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NetBase

Jacob Elston

Bowling Green State University, jelston@bgsu.edu

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NetBase

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Overview of the Company



History, Ownership, & Founders

- > NetBase Headquarters: 3960 Freedom Circle in Santa Clara, CA
- > The next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market
- > **Founders: Jonathan Spier & Michael Osofsky in 2004**

Product/Research Services Offered

> Empowers businesses to make smarter, data-driven decisions quickly and efficiently by bringing billions of data into a fully integrated Artificial intelligence (AI) platform

> Gives businesses contextual insights that help reveal business trends across all sets of data

Creates awareness and understanding of...

> Brand health and perception

> Competitive Intelligence

> Tech Scouting

> Trend analysis

> Campaign and Optimization Strategy

> Crisis Management

Countries/Markets Served

United States

United Kingdom

Australia

Germany

Client Portfolio

- > American Airlines
 - > Coca-Cola
 - > T-Mobile
 - > United Airlines
 - > Walmart
 - > Hyundai
 - > Microsoft
-

Corporate Culture & Mission

“How can we help drive your business?”

“NetBase delivers businesses an unprecedented solution that eliminates, hours, even days, of time and effort to analyze the data required to drive your most strategic and operational business decisions”

State of the Company



Performance Report



- > After merger with Quid, iHeartMedia has taken full use of AI to better curate, target, and amplify their content
- > Partnership with ESports to adapt & transition to virtual events (in response to COVID-19)
- > **Est. Annual Revenue: \$22.8 million**

Latest Initiatives/New Services

- > Announced earlier this year partnership with Quid to better Artificial Intelligence (AI) text analytics
 - > Provided data-driven resources for reopening & adapting businesses in response to COVID-19
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Current Executives

> Peter Caswell (Chairman & CEO)

> Bob Ciccone (Chief Operating Officer)

> Bob Goodson (President)

> Paige Leidig (Chief Marketing Officer)

Career Opportunities

- > Jr. Customer Success Manager
 - BS or BA Degree
 - 1-3 years experience in Social Media related technologies

(all other positions available require many years of experience in field and/or masters degree)

- Product Designer
 - Sr. Automation Tech. Leader
 - Junior Revenue Manager
-

Sources and References

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> “The Complete Guide To Social Media Analytics”, Paige Leidig, July 30, 2018