



neticle - we show what the web thinks!

Neticle boosts business decisions with the automatic analysis of the web



Get the most accurate market overview

Real time market data, customers' feedback and competitor analysis.



Employer branding

Monitoring the opinions across the web about your online evaluation, PR issues, brand value and employment reputation.



Tender monitoring

Instant email alerting on new relevant tender hits.



Efficient crisis management

Instant email alerting on negative opinions.



User Intelligence & Customer Communication

Identifying opinion leaders, collecting customer feedback and implementing product development demands.



Explore why your customers are not satisfied

Handle your clients' complaints in real time, boost your customer support team efficiency!



Efficient online campaign planning

Integrate users' communication activity and the virality of your messages into your unique ROI.



Desk research

Online screening for specifying research themes within minutes with our sophisticated search engine.



Direct sales

Identifying the purchase intentions, which enables the sales team to offer personalized options.



Background information for journalists

Prove your story with real data, regarding certain topics based on the specific needs of the media.

SERVICES



Online media monitoring and analysis

Our browser based software collects online media content in near real time across the entire <nationality> web.

Our prices include each keywords' synonyms and their typical web spelling analysis by or specialists.



Market research without questionnaires/surveys

Neticle's in-depth analysis helps to get an outstanding overview of your company's media presence and understand the seasonal trends.

Identify the most influential opinion leaders, hot topics and plan the most viral campaign ever with Neticle's unique tools.



Supporting tenders

Be one step ahead of your competition, demonstrate your campaign idea with real data regarding potential clients!

	Neticle	Other media monitoring companies	Market research companies
Number of relevant matches	✓✓✓	✓	✓✓✓
Automatic text analysis	✓✓✓	✓	×
User experience	✓✓✓	✓✓	—
Price/value proportion	✓✓✓	✓✓	✓



Real time content collecting

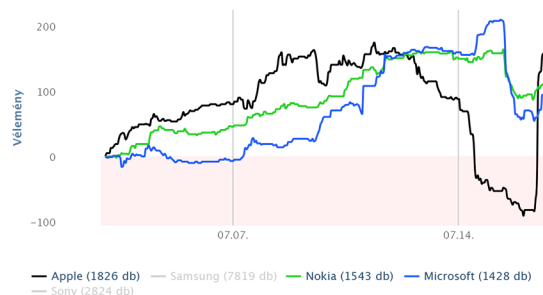
Neticle is tracking the entire web in real time, including online newspapers, forums and social media platforms, such as Facebook, Twitter and Google+.

Thanks to our data-storing system, we are able to process vast amounts of data, thus new results appear in the system in 5-30 minutes.

Web Opinion Index

The main advantage of the Neticle system is that it quantifies the opinion and the mood of the web about a given topic, creating an index. This is called the Web Opinion Index (WOI), which has been invented and developed by Neticle.

When a positive mention appears the WOI increases, if it's a negative mention the WOI decreases. The WOI makes it easy to follow the changes of the web's opinion through time and compare them with competitors' stats.



Automatic text analysis

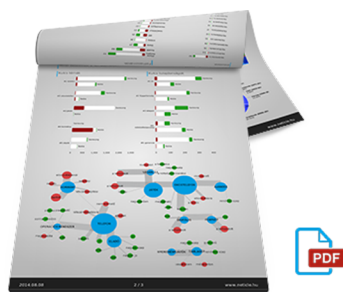
Neticle is not only observing the quantity, but also the quality of the keywords related mentions. With our system it is easy to tell whether a mention about a topic or product is positive or negative.

Neticle's self developed algorithm is recognizing with 80-85% accuracy the opinions' polarity for the given keyword.

Crisis management

Be faster than the competitors! The key value of social listening is speed. Use the Neticle crisis alert to intervene in the crisis situation before it's too late!

If certain conditions are met (such as too much negative news, mentions above the average, negative contents on blogs or websites) the system sends an immediate alert in order to handle the situation as soon as possible.



Business Intelligence Reports

Make your own automatically updated reports based on your daily needs! Create personalized reports for each department then let the system do the work- you only need to check your mailbox every month/week/day to be updated about your market and KPIs.

Do you need a short report to convince management about your vision? Does your investor need a market overview focusing on your brand? Create your own report within minutes then send the stylish pdf to them!