

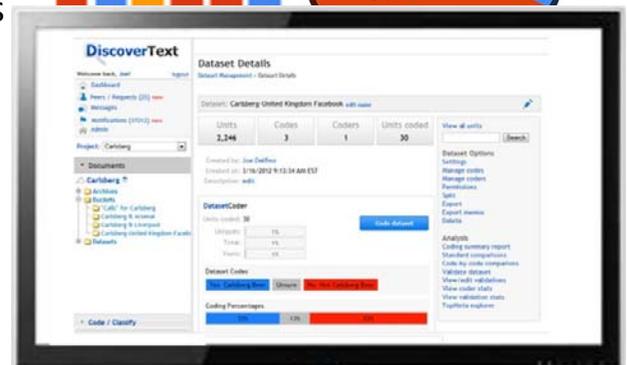
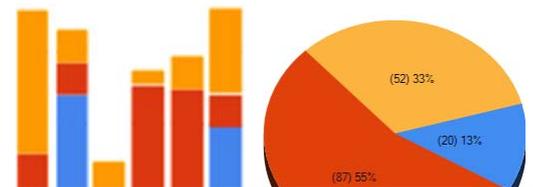


CUSTOMER PRODUCT BRAND LOYALTY

DiscoverText is an analytic platform that aggregates and helps to analyze an organization's diverse range of consumer feedback, from social media to customer and product surveys. **DiscoverText** provides your team with reusable models and key insights needed to understand customer and product feedback.

Focus on key consumer data

- Optimize business intelligence through customized workflows
- Monitor and harvest public & private data streams
- Uncover discrete actionable insights
- Examine the effectiveness of promotional campaigns
- Unravel consumer problem points
- Locate innovative consumer generated ideas
- Track top social media promoters and influencers





Enabling data-driven insight & decision-making

Consumer behavior has never been more volatile or unpredictable. The **DiscoverText** approach to consumer analytics equips your management team to make informed, data-driven decisions. We use a “human-in-the-loop” approach because internal teams know best the engagement needs of an organization. **DiscoverText** helps analysts to speed up discovery by offering an efficient method to classify and validate your data.



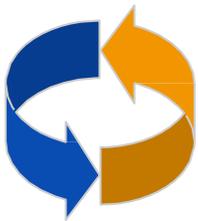
DiscoverText analytics learns alongside your team

Our technology incorporates machine-learning. Each interaction with the data allows you to discover, record and re-use critical insights about the sentiment of your customer. **DiscoverText** people analytics is powered by an active-learning engine, which becomes more accurate and useful each time your team uses it.



Collect & organize feedback from many sources

Public & private data sources are supported by **DiscoverText**, including Excel spreadsheets, tweets, and consumer blogs. We will help you easily organize and manage your customer data for better insight. A distinct workflow allows users to optimize processes to allow data to be consumed and acted upon for direct impact.



High performance through custom workflow

Our professional analysts have the analytical and consultative skills to redefine the way your organization manages consumer data. We refine methods and deliver a custom solution based on customers’ needs. Let our team jump start your projects or utilize our full service consulting.

Considered a Thought Leader in Text Analytics and Social Media Monitoring

Our company was founded in 2009 based on more than ten years of National Science Foundation-funded research. The company’s cloud-based platform equips teams with the text analytic power to transform employee feedback data into intelligent operational insights.

DiscoverText.com

email: info@discovertext.com

twitter: [@discovertext](https://twitter.com/discovertext)