



Social Media Monitoring

Today, traditional marketing is on the decline. Ad space cluttered with competition is ineffective and unabsorbed, while a steady drumbeat of real-time peer opinions has taken prominence in influencing consumer purchase behavior. . . .

In short, communications have shifted from the hands of marketers to the mouths of consumers. The foundation for this transformation is simple. Word-of-mouth (WOM) has always provided an added layer of credibility that captivates consumers. Now, with the growing usage of social networking sites, WOM has become a *real, persistent, and continuous growth channel* – with active online peer-to-peer interactions delivering a level of influence that is only expected to escalate.

Since these consumer conversations are rarely taking place on a product's website, it is critical to employ expansive monitoring techniques in capturing the communications relevant to you.

Harris Interactive can accomplish just that and more with our efficient and inexpensive means to identify and track 'buzz' as it echoes throughout the multi-channel online market space.

Our **Social Media Monitoring** solution provides you with a uniquely holistic view of the web content specific to your brand – gathered, stored, and sorted to showcase only what is *meaningful* in impacting your strategic business direction and decision making.

Continuous Content Collection

Using our social media monitoring tools, we are able to continually gather client-specific information from a comprehensive expanse of sources across the Internet in real-time. Our technology captures a range of variables that profile *what* is being said about your brand, *how* it is being communicated (tone, sentiment, language), and *where* those conversations are taking place

Nearly 2 billion results and associated meta-data (demographics, psychographics, etc.) are collected and stored in our continuously updated social media warehouse for real-time access and immediate implementation.

The extensive list of sources we pull from undergoes consistent growth and improvement to include:

- All major and minor blog platforms – WordPress, TypePad, LiveJournal, Blogger, and more
- Any publically available social network content – MySpace, Bebo, Facebook, Orkut, Ning, LinkedIn, Digg, del.icio.us, and more
- Any commentary and meta-data associated with user-generated rich content – YouTube, Flickr, Vimeo, and more
- All public wikis; Yelp product and service review website
- Non-password protected boards, forums, and review sites including BoardReader
- Microblogs – Twitter, Plurk, Identi.ca, and more
- Commenting systems – Backtype, Disqus, Intense Debate, and more
- Any publically available sites **specific** to your brand needs

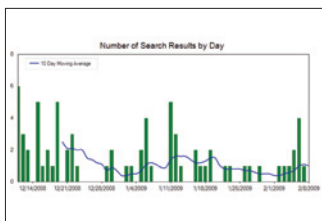


Social Media Monitoring

Custom Searching

Harris Interactive develops a refined search routine for each client based on a detailed analysis of relevant web content, using our Social Media Monitoring Engine. Utilizing this systematic technique, searches yield results that are meaningful to you, while excluding any extraneous subject matter. The end product is precise, actionable data from which custom market knowledge and strategic implications can be derived. Any websites that contain an RSS feed can be included in the search per each client's specifications.

Reporting Results



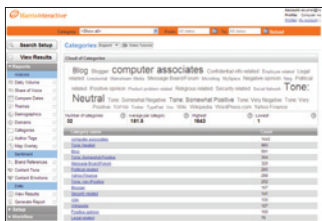
Daily Volume

Daily Volume

The Daily Volume report depicts the **amount** of conversation around a particular topic per day. Each bar displayed on the chart contains in-depth results for that specific date, which you can reach by clicking on an individual bar.

Share of Voice

Share of Voice details **where** the conversations surrounding your brand are taking place. The reporting illustrates a distribution of the transactions over each different social media platform. Additional in-depth information is available at the click of a mouse for every bar shown on the chart.



Cloud of Categories

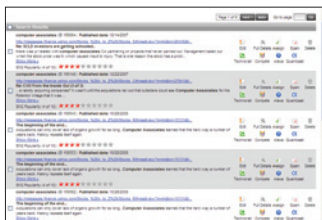
Meta-Data Analysis

The Meta-Data reporting provides an estimate of **how** your brand information is being communicated. The results shown include demographics, sentiment, tone, and emotion.

Additional Reports

Harris Interactive offers further analytics for additional assistance in transitioning this insight into marketing implications, strategy formulation, and organization-wide direction.

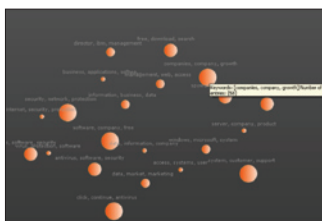
- Conversation Themes – Provides ideas for market research
- Author Tag Clouds – Provides SEO keyword ideas from a consumer's perspective
- Domain - Provides places to join the conversation and build community



Search Results

Reporting Structure and Development

Harris Interactive can structure your reporting in a range of formats spanning high-level executive discussion to very granular analyst accounts. New results can be emailed to you on a real-time, daily, or weekly basis as desired. All results are always available for your immediate access and download through a customized Harris Interactive online portal or via an RSS feed.



Bubble Cloud

Contact Information

For more information or to inquire about obtaining our social media monitoring solution, contact:

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