



A K A R | A S I A

## AkarAsia Helps You Change The Game To Win

Solutions focused on just reading, recording and reacting to sentiment are not enough. AkarAsia doesn't just collect information; we turn data into the actionable intelligence you need. We don't stop at tracking individuals and segments; we tell you how to transform them into active participants and advocates. We don't rely on big data alone, we integrate it with deep knowledge of policy, governments and media networks to turn it into meaningful outcomes.

### Asia is Changing

- An **empowered middle class** is transforming the way policy is made.
- **Technology** is slashing the time companies have to respond to challenges before they become business-critical.
- A **fractured media** environment has disrupted the traditional outlets for turning information into influence and impact.

### Companies Are Being Left Behind

- **Current tools are outdated** and cannot capture the changing grassroots.

- Silos prevent necessary integration between **tools, people, and policy.**
- Influencers and segments are seen as **challenges to listen and react to**, rather than as opportunities to engage and activate.
- The existing approaches are bound to fail. Smart companies operating in Asia need truly **bottom-up, cross-cutting, and inside-out solutions.**

## The AkarAsia Difference

LISTENING PLATFORMS	AKARASIA
<b>DATA PROFILE AND PRICING</b>	
<b>End Product = Raw data</b> <ul style="list-style-type: none"> <li>• Uses a FRACTION of social data from LIMITED sources</li> <li>• UNFILTERED! Up to 90% raw, irrelevant data (potentially dangerous)</li> <li>• Pricing models = budget constraints, limited data, limited user</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>End Product = Pristine Actionable Intelligence</b> <ul style="list-style-type: none"> <li>• Uses ALL social data Plus other sources</li> <li>• Virtually 100% Targeted, clean, actionable intelligence</li> <li>• Pricing model = ALL: available data, sources; unlimited access</li> </ul> </li> </ul>
<b>DATA MANAGEMENT AND ANALYSIS</b>	
<b>Client manages and staff's in-house listening platform</b> <ul style="list-style-type: none"> <li>• Basic keyword search= UNFILTERED data (Garbage in, Garbage Out!)</li> <li>• Pricing models limit data purchases; and impossible</li> <li>• In-house staff analyzes dirty data</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>No workload! Not a tool but a full service 24/7 - 365 partner</b> <ul style="list-style-type: none"> <li>• Proprietary linguistic filters + best practices = virtually 100% clean data</li> <li>• Pricing includes ALL relevant data, enabling detailed segmentation</li> <li>• World-class data, social, behavioral scientists analyze pristine data</li> </ul> </li> </ul>
<b>PRODUCT</b>	
<b>Staff generates reports: dirty data, misleading, potentially dangerous</b> <ul style="list-style-type: none"> <li>• Basic dashboards feature brand metrics (metrics, vol's, channels)</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Senior execs produce credentialed and actionable intelligence</b> <ul style="list-style-type: none"> <li>• PLUS, customized segmentations of audiences + competitors</li> </ul> </li> </ul>
<b>KEY PROBLEM</b>	
<b>Limited unfiltered and potentially data</b> <ul style="list-style-type: none"> <li>• Cannot be segmented or utilized to create reliable intelligence</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>N/A</b> <ul style="list-style-type: none"> <li>• Our technology and processes were originally created to specifically address these serious industry problems</li> </ul> </li> </ul>
<b>COSTS</b>	
<b>Limited and inaccurate reports, regardless of budget expense</b> <ul style="list-style-type: none"> <li>• When comparing costs you must include listening platform expense PLUS all incremental staff + overhead costs to manage</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Double the volume of unparalleled quality reports, for the same budget expense</b> <ul style="list-style-type: none"> <li>• OR...the same volume of current reporting at our level of quality at about half the current budget expense</li> </ul> </li> </ul>

# Full Integration Of More Than 350 Million Sources Of Data Adds Untapped Behavioral Context



**SOCIAL NETWORKING & BLOGS**  
300+ Million

+



**DIGITAL CONTENT**  
Competitive Programming and Promotion, Industry & Fan Content

+



**FORUMS & REVIEW SITES**  
5+ Million Discussion Groups

+



**ONLINE NEWS**  
National & Local News Outlets & Syndicates

+



**EXISTING DATA**  
CRM, Website and Digital, Viewer Segmentations, Traditional Research

## Reporting On Sentiment, Engagement And Activation



Engagement And Activation  
Infographical Education & Advocacy



Engagement And Activation  
Thought Leadership



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Transform your social media data into reliable social business intelligence at [www.AkarAsia.com](http://www.AkarAsia.com)