



# J.D. Power Social Media Pulse Program

## THE CHALLENGE

Increasingly, more companies are recognizing the importance of managing their brands in the social sphere. With the growth of social media, information now moves faster than ever and businesses are faced with shifting expectations to nimbly assemble and react to that information. Harnessing this unique data stream to address key problems and opportunities in near real time is one of the most critical, but challenging aspects of this new business reality.

Is your company interested in gaining real time intelligence from social data but struggling to:

- Sift through noisy, messy information to find the relevant pieces?
- Keep up with the speed and volume of the data?
- Move beyond monitoring to find true insights?

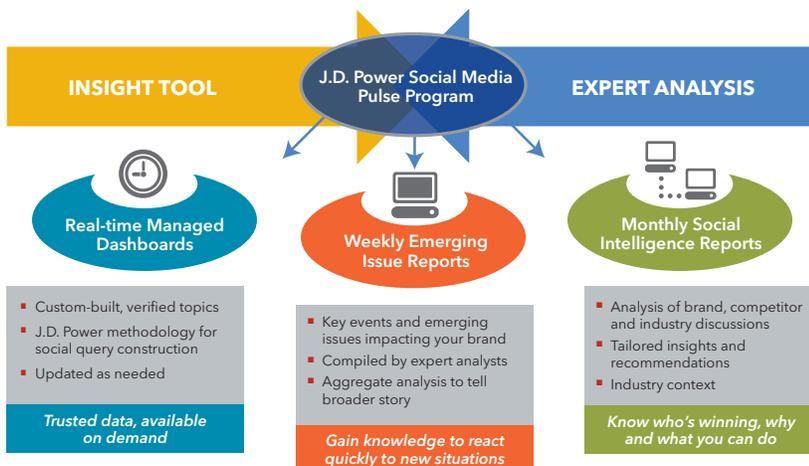
## THE SOLUTION

The *J.D. Power and Associates Pulse Program<sup>SM</sup>* combines the best in social media insight tools with J.D. Power's research expertise to deliver powerful and insightful social media intelligence to your organization. The program includes three major components:

- Real-time dashboards created and managed by J.D. Power analysts
- Weekly emerging issue reports generated by J.D. Power analysts to uncover and highlight the most important events and issues impacting your brand
- Monthly social intelligence reports for a deeper dive into key issues

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## Tools + Experts = J.D. Power's Social Media Pulse Program



## BENEFITS

The three program components cover all aspects of your company's social intelligence needs, from detecting emerging issues to tracking competitive moves, to exploring deeper aspects of consumer behavior. The J.D. Power approach allows your company to benefit from:

- **Professionally built topics:** No need to spend hours sifting through data to figure out what actually pertains to your brand. J.D. Power analysts filter the noise and clean up messy search results, creating dashboards to highlight information that matters
- **Analyst-powered tracking:** J.D. Power analysts know your industry and know social data. This combination allows for the ability to quickly summarize and highlight the issues that may require immediate reaction, as well as those you need to keep an eye on
- **Deep, actionable insights:** J.D. Power analysts move far beyond monitoring to find the true insights that will help answer your most difficult business questions

## WANT TO LEARN MORE?

Interested in learning more about how J.D. Power can help you maximize social data? If so:

- **Contact your Account Executive:** Ask about how the Pulse Program can be tailored to your company's specific needs
- **Contact J.D. Power's social media team directly:** Not sure who manages your account? Feel free to contact the social media team directly to show you how the program can help address needs specific to your company
- **Download the Pulse Program podcast** ([www.jdpower.com/PulseProgram](http://www.jdpower.com/PulseProgram))

For more information about J.D. Power products and services, please contact:

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If your company needs help with any of the following, the Pulse Program could be your solution.

- Receive an unbiased assessment of your marketing efforts?
- Create benchmarks against which to measure future social campaigns?
- Assess how competitors' efforts may be encroaching on your brand?
- Ensure your brand messaging is resonating with the target audience?
- Understand how your brand is perceived via social media?
- Uncover unmet needs for new product opportunities?
- Track product or campaign launches?