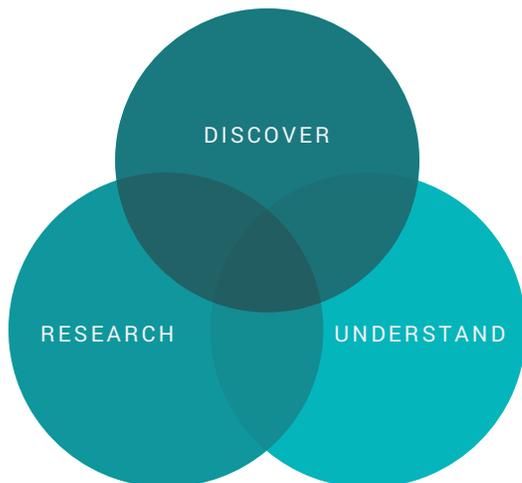


TURN INSIGHTS INTO *UNDERSTANDING*

APPLY SOCIAL LISTENING RESEARCH TO YOUR BUSINESS DECISIONS AND MARKETING EFFORTS

It's not enough to research. You can collect all the data in the world, but what's important is that crucial next step: what to do with it.

Social listening helps marketers, strategists, analysts, and consultants uncover insights about their consumers, customers, influencers, and competitors accurately in real-time.



"WE USE IT AS ONE OF OUR TOOLS FOR COMPETITIVE INTELLIGENCE FOR CLIENTS, PROJECTS AND PITCHES. IT'S A GREAT WAY TO DISCOVER HIDDEN SEGMENTS OR OPPORTUNITIES FOR BRANDS THAT WOULD OTHERWISE NOT BE FOUND WITHOUT THIS DATA"

-SHARI G.

Infegy's cloud-based technology transforms huge volumes of online conversations into valuable consumer insights. Brands and businesses can turn these billions of consumer voices into actionable intelligence.

Infegy Atlas has been utilized to determine:

- What moms think about sugar content in breakfast cereals
- Which is the fastest growing beer brand amongst millennials
- The comparisons between smartwatch and fitness band users
- If the Playstation 4 will outsell the Xbox One.



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APPLYING THE DATA

INDUSTRY

QUICK SERVICE RESTAURANT (QSR)



INSIGHT

People want limited time offers and food item pairings. I.E. McDonald's fans love a McFlurry with a side of French Fries

IMPLEMENTATION

Guide product development, limited time offers, packaging and messaging for the offer

BEER BRANDS



Women prefer wine over beer and liquor. But the fastest growing beer brands also resonate with women as strongly as they do with men.

Target more female buyers. If women choose their product over other alcohol categories, they can drive brand growth within the beer industry.

ECO-CONSCIOUS



Eco-conscious moms are also interested in baking, arts and crafts, and home appliances

Brands in the environmental space can create relatable marketing messages, and imagery online, in-store, and on social media channels.

NAIL POLISH



Consumers have an affinity for nail polish colors that have inventive, clever or intriguing names, such as "Lincoln Park After Dark."

Beauty brands can implement different ways to creatively name their products, instead of simply using color names.

"Our Infegy Atlas findings go hand in hand with our additional strategic research (but at a much cheaper cost.) We use Atlas to communicate our findings visually and in a more digestible way than showing our clients pages of research that we've uncovered."
-Ad agency client

"We use it as one of our tools for competitive intelligence for clients, projects and pitches. It's a great way to discover hidden segments or opportunities for brands that would otherwise not be found without this data."
-Ad Agency Client

"[Infegy has] real-time feedback as well as conversation collection that is truly original. Infegy has allowed us to gauge customer sentiment and reaction to key business changes that would have been exceedingly difficult through our traditional venues of feedback."
-Major commercial airline client



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