



Introducing ForSight



ForSight Social Intelligence

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@ireachinsights

iReach and Voice of the Consumer



iReach listens to consumers in ways natural to them

Point in Time

Heartbeat

All the Time



Online and CATI
F2F
iPick by iReach

Consumer Decisions
Business Decisions
40,000 Members

iReach Conversations
iReach Analytics
Research Communities

Put your Brand at the heart of Social



Gain control of the conversation about your brand

What is iReach Analytics



- *iReach Analytics is part of iReach Market Research, a full service market research agency*
 - We work with your business to understand and help you get the most from Social Media insights
 - We turn social media conversation into business insights in the following ways

How do consumers truly feel about our brand and products?

What complaints do people have about our company or competitors?

Why are consumers choosing another brand over our own?

What do our advertisements and marketing really “mean” to people?

What are the most important factors to consumers when choosing a product in our category?

Who are the most influential individuals regarding our brand, category or topic of interest?

Benefits of Social Media Insights



Simplifying Social Media Conversations is something being spoken about at every marketing event

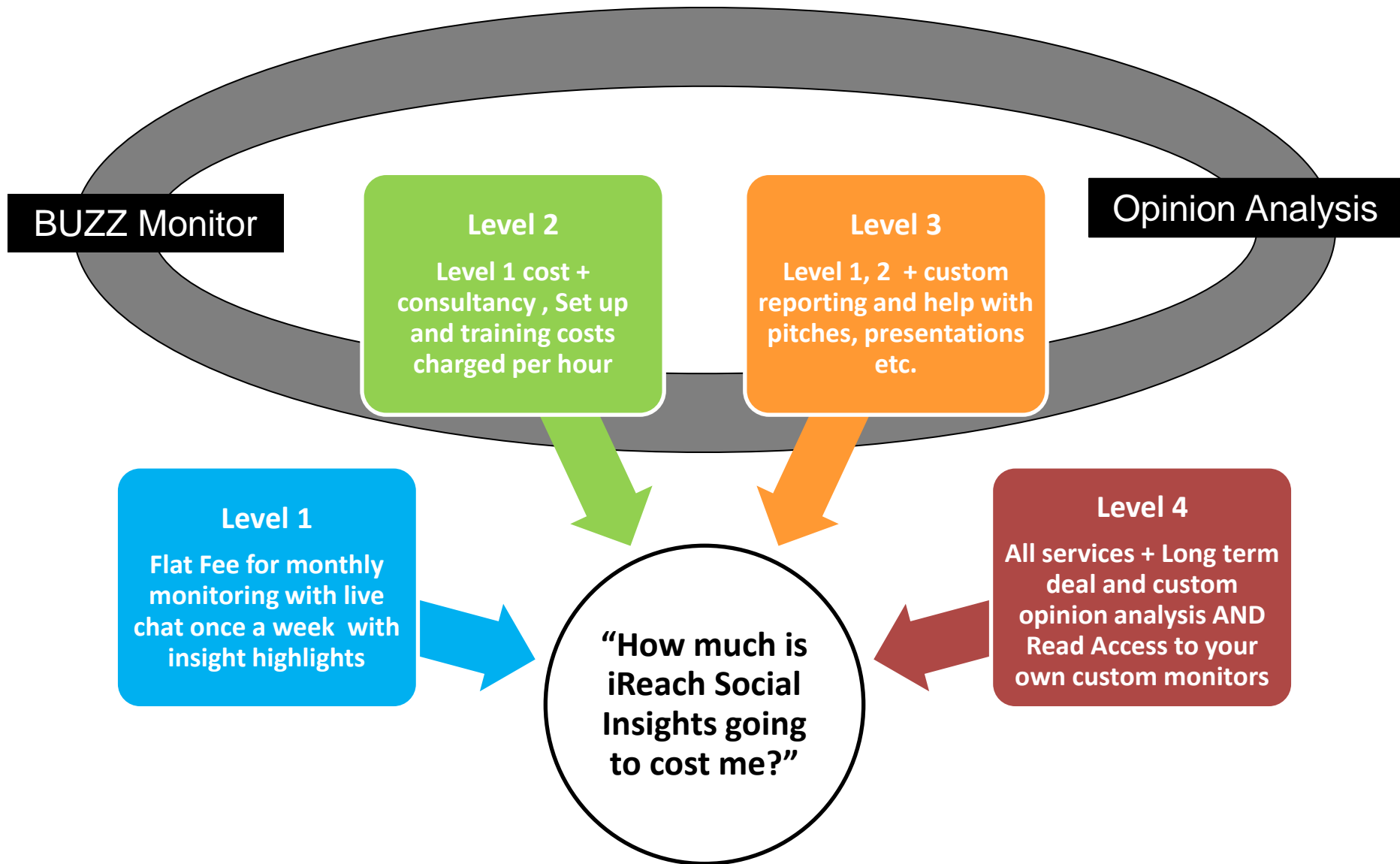
Actively engage in a conversation with the people who are creating the story about your brand and build a relationship with key influencers

iReach Social Insights

The service we offer is always innovating to match the latest platforms and ways of interpreting social data, many new developments are in the pipeline

This is a cost effective and customised service, made specific to what is important for your brand

Costing Structure from €500 per month



iReach Market Research

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