

# Social Media Solutions

## SOURCE MANAGEMENT



Our Source department has been providing source management services for over 4 years and has managed over 12,000 sources.

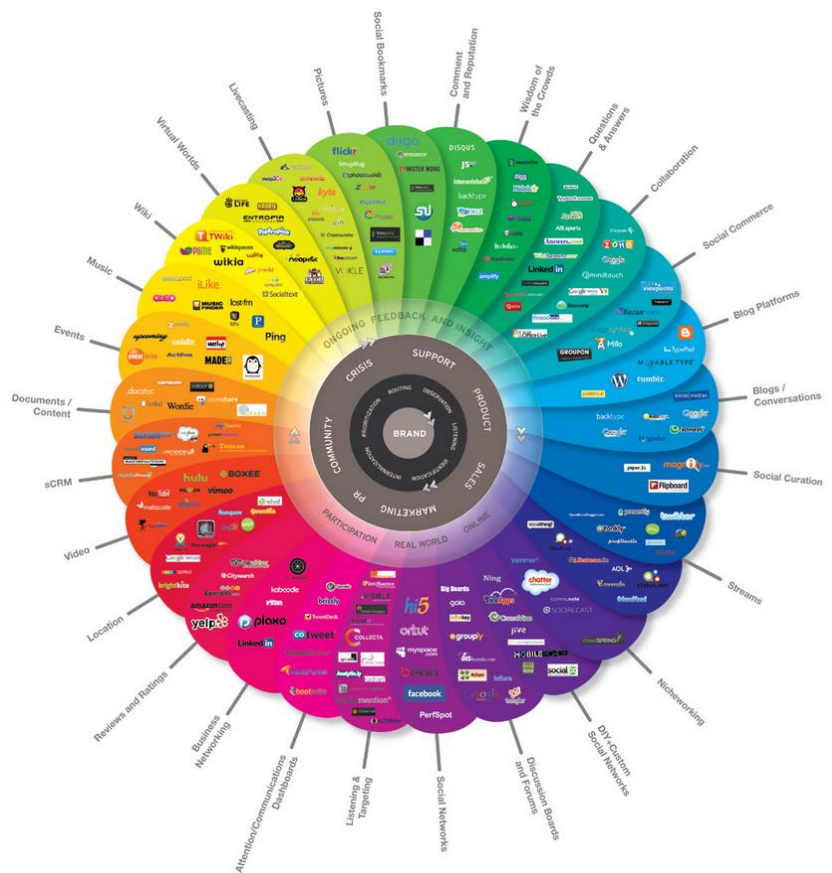
### 1. Source Expansion

We have developed a comprehensive 8-stage process for adding and maintaining specific sources of interest for our clients based on predefined requirements.

### 2. Source Type Classification

We are able to classify sources into the appropriate categories, such as

1. Mainstream News - pertains to Traditional Media
2. PR - pertains to Press Release sites
3. Trade Publication - pertains to specialty topic sites (ex. on-line magazine)
4. Blog - pertains to Alternative Media content
5. MB/Forum - pertains to Message Boards and Forums
6. Micro Blogs - pertains 140 character service sites
7. SNS - pertains to Social Networking Sites
8. Image sites - such as Flickr & photobucket
9. Video sites - such as YouTube & Metacafe



The value in this is to provide article segregation that give clients opportunity to see differences and/or similarities between Source Types.

### 3. Source relevancy

We are able to classify sources relevancy using predefine criteria such as:

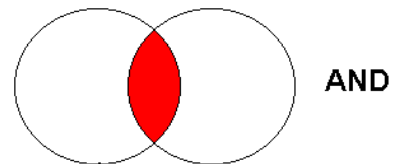
1. Reputation - number of subscribers, quality of content, number of comments from readers
2. Topic Relevance - Articles on site mention defined company/industry or topic criteria
3. Quantity – No of posts
4. Author Credibility - Author provides own thoughts/opinion/comments, hence is an expert in the field/industry of topic and is NOT simply reposting the news

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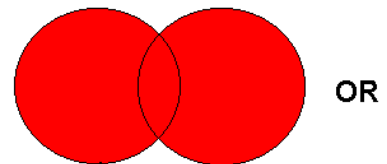
### Topic Creation

Our senior analysts have been providing query design for over 4 years and have built over 1,000 company/product or topic profiles.

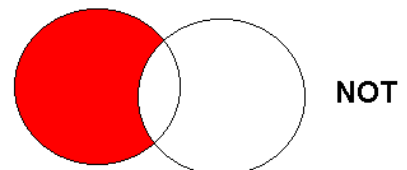
We research on the Company/topic/industry to identify proper keywords using our comprehensive 6-stage process to ensure that all terms are captured. Our expertise and familiarity with the web can give you the edge you have been looking for.



We are able to produce high relevancy and precision by building complex queries including but not limited to:



AND  
OR  
AND NOT  
NEAR\*  
DNEAR\*  
DRETITLE\*



\* when technology or systems allow

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### Data QA / QC

Our QA team has been providing both precision and reach data quality services for over 4 years and has checked over one million posts

#### 1. Precision

1. Specific Mention - if the keyword in the clip was correctly referring to the topic and requires the analyst to have in-depth background on the topic.
2. Casual reference - if the keyword in the clip mentioned the Company/topic/industry in passing and is not necessarily the main topic.

3. Casual Association - if the keyword is being used in Company/topic/industry as events, places, conventions, metaphors and the like.
4. Keyword misinterpretation - if the keyword in the clip was used in another connotation and did not correctly refer to the topic.

## 2. Recall

Our team performs analysis on the results of a search to determine how many results were missed and determine the reason why so the necessary changes in the system can be made.

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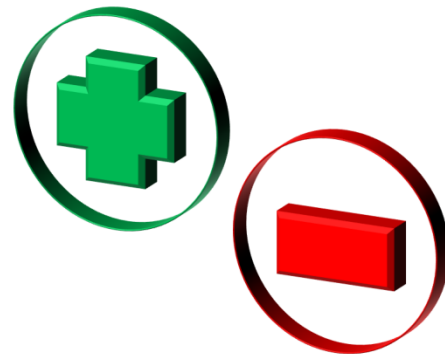
## Sentiment Analysis and Data Coding

Our team has reviewed over 200,000 posts across various industries and has been consistently achieving quality levels of 98%.

### 1. Sentiment Analysis

Our analysts either QA system generated sentiment or perform manual sentiment analysis.

In addition we can identify intensifiers, minimizers, negations and read between the lines to rate clips as either Positive, Somewhat Positive, Neutral, Somewhat Negative, and Negative or we are also capable of using a numeric range of -5 to 5 to rate data sentiment.



### 2. Data Coding

Posts can be manually coded to supplement system generated codes in various ways according to your customers' needs these include but are not limited to:

- **Business Department Area** - such as Sales and Marketing, Legal or Human Resources
  - **Market Attributes** - such as (for a mobile phone) Price, Quality, Sound or Battery Life
  - **Country** - when available
  - **Location** - when available
  - **Demographics** - when available, identification of author/writer such as Gender and/or Age
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## Market Research Reports

Data gathered is analyzed, interpreted and findings are presented in client-customized presentation and report formats by our team of Senior Analysts.

Sentiment analysis across various data points such as Date, Product Attributes and Demographics

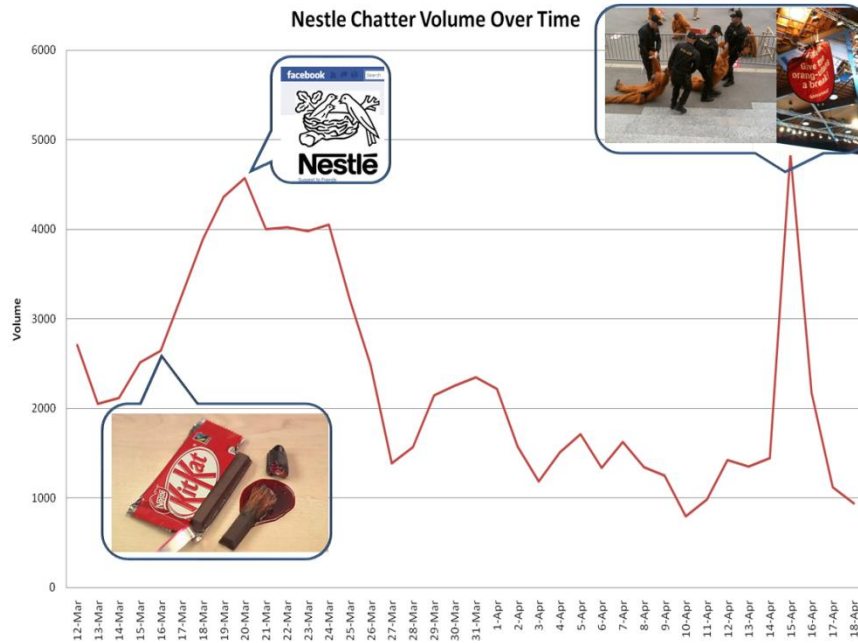
Brand/Product Reach analysis that will help identify specific articles that received high readership/commentary towards brand/product and specific top authors/influencers that had relevant brand/product mentions.

Analysis and benchmarking towards competitors and additional areas of interest found in Social Media Sphere

We have prepared a number of research presentations and reports for Advertising Agencies, Marketing Research Agencies, Financial Institutions and end clients.

Our reporting experience includes:

### 1. Ongoing Brand/Company Tracking



The dynamics are shifting. Social Media has changed the reporting landscape and Traditional Media now shares that space with Web on reporting the biggest headlines. 2010 saw several Brands and Companies break headline news because of Social Media. From Nestle's Kitkat Fail to Gap's Logo defeat, it was evident that the Web had an influential audience.

To date, our senior analysts have tracked, monitored and analyzed hundreds of companies

and brands to make sure that our customers have their ears on the ground.

### 2. Product Launch

The World Wide Web is a treasure trove for consumer products. For factors that affect buying behavior, peer influence ranks high. From product announcements to launch date – INFINIT-O's senior analysts help customers understand sentiment and market attributes that consumers are saying.

In 2010 INFINIT-O tracked, monitored and analyzed the buzz surrounding Apple's iPad. Our analysts identified the biggest sources of information, the top influencers, examined the areas and issues around the iPad buzz.



### 3. Ad campaigns

Old Spice's "the man your man could smell like", is a sample of a campaign success. On it's less than 3 days social media response campaign, Old Spice generated 20 million Youtube views, with Old Spice's twitter following increasing by 2700%, Facebook interaction increasing to 800% and Old Spice website traffic increasing to 300%.



Our senior analysts will help clients understand where their campaign could start, who could help advocate, track, monitor and analyze how the campaign is being received by the market.

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### Contact Center Social Media Listening Support

As one of the pioneers in Social Media Data Operations services, INFINIT-O understands the need to manage Web Presence and provides services for customer service, public relations and sales support.

We have specialized teams that can work 24x7 to monitor incoming posts into the system and the either escalate to the appropriate person in the client organization or engage directly based on predefined processes and procedures.

This can be support by voice, email and web-chat support across multiple languages.

