# SENTIMENT+

## MAKE YOUR
## BUSINESS DECISIONS
## INSIGHTS LED

### INQ SENTIMENTPLUS BRINGS CONSUMER SENTIMENTS & INSIGHTS CLOSER TO YOU!

Understand what consumers feel and voice-out about your brand, products / services – sentiments that can influence brand imagery and associations.

InQ SentimentPlus provides tracking, understanding and optimization of social media sentiments and trends that can guide companies in developing an effective marketing strategy.

### KEY FEATURES

- Advanced Analytics
- Going Beyond Social Buzz
- Real Time Trends & Impact Mapping
- Plug In Play Module
- Pre - Launch Sentiments
  & more......

**n-GRAM ANALYSIS | (KEY)WORD CLOUDS | MARGINAL RESOURCE ALLOCATION MATRIX**

### TRACK CONVERSATIONS ABOUT BRAND & PRODUCTS
Web-scrapping consumer reviews and feedback across e-commerce platforms and third-party aggregators.

### MEASURE SENTIMENTS & THEIR CONTEXTS
Advanced Twitter analytics to gauge customer delights and pain-points

### REAL-TIME TRENDS MAPPING FOR EARLY INTERVENTIONS
Plug-and-Play modular approach provides flexibiity of mapping trends on a regular basis or for specific campaigns / duration

### ACTIONABLE INSIGHTS AND NOT JUST DATA OR BUZZ!
Detailed analysis and insighting on trends done by in-house researchers and experts.

## InQognito Insights PTE Ltd.
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