

# WiseLIVE

Listen to the voices of your market. Wisers is the world's leading Greater China news information provider and **WiseLIVE is your localized, streamlined one-stop solution focused on Chinese social media communities.** You won't find such a resource anywhere else.

Powered by our location-focused search filtering capabilities, WiseLIVE covers a broad spectrum of hot social media sites. It has diverse usage scenarios applicable to a wide range of organizational needs. You can gain easier, faster visibility into social commentary regarding your products, services and branding.

## GREATER CHINA FOCUS

**Localized** - covers hundreds of highly active social media sites in Hong Kong, Macao, Taiwan and the mainland, including Facebook, Twitter, popular China Blogs and Microblogs, hot discussion forums and many other emerging channels.

**Intelligent** - managed by professional teams with focused market expertise and contextual understanding.

**Vertical** - organized via well-defined social media clusters and industry-specific content packages.

**Efficient** - delivers a streamlined solution with user-friendly one-click, one-stop access to results.

### FOR MARKETERS & PRODUCT SPECIALISTS

**One-stop Campaign Monitor...** Gain instant market feedback on advertising campaigns, product promotions and other events with measurable evaluation. Plan new campaigns with better ROI.

**Online Brand Measurement...** Monitor your online brand equity and competitors' reputations. Receive up-to-date status on positive and negative social sentiment.

**Highly Efficient Research Tool...** Save considerable time and effort. Obtain direct and quick responses from end-users. Identify trend-setters and influencers to better design new offerings.

### FOR CORP COMM & PR PROFESSIONALS

**Effective Crisis Management...** Monitor and stay alert of negative PR buzz, anytime, anywhere. Respond to crises and negative opinions in a timely and more appropriate manner.

**Online PR Strategy...** Devise more effective online PR tactics with early awareness of market needs, fears and desires. Uncover unofficial news and rumors about your company and easily follow hot topics.

# YOUR LOCALIZED SOCIAL MEDIA MONITORING PARTNER

Localized. Intelligent. Vertical. Efficient.



## KEY FEATURE HIGHLIGHTS

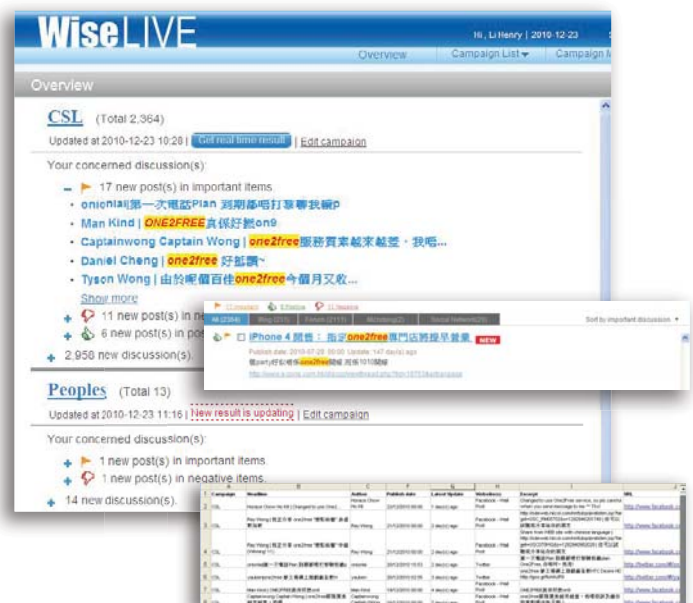
**Local-focused Content Package...** including automatic discovery of new social channels, emerging slang usage, and industry-specific terminology. Users can clearly define social media clusters and keywords of interest.

**One-stop Campaign Management...** with fast, easy campaign set-up under a minute. In just a few simple steps, users can customize criteria to keep track of ad-hoc events or regular hot topics.

**Timely Tracking & Email Alerts...** round-the-clock, with timely email alerts of negative opinions. Users can get updates of new posts to bookmarked discussions (including importance and potential negativity) for ad hoc handling.

**Versatile Analytical Tool...** enables users to flag important posts and mark the tone of voice. Sophisticated analysis summarizes key statistics, including number of posts for flagged subjects, overall sentiment report, and other useful data.

**Quick Access Reports...** with one-click access to monitored results, including headlines, authors, number of replies, excerpts, and more. Reports can be exported to Excel for further analysis and presentation.



# WiseLIVE

## 您的本地 社交網絡監察夥伴

匯聚大中華智慧 提升行業競爭力

細心聆聽您的目標市場意見。Wisers「慧科」是大中華區首屈一指的資訊內容供應商，其嶄新的一站式社交網絡監察方案 WiseLIVE 專為大中華市場而設計，功能多元化，效果無出其右。

WiseLIVE 提供針對地區的搜尋篩選功能，搜集及分析當地最熱門社交網站的情報，並配合不同公司的需要，助您第一時間獲得網上社群對公司產品、服務及品牌的口碑及意見，獲得最佳市場效益。



### 放眼大中華

**本地市場** - 涵蓋香港、澳門、台灣及內地數百個最受歡迎社交網站，包括 Facebook、Twitter、中國人氣博客及微博、熱門討論區和其他重要網上渠道。

**專業服務** - 由專業團隊主理，經驗豐富，對市場及本地文化瞭如指掌，深入專注。

**行業精選** - 通過預設的搜索內容組合，包括網站類別及行業關鍵詞彙，更精確地搜集市場情報。

**提高效率** - 一站式系統操作簡單，一個點擊就能綜觀監察結果，有效提升工作效率。

### 給市場營銷及 產品專員的好處

**一站式監察市場計劃成效**... 收集廣告、產品促銷及推廣活動的即時市場意見，進行量化分析，作為計劃新一輪宣傳活動的ROI參考指標。

**網上品牌評估**... 監測您的品牌價值、競爭對手的信譽評價，並即時收集網上社群最新的正面或負面評語。

**最有效的調研工具**... 令工作流程更有效率，以最直接快捷的方式收集最終用戶意見，發掘帶領潮流及具影響力的網民，作為制定新產品服務的參考指引。

### 給企業傳訊和 公關人員的好處

**提高危機管理效能**... 隨時隨地監察負面消息，以便對危機事件及負面新聞作出即時回應，並推出應變措施。

**網上公關策略**... 及早洞悉市場需要、負面消息和訴求，可及時作出相關的對策；蒐集非官方消息和謠言，並時刻跟進熱門話題。

### 獨有優點

**本地化情報組合**... 針對本地消息，包括自動發掘最新的社交網站、流行用語（潮語）及業內專用術語等；更提供社交媒體類別和行業關鍵字建議資料庫，用戶可自訂所需要的情報組合。

**一站式監察管理**... 只需幾分鐘、幾個簡單步驟，便可自訂監察範圍，搜集突發事件和日常焦點話題的訊息，省時方便。

**最新最快，即時提醒**... 全天候24小時跟進負面消息，更會即時以電郵提醒用戶相關訊息；用戶可隨時隨地跟進所選取的討論題目（包括重點及潛在負面訊息），作出及時回應。

**多元化分析工具**... 用戶可在重要的訊息上加入標記、註明留言者的語氣態度；全面的分析工具會對相關訊息進行重要數據分析，包括回應量、情緒指數及其他有用資料等。

**快速製作報告**... 只需一個點擊，便可即時歸納標題、作者、回應量、引述等資料，總結成報告，再匯出至Excel檔作為日後分析或參考之用。

