



LIGHTSPEED CONTEXT

SOCIAL INTELLIGENCE FOR MARKET RESEARCH

Social networking sites are rich sources of consumer behavioral data, yet until now brands have been unable to fully leverage this resource for marketing research.

Context, the industry leading Social Intelligence solution, is designed for marketing insights and merges social media data with Lightspeed's deeply profiled, surveyable panel of respondents to give brands an in-depth, 360-degree social portrait of their consumers.

BEYOND SOCIAL MEDIA MONITORING

Designed specifically for market research insights, Context leverages the quality and dependability of our online panels to provide a structured, single-source Social Intelligence solution for:

"Social" Segmentation. Analyze Context data seamlessly alongside survey data to personify your segment.

Competitive Analysis. View the social profiles of your competitors' fans and your own fans. Understand how they compare and contrast. Use "Like" data to guide your targeting strategy.

Brand Outreach. Communicate directly with brand fans and competitors' fans.

THREE NEW WAYS TO SEE SOCIAL

Context has three distinct products to incorporate social into your marketing insights analysis.

Conduct primary research and analysis through a social lens using the Context **Survey+** product. **Survey+** combines our deeply profiled panel with their Facebook "Like" data, revealing the social framework surrounding panelists' survey responses. Context data can be used for improved survey targeting by inviting people who have liked specific pages or by appending to survey data.

Explore the social universe of Context data through the **Dashboard** tool, with presentation-ready charts and graphs available immediately to be exported and integrated into reports. A slick interface allows users to mine millions of likes and filter by brand, page, demo or segment. Any intriguing view can easily be exported and added to your report.

Context **Reports** allow clients to view the social profiles of Brand Fans or Competitive Brand Fans through the **Dashboard** application. Select an Audience Profile Report to focus specifically on one set of Brand Fans, or order a Competitive Landscape Report to see your Brand Fans compared with up to three Competitors' Brand Fans.

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www.lightspeedresearch.com

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AVAILABLE IN:

- US
- UK
- Other markets coming soon

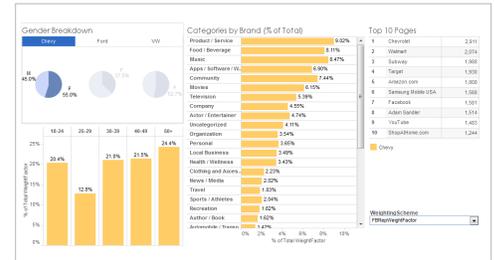
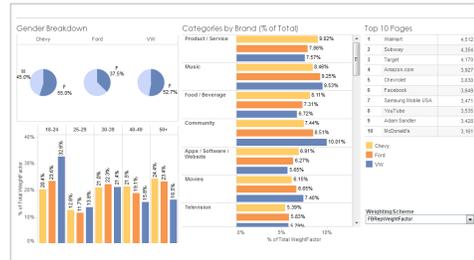
VIEW DATA ACROSS A BROAD SET OF CATEGORIES:

- Brands
- Products
- Demos
- Panelist Profile Segments
- Client-Derived Segments

A SINGLE-SOURCE SOLUTION THAT LINKS:

- Facebook "Likes"
- Panelist profile data
- Primary survey data
- Third-party data

EXAMPLE DASHBOARD VIEWS



CONTEXT AD HOC REPORTS

Through our trusted relationship with our double-opt-in panelists, Context can deliver immediate access to the private "Like" data our market research panel has agreed to share on an anonymized basis. Two ad hoc reports provide an unparalleled view of the interests, preferences and behaviors of your Brand Fans.

1. Audience Profile Report: Displays the social profile of your audience of interest. PowerPoint and interactive dashboard deliverables allow unlimited options for drilling and analyzing by date, age, gender, region, category, and filtered top "Likes." Report includes a Mindshare comparison of your audience to the general population, showing the degree to which the two groups are over or under index.

2. Competitive Audience Profile Report: Builds on the Audience Profile Report by adding up to three competitor brands to the analysis. Report provides insight into the degree to which your brand and your competitors' brands are engaging your target market.

CONTACT US

We would welcome the opportunity to discuss how Lightspeed Context can help guide important business decisions.

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