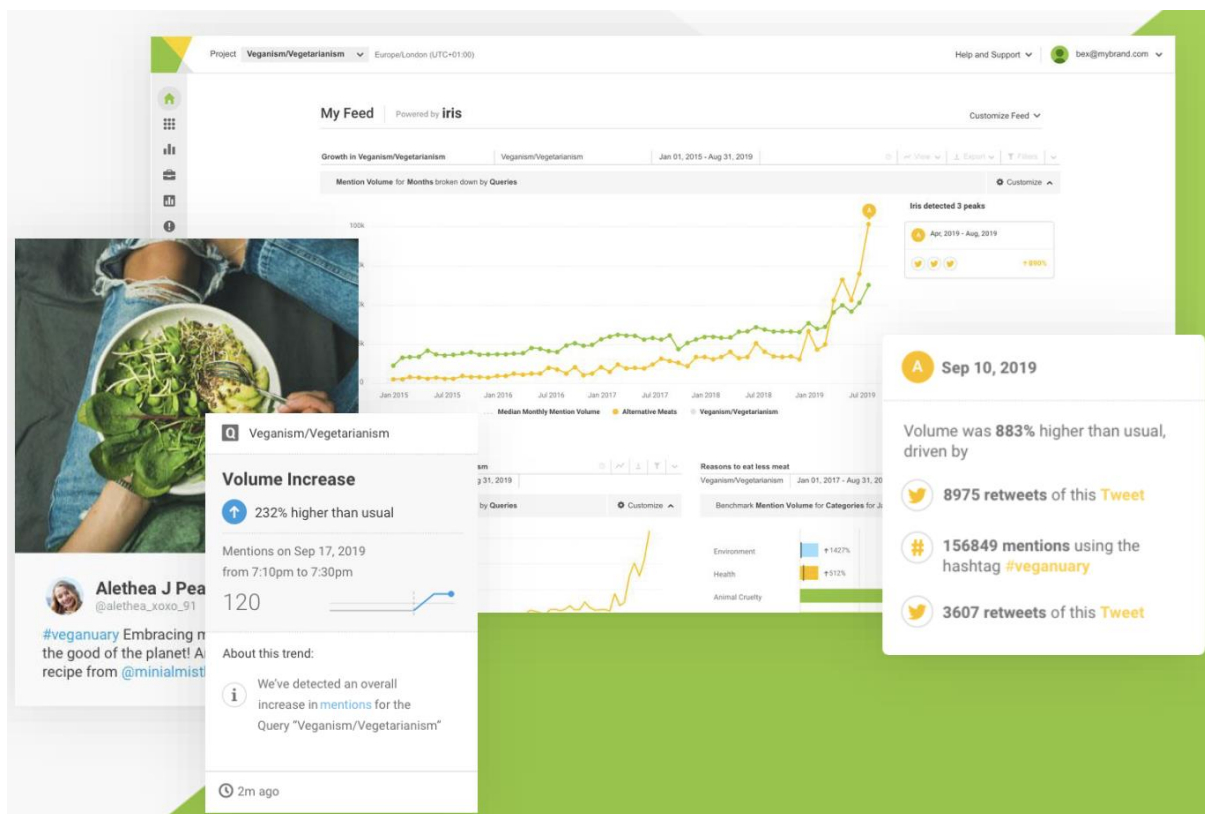


Overview of Consumer Intelligence

Consumer Intelligence is our consumer research suite, providing marketers and data analysts multifaceted data sources to track and analyze conversations about their brands. Half a billion posts from over 100 million sources are processed through Brandwatch every day, providing exceptional coverage for social media, news, data uploads, and more. In this article, get an overview of our Consumer Intelligence platform and learn what tools are available.

Consumer Research

Consumer Research is the world's leading social listening platform, providing a suite of data sources and tools to track millions of conversations about your brand.



- **Search** the public web and/or connect your own data sources to collect all the posts, comments, and conversations relevant to you.
 - Social media (Full firehose access to X, Tumblr, and Reddit, as well as data coverage from Instagram, Facebook, LinkedIn, TikTok, and more.)
 - News (Extensive coverage of online and offline news outlets, including add-ons for print and paywalled content.)
 - Data uploads (Upload your own survey, support, or other data for a 360-degree view of your customers).

- Reviews data (Direct customer feedback from thousands of review sites including Google Reviews, Amazon, Glassdoor, and Trustpilot.)
- Forums (Niche audience and question data from online communities and Q&A forums).
- Blogs (Coverage of millions of blogs including Wordpress, Medium, Blogger, and all comments powered by Disqus.)
- Broadcast (Combine brand mentions found on radio and TV with online data.)
- Websites (If there is a website you need to track, just ask. We can add additional sites within 72 hours.)
- Use our **segmentation and data tools** to analyze your data so it's relevant to your business or research.
 - Social Panels: Build custom audiences and run deep-dive analyses of everything they talk about, or segment and benchmark audiences to understand their differing behaviors and opinions, across millions of authors.
 - Custom Classifiers: Leverage AI segmentation at scale to understand nuanced conversations and hard-to-define topics like purchase intent.
 - Keyword segmentation: Segment data with unlimited keyword rules (sub-brands, competitors, topics etc.) for easy benchmarking and analysis.
 - Flexible UI: Enjoy thousands of options for charting, filtering, and visualizing data with fully flexible components that enable advanced analysis and data storytelling.
 - Reporting made simple: Share insights and empower decision making within your organization with multiple reporting options such as dashboard exports, shareable links, and automated reports.
- Use our industry-leading **Iris AI tools** to optimize your analysis of fast-changing, unstructured data.
 - Generative AI: Summarize mentions from any data point to understand themes and topics influencing online opinion.
 - Write faster and high quality queries with keyword suggestions, powered by third-party AI integrations.
 - Peak detection: Explains what's driving mention spikes across every segment in your data instantly.

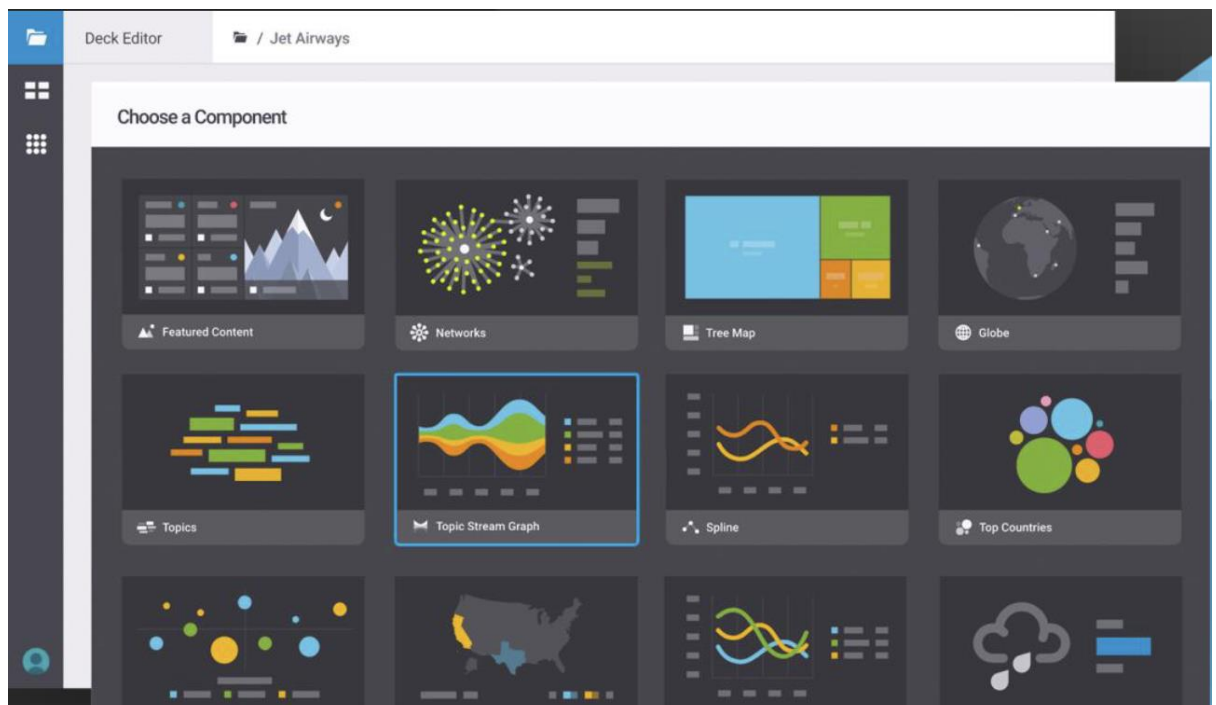
- AI search: Search for specific brands, people, and topics, without the need for complex keyword strings, giving you relevant data fast.
- Image analysis: Detect objects, actions, scenes, and logos to get a feel of what your customers are seeing and where your brand is being pictured.
- Signals: Set up smart alerts that can detect and warn you (or anyone in your organization) about shifts in your data in real time. Or access automatically generated Signals directly from your dashboards.
- Out-of-the-box analysis: Cutting-edge AI enrichment helps you reliably segment data by sentiment, emotion, topics, location, and demographics.

Add-ons

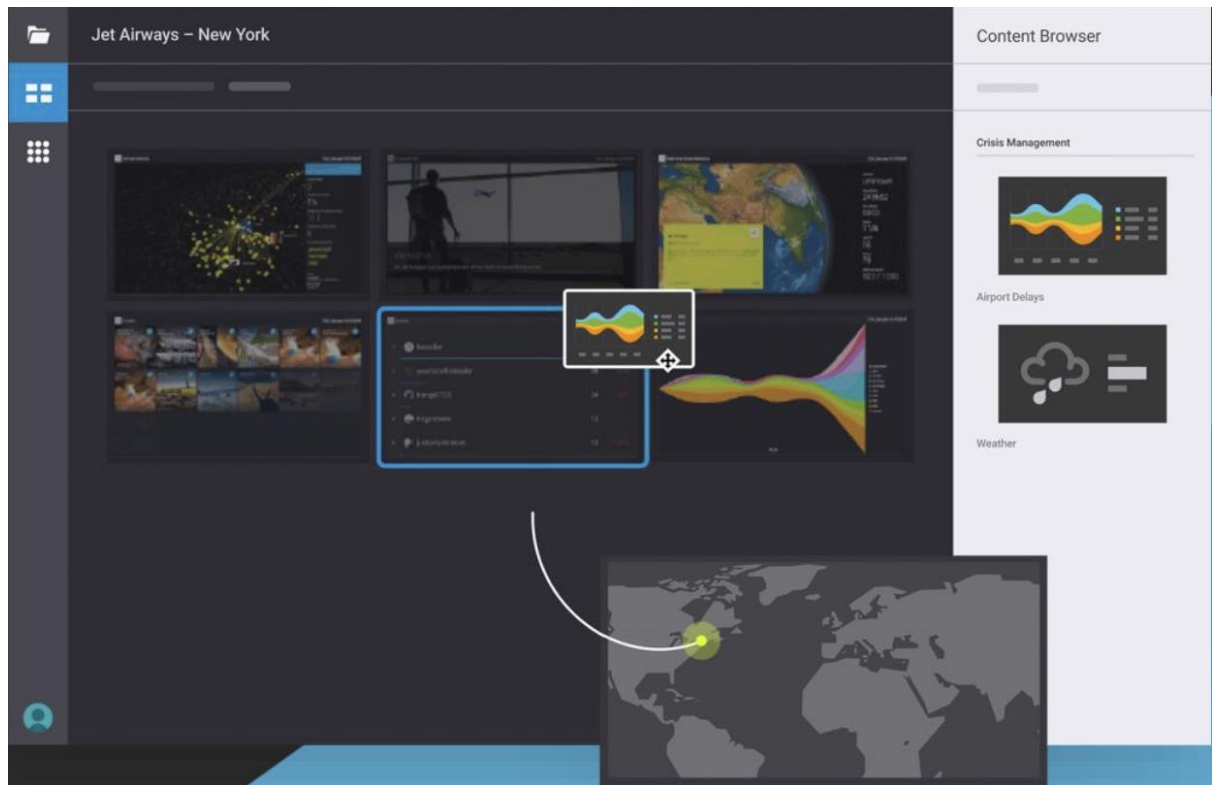
Consumer Research offers an add-on app, Vizia, which offers a marketing reporting and command center solution for enterprise needs.

Vizia

- **Connect** your key marketing data sources, including Brandwatch, Facebook, Google, and Salesforce.
- Choose **impactful visualizations** to represent your data.



- **Distribute your insights** seamlessly to big screens or email and measure the engagement.



Note:

Interested in our Consumer Intelligence suite? Visit our [product page](#) to inquire!