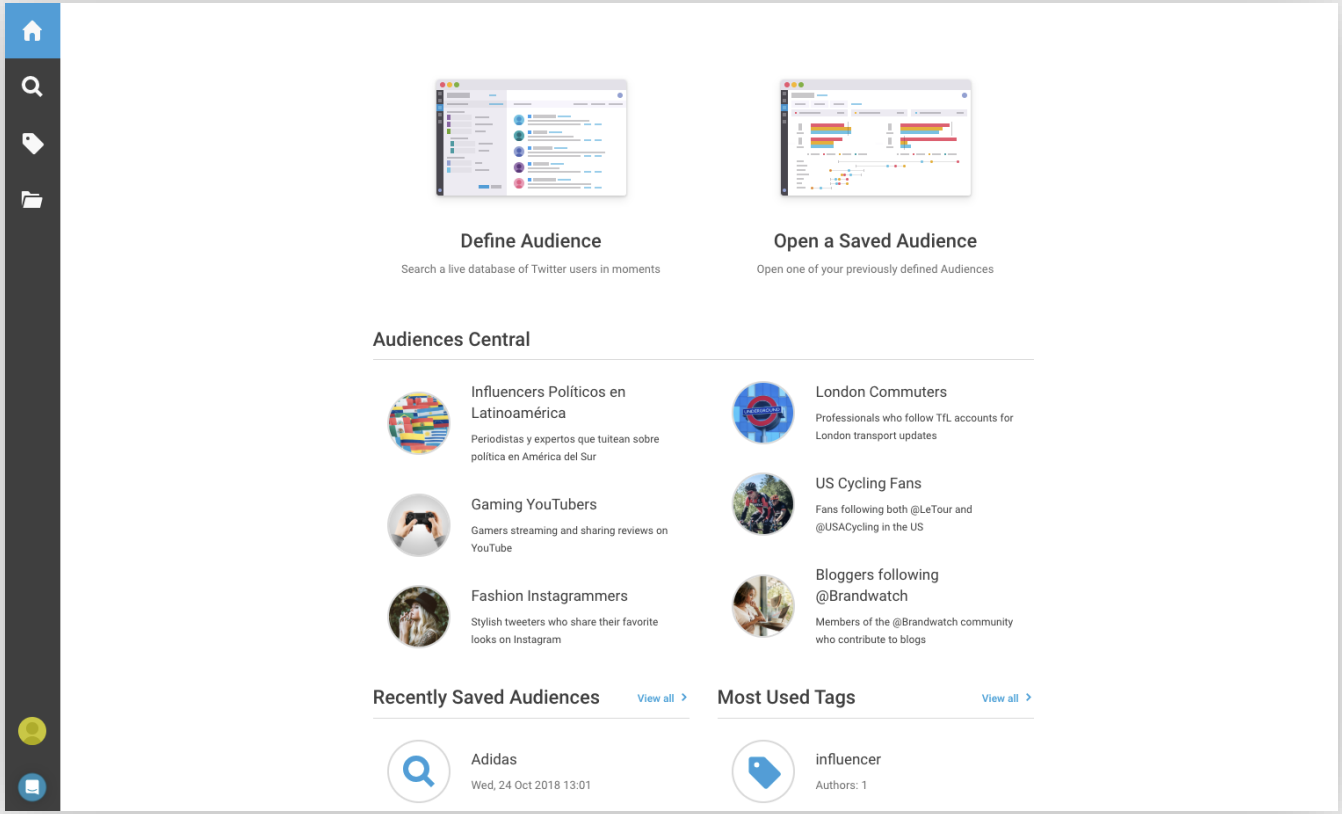
Action your discovery through automated **Iris discovery**, reports and email alerts.



Audiences

Discover **instant insights about any audience.**

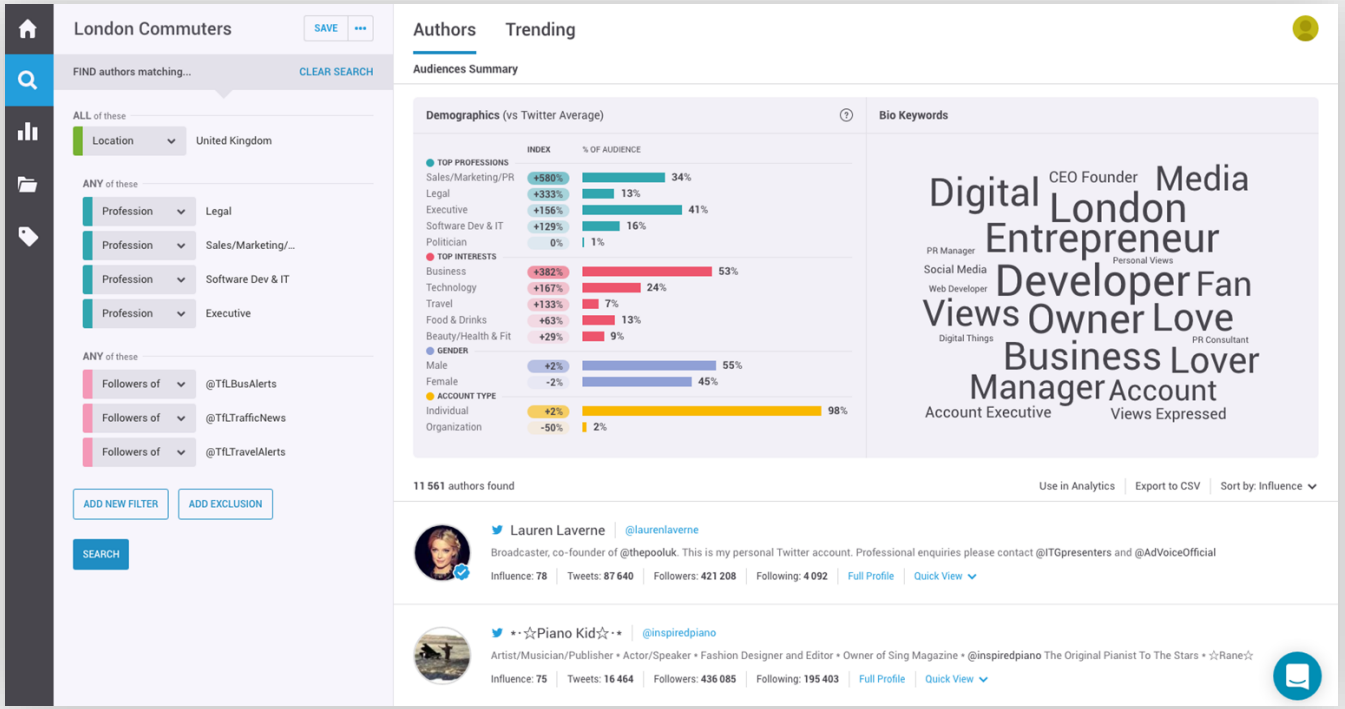
Understand your audience, find real **influencers** and benchmark to see what's **unique**.



Audiences

1. Find the **people that matter.**

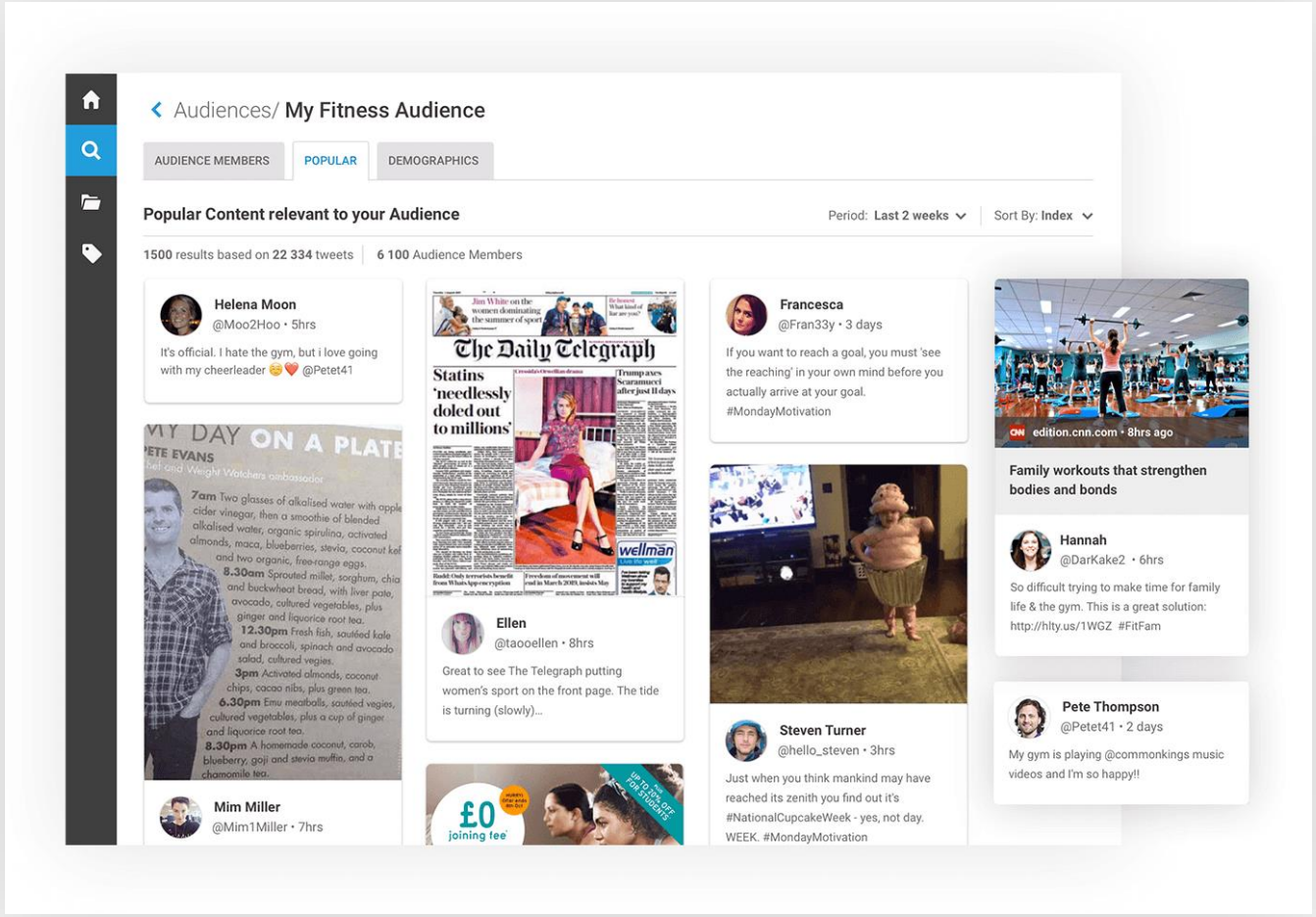
Search a live database of over 450 million active Twitter users.



Audiences

2. Understand **their world.**

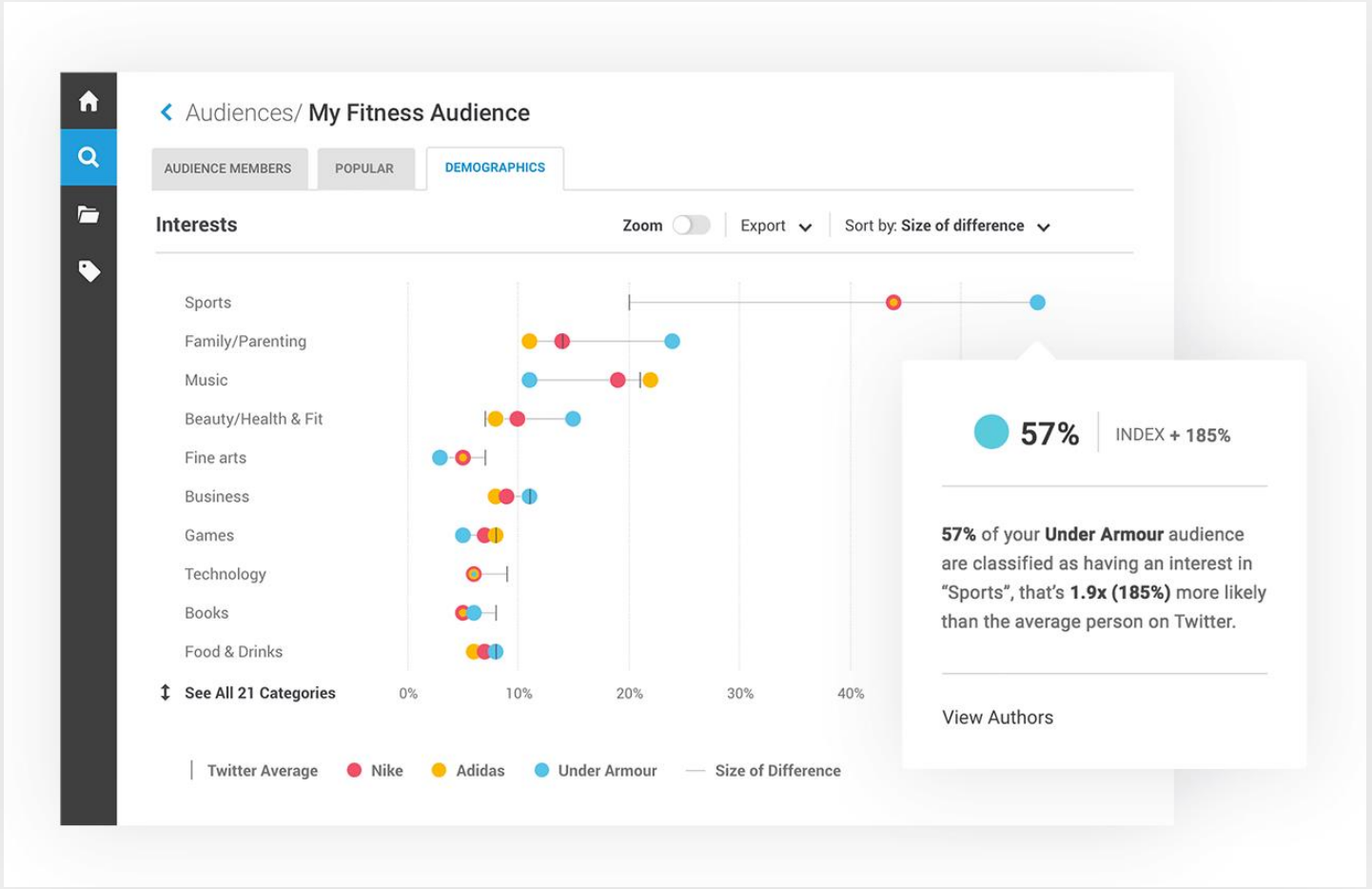
See what your audience are talking about right now.



Audiences

3. Discover **their differences.**

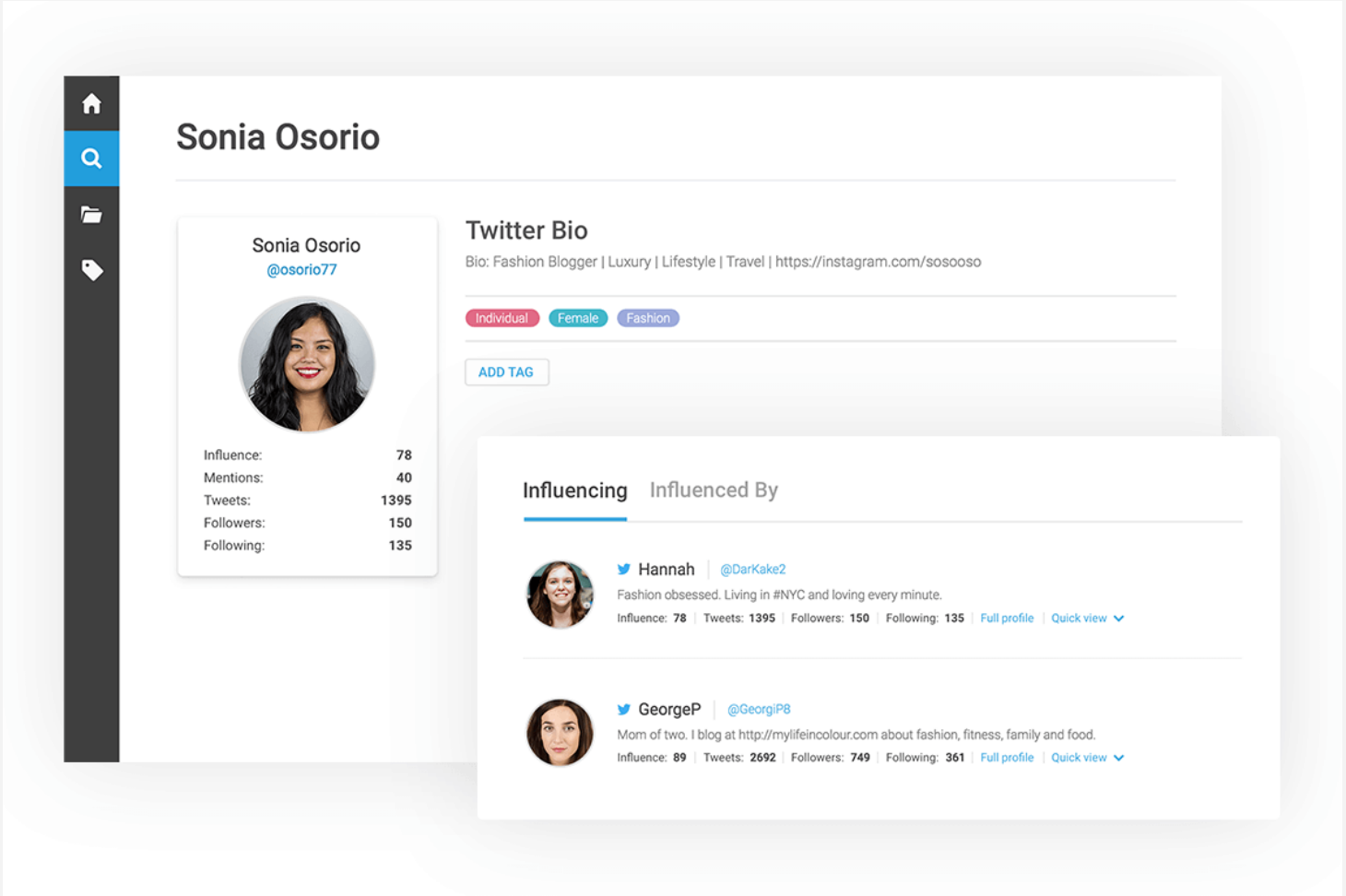
Pinpoint what makes your audience unique compared to others.



Audiences

4. Harness **influence.**

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



Audiences | **USPs**

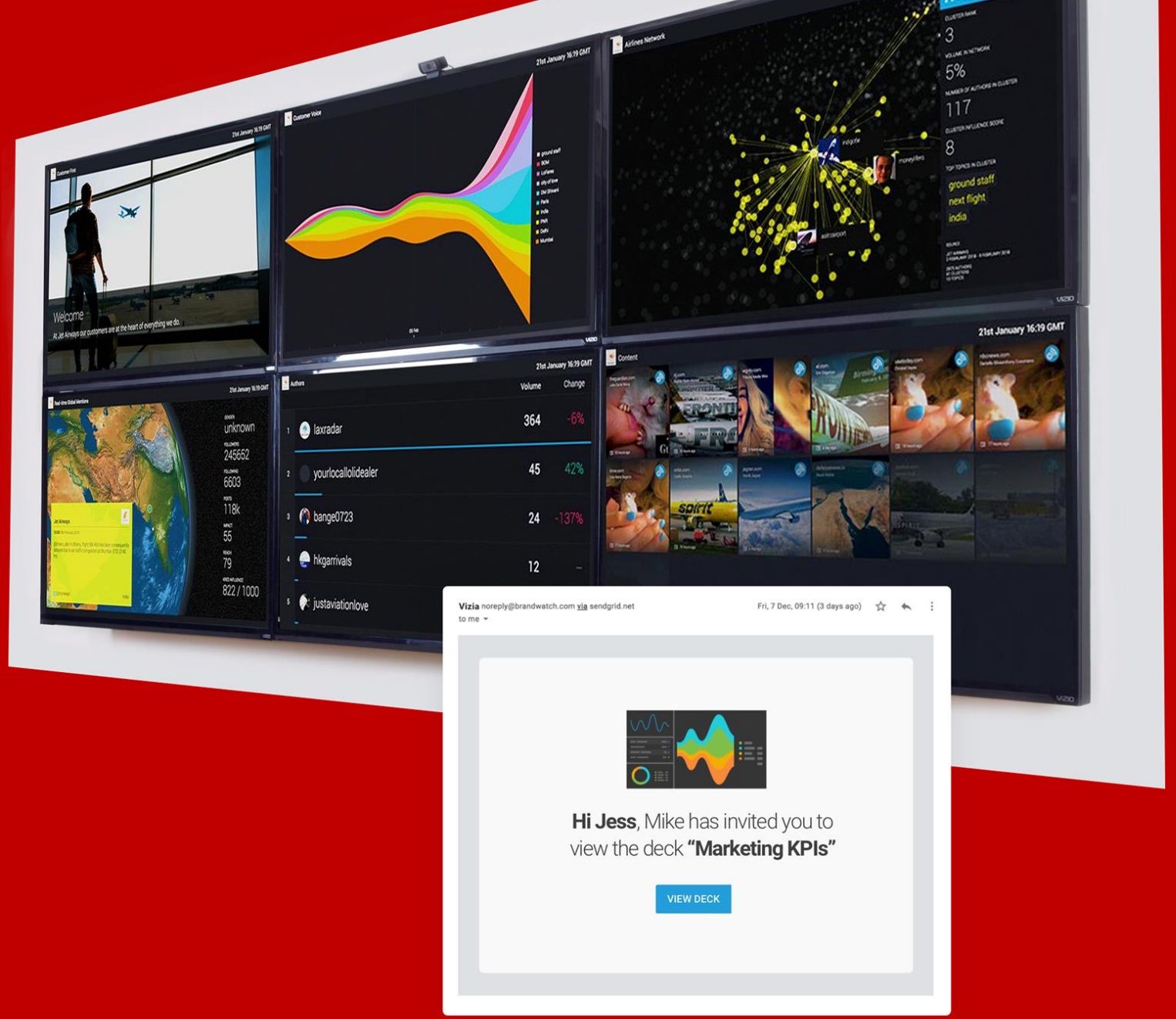
Unique database: Explore a live database of 450m Twitter users

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

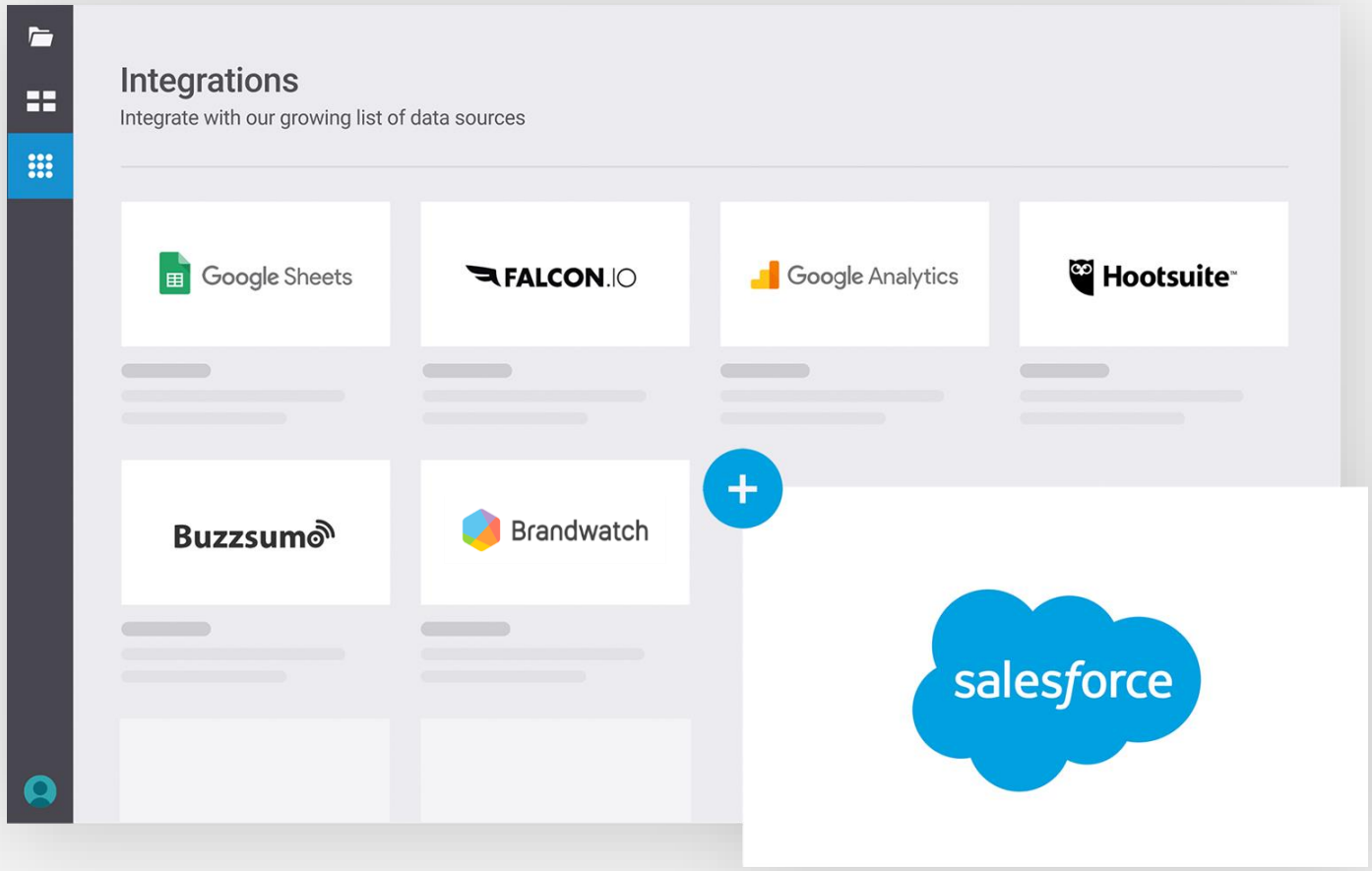
Capital Brand Digital Platform

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



1. **Connect**

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

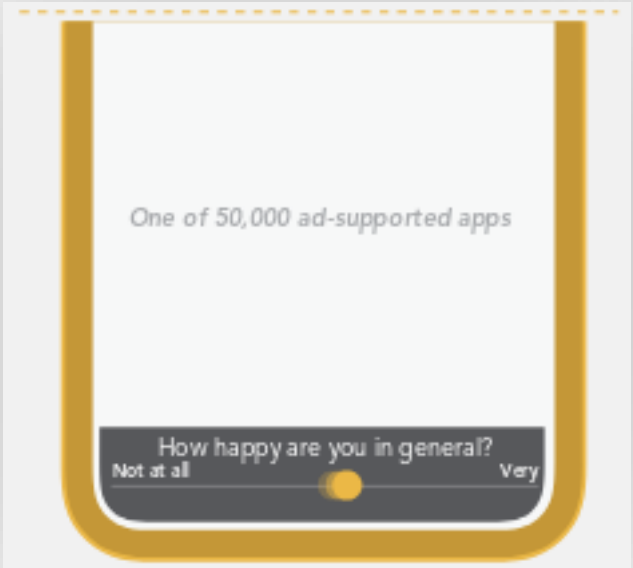


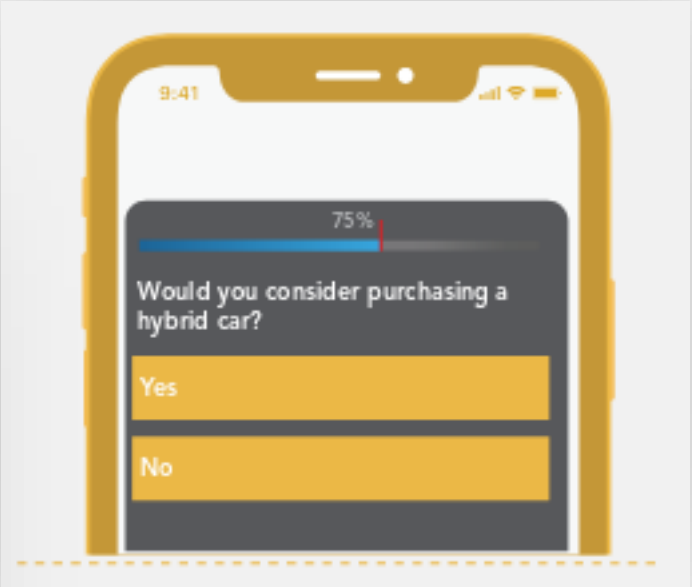
Market research for the digital age.

The fastest, most accurate research in the world.

1. Engage up to **1.4 billion devices**

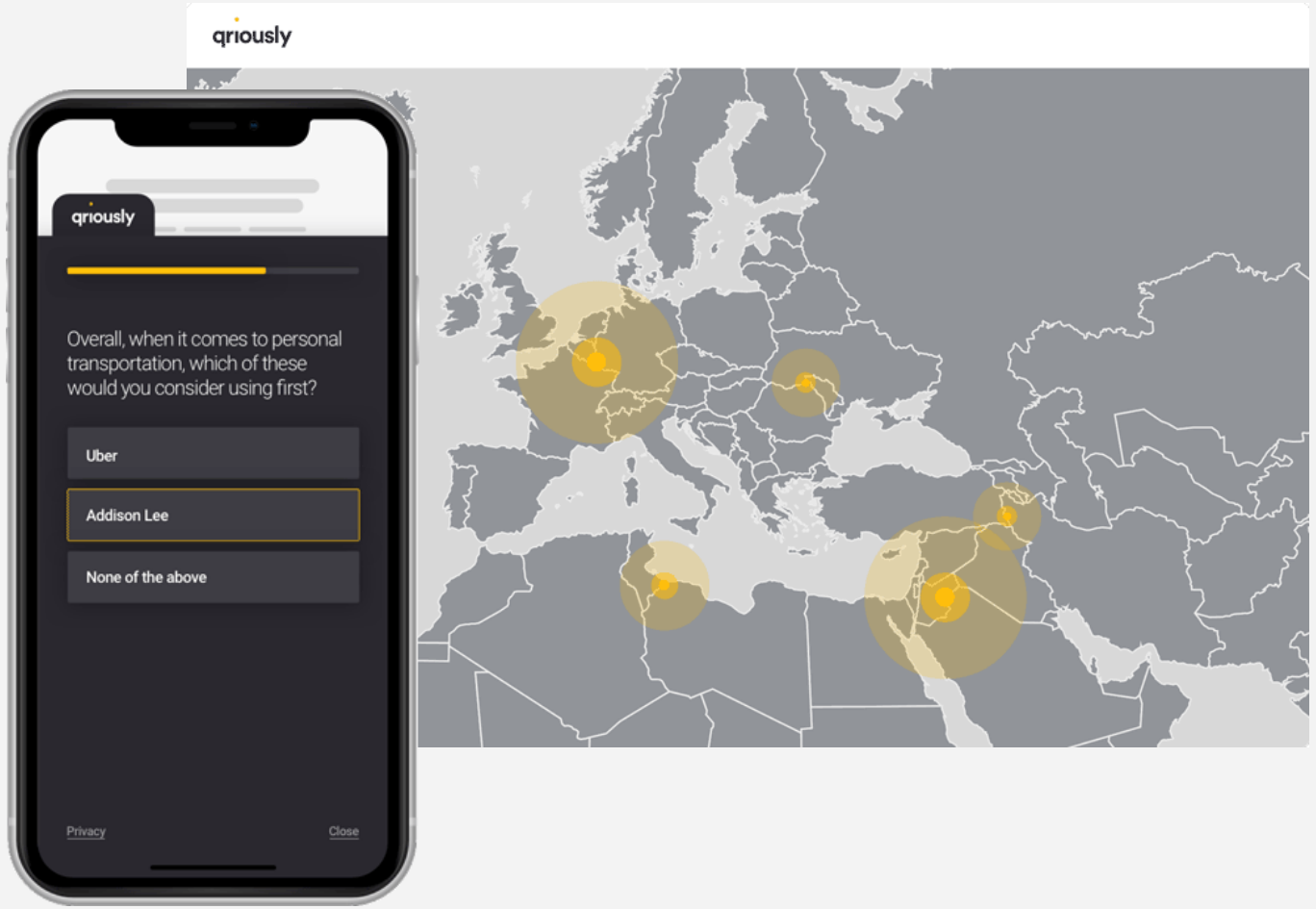
Replacing banner ads with a question to recruit respondents





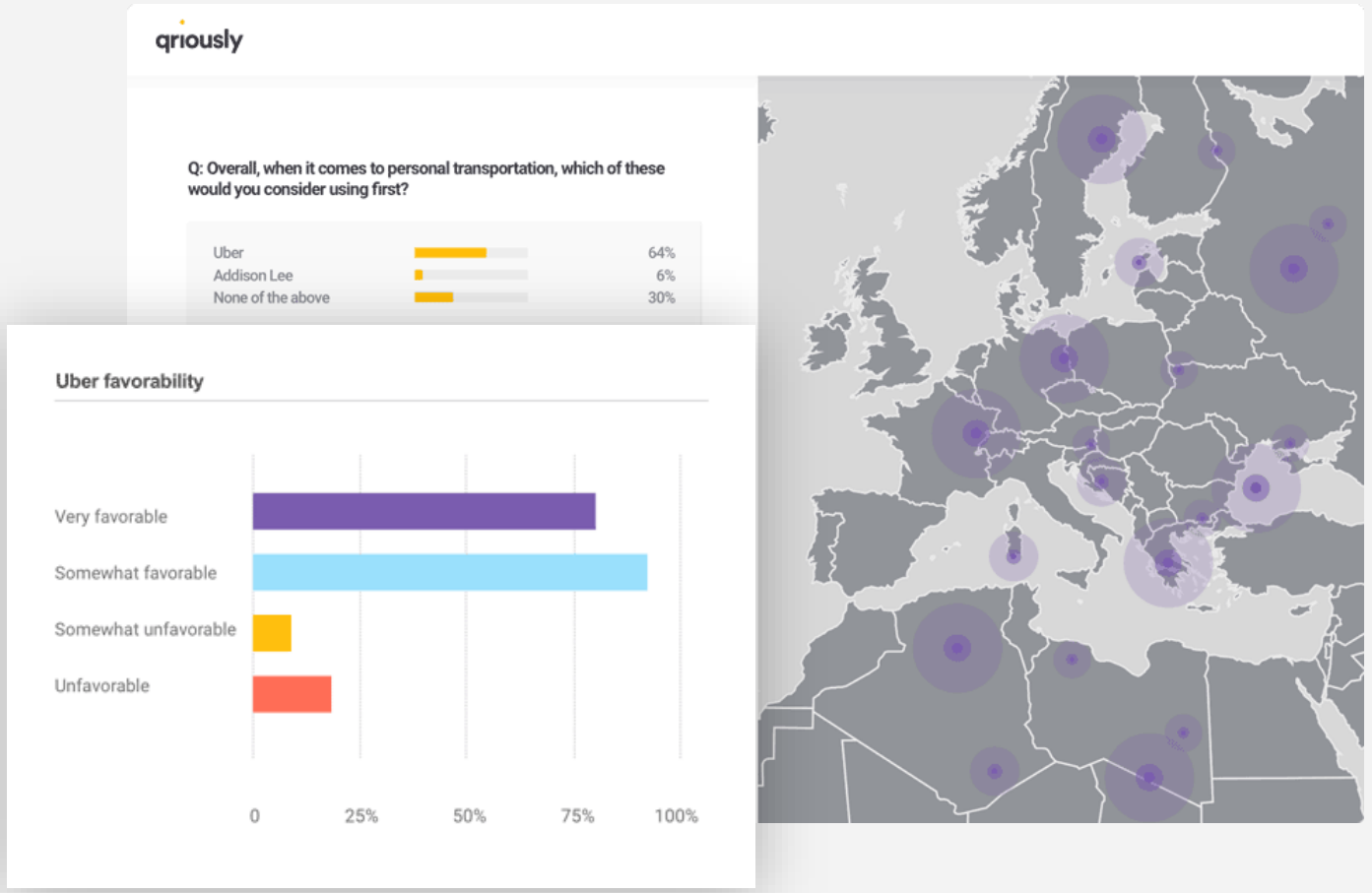
2. Collect **results in real-time**

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

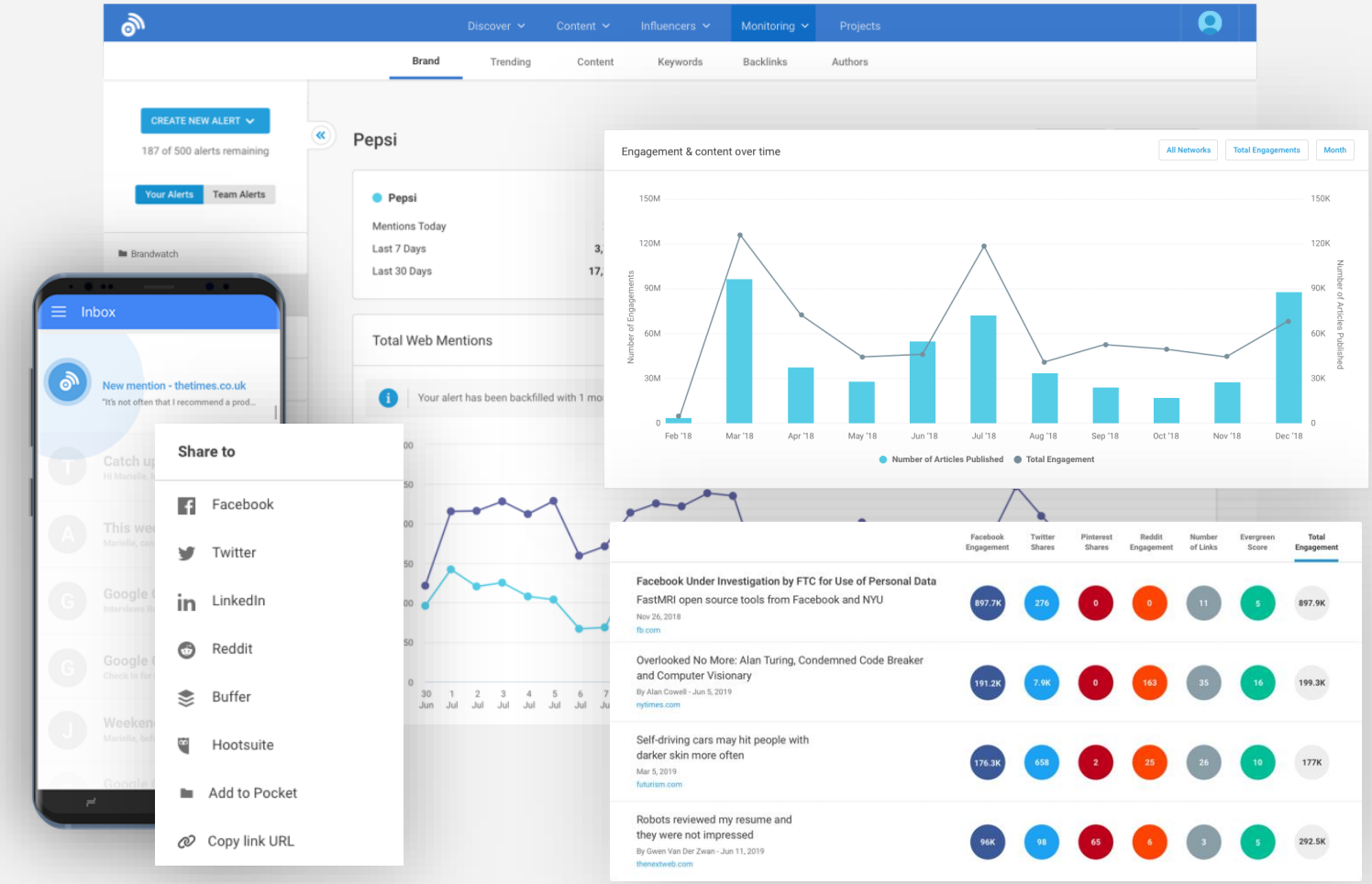
Data quality: Voluntary response from real people plus anonymous random respondents creates the best way to ensure data quality

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.**

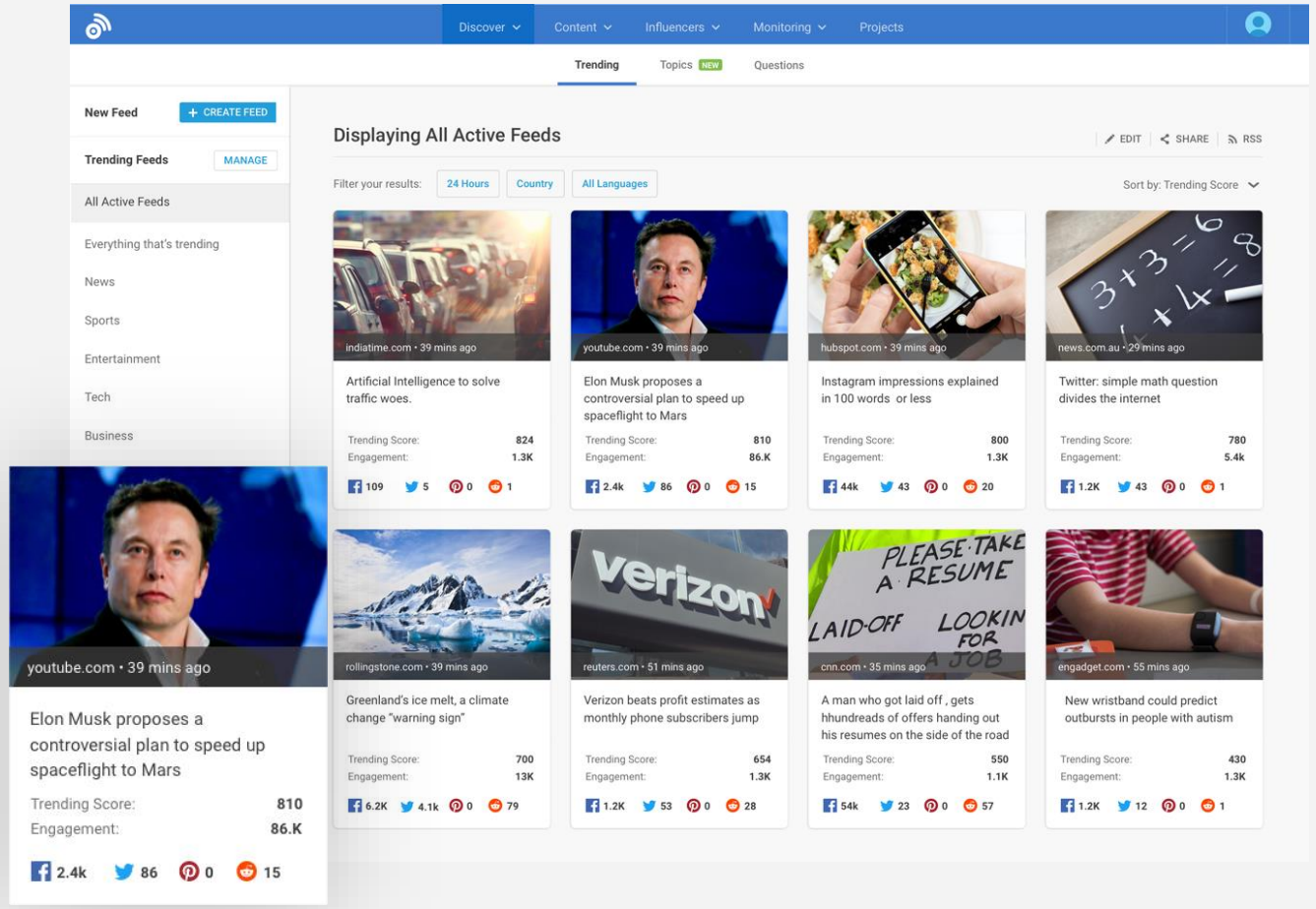
Letting you identify and track **the most engaging content on the web.**



Capital Brand Digital Platform

1. Research **any content.**

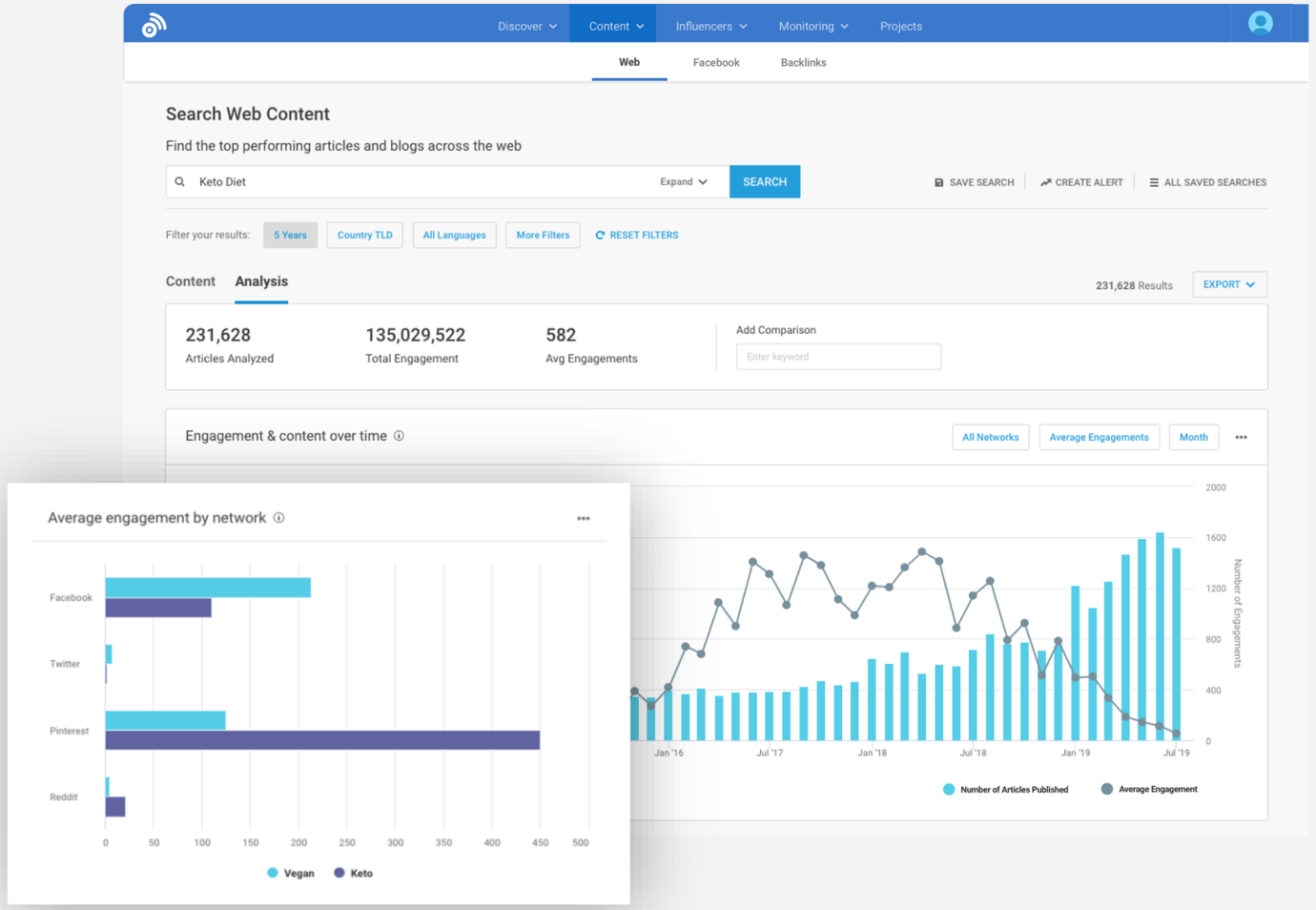
Discover the most shared content across the web, for any topic.



Capital Brand Digital Platform

2. Learn **what resonates.**

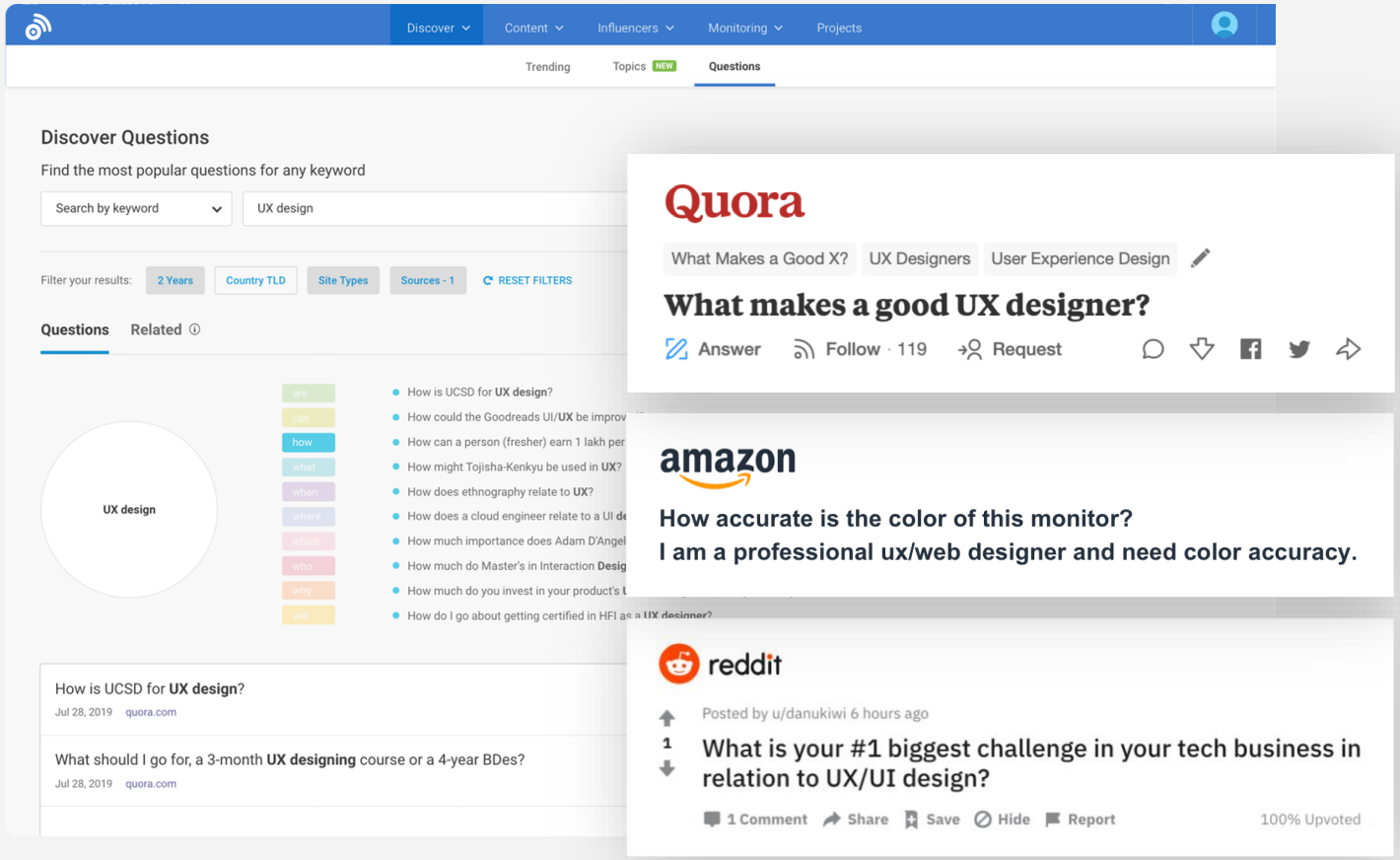
See what type of content resonates with your audience.



Capital Brand Digital Platform

3. Discover **questions.**

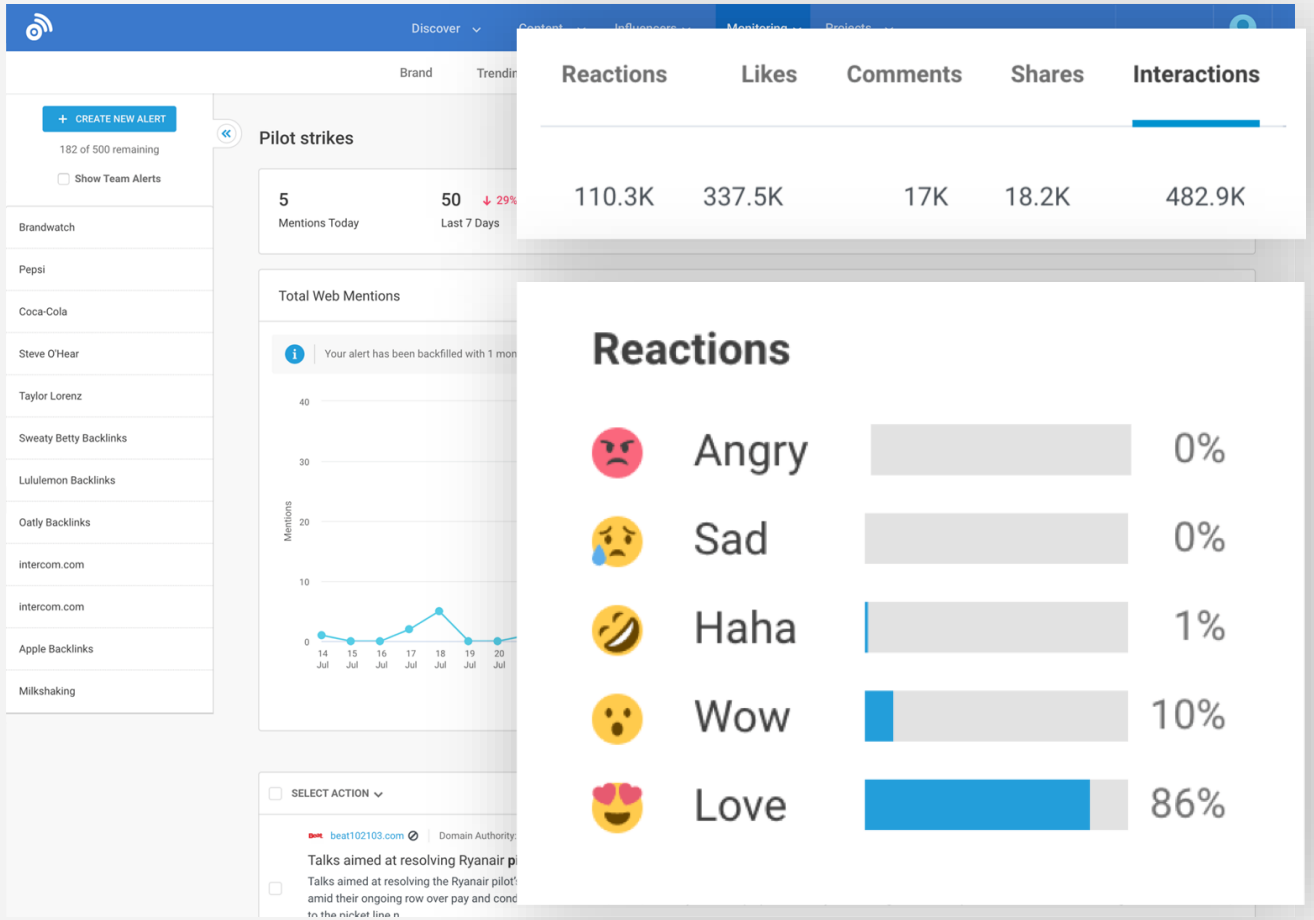
Learn the questions consumers ask about you and competitors.



Capital Brand Digital Platform

4. Explore **Facebook.**

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

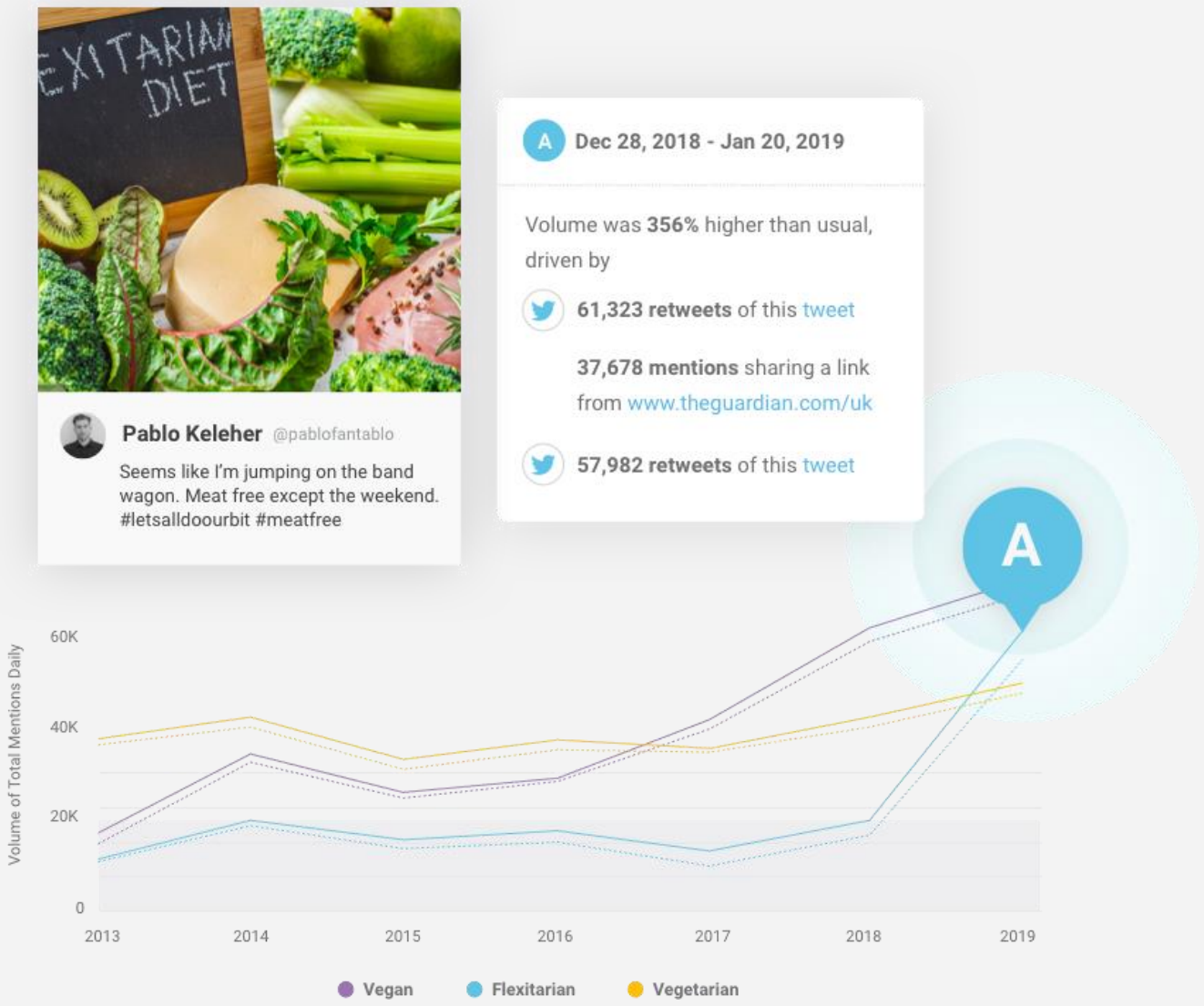


Brand Management

Track brand health over time.

Analyze **key trends** around your business.

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

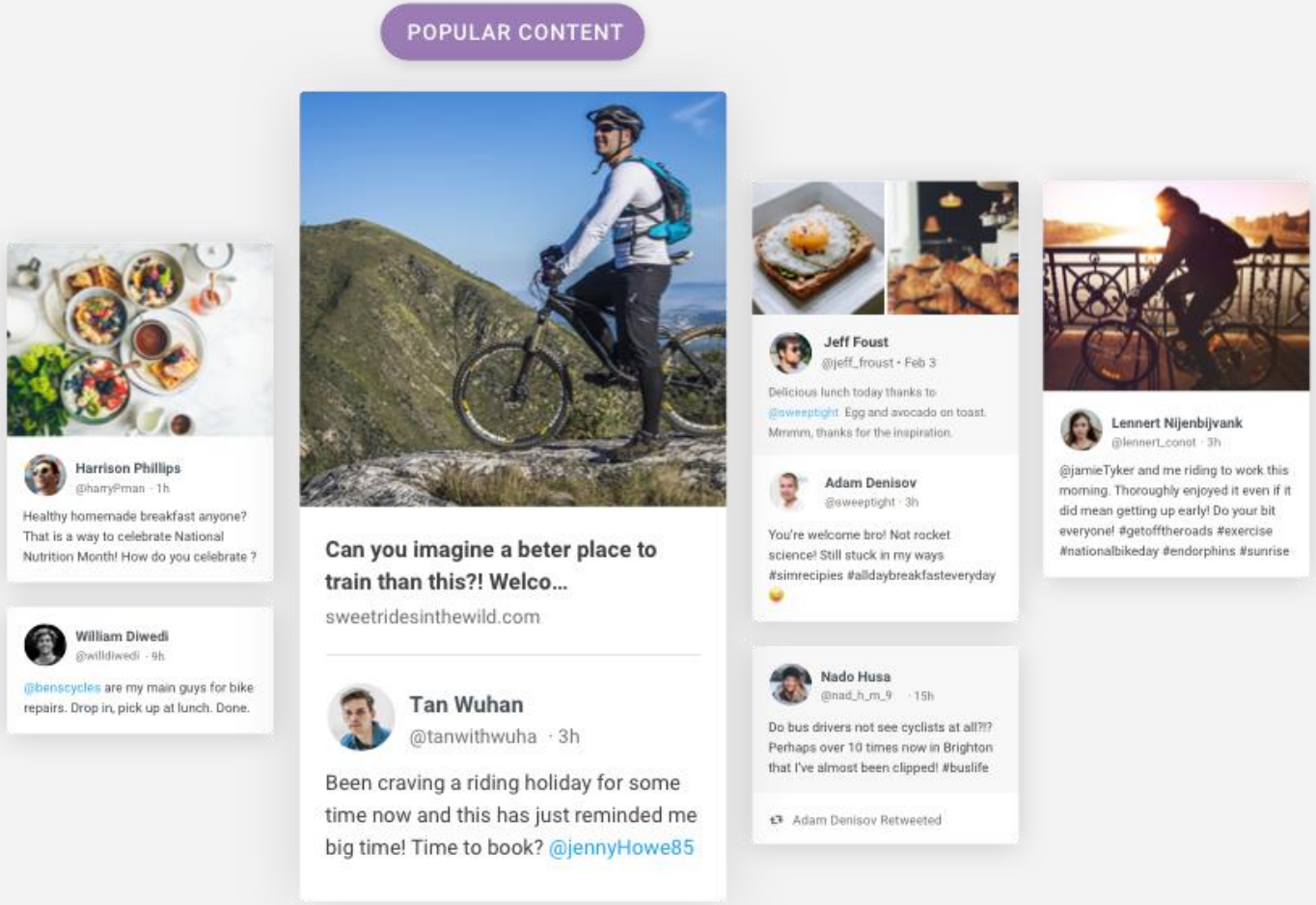


Content Strategy

Discover audience **content affinities.**

Measure what content **performs best** for your audience.

Amplify your content **with the right audience.**

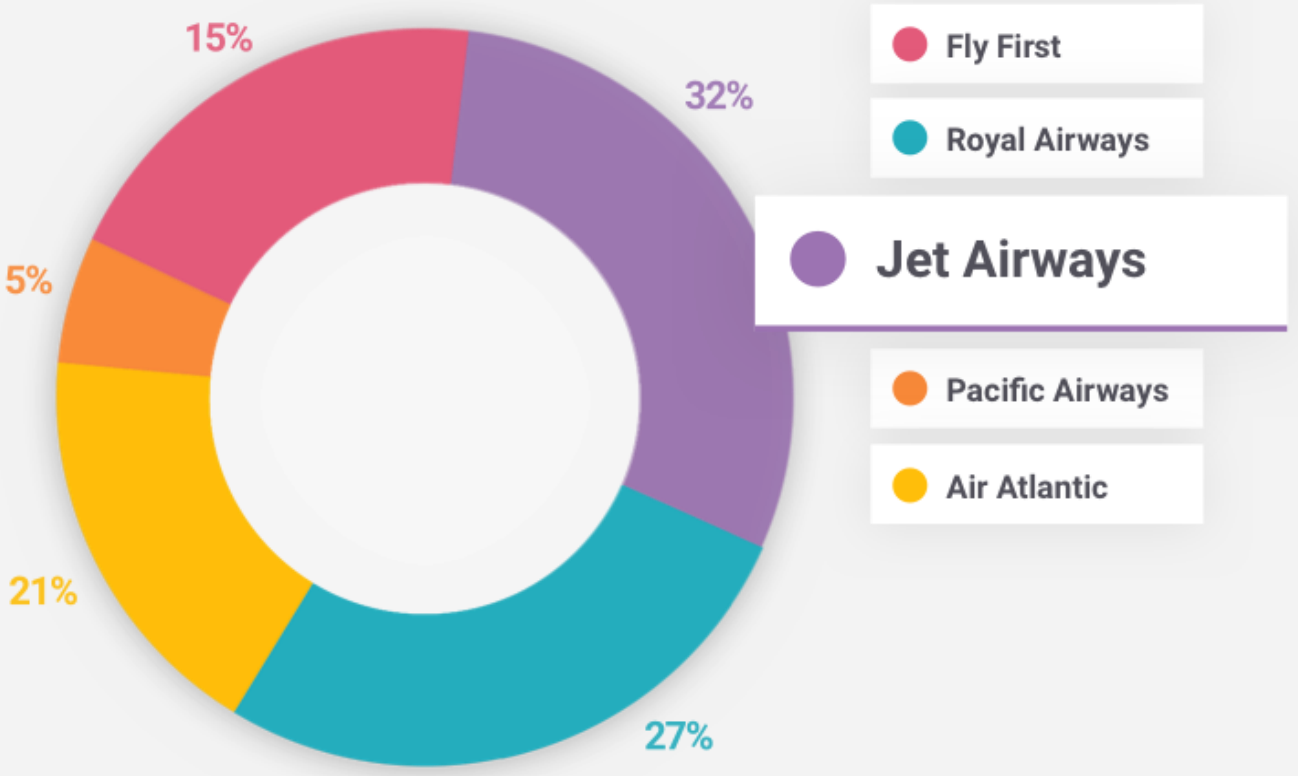


Competitor Analysis

Measure your **share of voice.**

Understand **brand perception** across the globe.

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

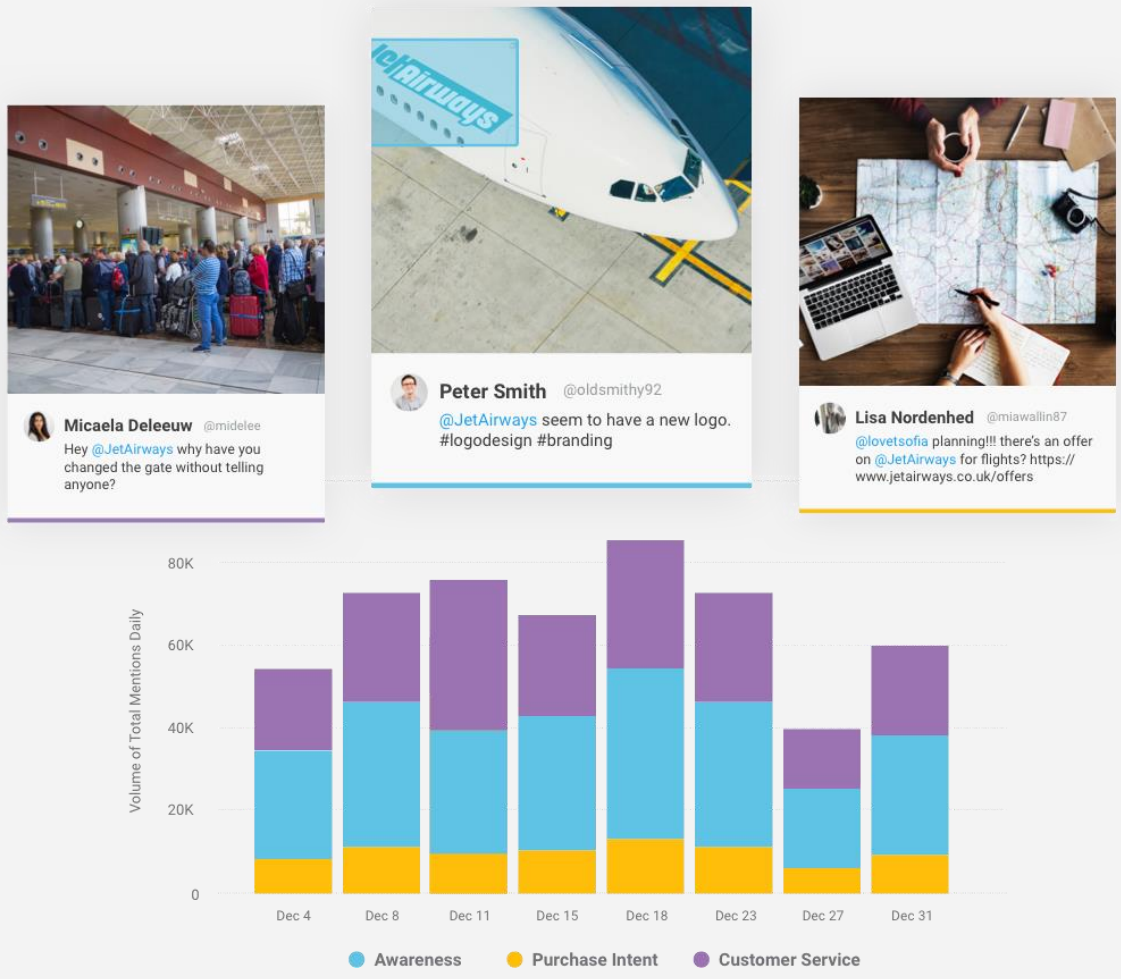


Customer Experience

Map the **customer journey.**

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

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

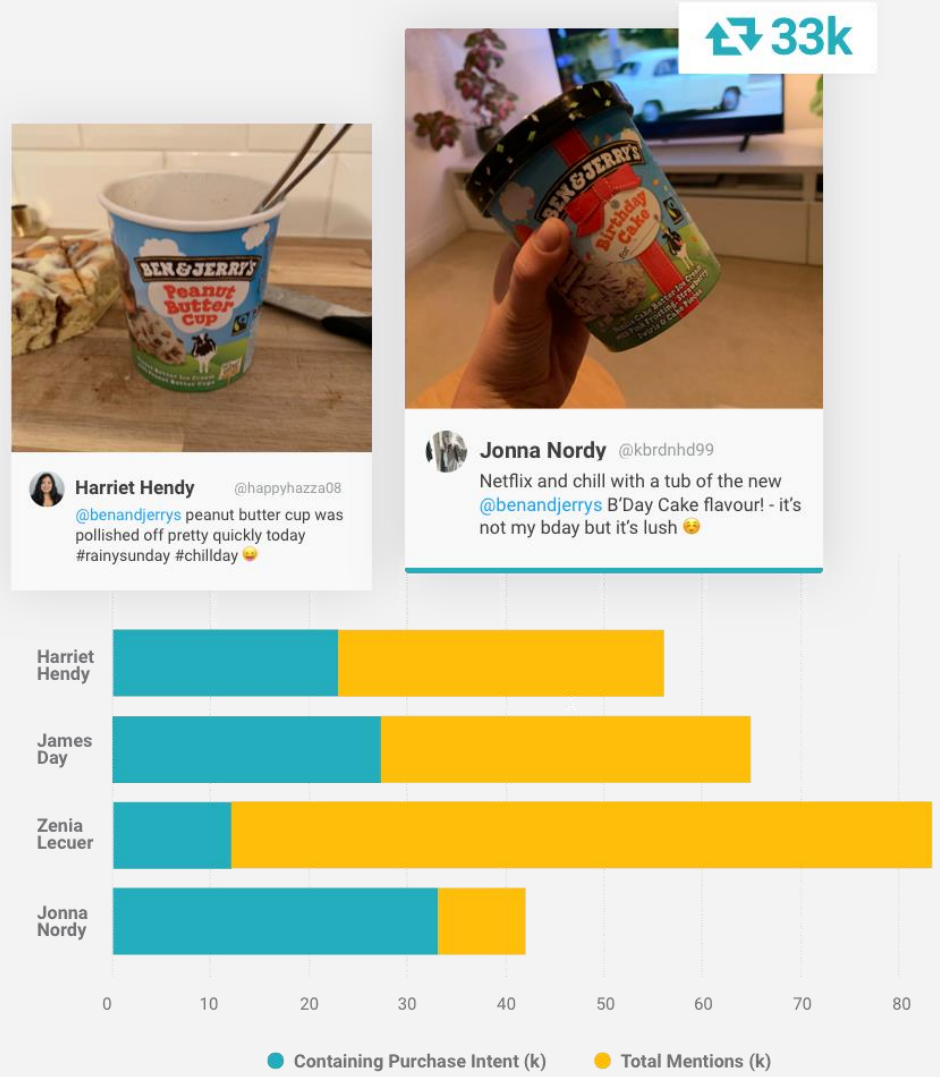


Influencer Marketing

Instantly identify **top influencers**

Discover effective **micro-influencers.**

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

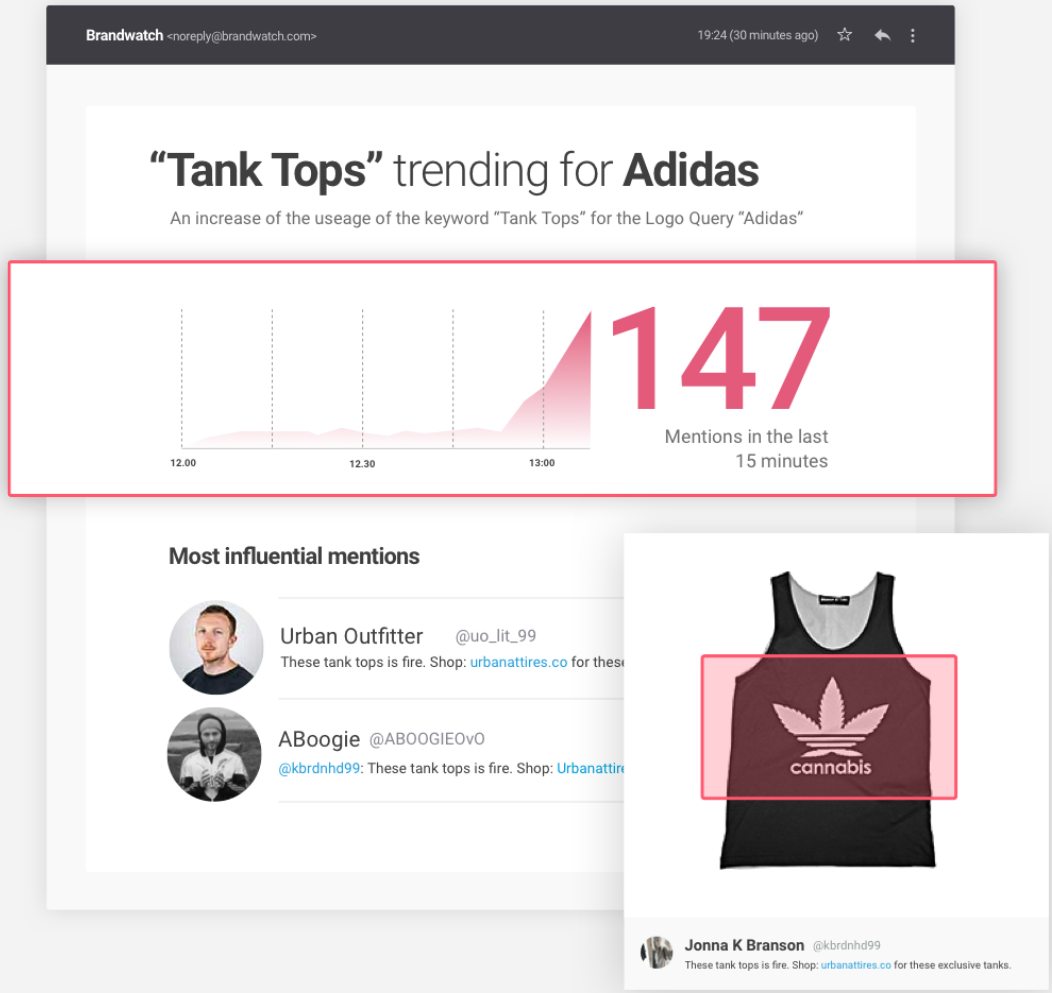


Crisis Management

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