

Harris Interactive SocialConnectSM Representative Listening and Research

SocialConnect does what no other social media monitoring capability can: it connects companies to consumers through representative listening. While traditional system-wide listening often yields misleading results relative to volume of conversations, themes and sentiment, Harris Interactive's targeted approach uses social intelligence to help you distill what's really attention-worthy from what's just loud.

SocialConnect seamlessly connects what real people are talking about with their friends and family in their digital social networks and creates a real measure of "word of network" (WONSM). At the same time, it can also analyze the conversations available across all public networks from traditional system-wide listening platforms.

Key Differences - Traditional SMM vs. Harris Interactive's Representative Listening Tool - Research Lifestreaming[®]

	Traditional Systemwide Social Media Listening	Representative Listening Research Lifestreaming [®]
Can monitor blogs, forums, etc. in any language in real time and historically	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Identify Influencers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access the 85% of Facebook posts not publicly available through a quality panel that is US representative	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Understand in-depth demographic, psychographic and health info on people who post	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Segment results by client's own strategic segments or groupings	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Includes Harris's best-in-class sentiment analysis	Optional	<input checked="" type="checkbox"/>

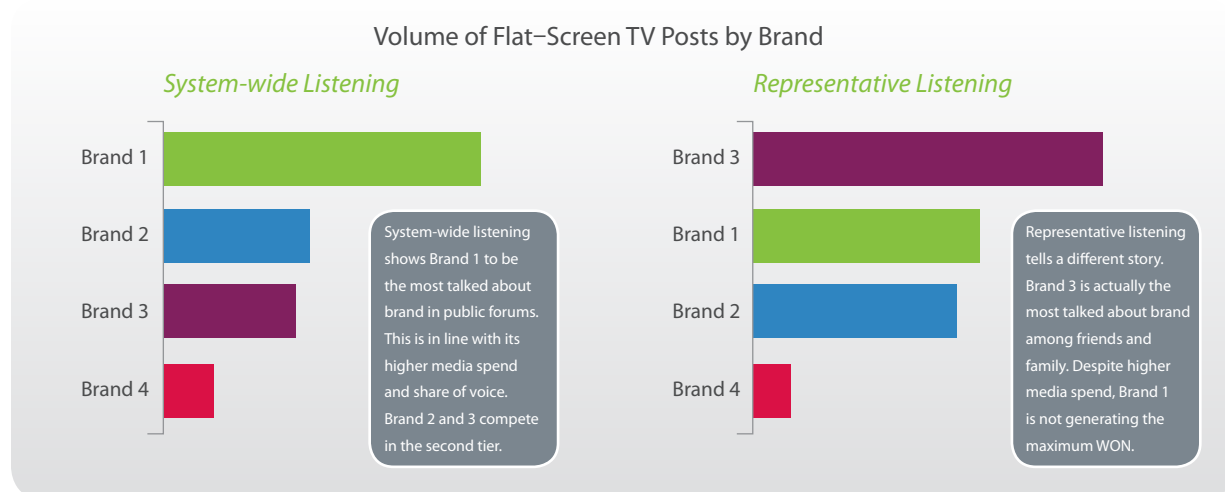
Need for Something More

WOM has digitalized and become WONSM, and marketers are no longer in control of what is said about their brands. Today consumers lead the conversation with comments, “likes” and tweets on expansive social networks, and the impact and influence of their words has increased exponentially. Understanding your brand’s WONSM compared to your competition can help you maintain your market share and develop new strategies to reach consumers asking for your product.

Benefits of SocialConnect

- Understand global volume, frequency, reach and sentiment of specific conversations
- Identify who and where the influencers are and understand the role they play in supporting the amplification of your message
- Realize truly comprehensive, fact-based insights not available anywhere else
- Provide accurate measurement and projection
- Benchmark your brand against your competitors' brands by listening to the conversations of current, former and potential customers
- Segment your customers into social media *Influencers, Followers, Responders*, and more
- Compare and contrast how your brand is talked about on your Facebook page versus how people talk to each other about it
- Identify real consumer language by key demographic groups

SocialConnect provides you with a uniquely holistic view of the web content specific to your brand – gathered, stored, and analyzed to showcase only what is meaningful in impacting your strategic business direction and decision making.



AHEAD OF WHAT'S NEXT.