

# MODSQUAD

## SOCIAL LISTENING BY MODSQUAD

Are your ears burning? They should be! They really are talking about you on Facebook, Twitter, YouTube, blogs, and message boards. To track, monitor, and react to all those comments, questions, and complaints, route important information to the right stakeholder in your organization, and head off potentially disastrous events before they occur, you'll either need extraordinary abilities...

## OR YOU CAN RELY ON MODSQUAD!

How is this possible? Quite simple: ModSquad is made up of experienced professionals who excel at using the industry-leading social listening tools to listen, report, and engage those social media users who are talking about your brand.

We hand-select the perfect match for your product from our global team of multilingual social media and digital community management experts. These team members are the perfect fit for your needs; they complement your necessities and have an innate understanding of your brand.

Our tools are equally compelling. The ModSquad social listening suite offers transparent fees and a scalable model, depending on your needs. Get insightful reports, essential analytics, and a top-level view of your customer's unfiltered sentiments, complete with recommendations on how best to take advantage of this valuable knowledge.

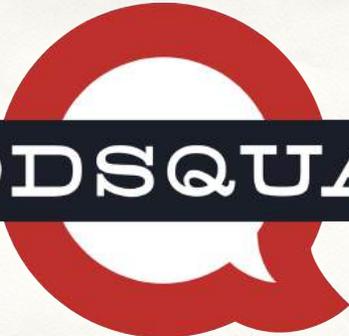
Don't make a move without seeking out the wisdom of our social listening powerhouses. Put our super powers to work for you.

## KNOWLEDGE IS POWER

ModSquad's insights are an essential element of your campaign.

- Real-time tracking of social sentiment
- Data revealing customer intentions
- Reach of your brand or campaign
- Identification of key influencers
- Benchmarking within your industry
- Invaluable new product feedback
- Tracking buzz surrounding campaigns
- How you stack up against the competition
- Ways to best converse with your audience

ModSourcing:  
Outsourcing,  
*Modernized*



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## THEY'RE TALKING ABOUT YOU. ARE YOU LISTENING?

In the digital space, it's vital to listen to your customers — and your detractors, too. With ModSquad's full-service social-listening program, you can be assured that you're *hearing* what they're telling you. Here's how we do it.

## CUT TO THE CHASE

ModSquad is comprised of experts in your industry who will cut through the chatter and hone in on the key elements of the social conversation that is most relevant to your brand. Human analysis, combined with the right tools, offers a far superior understanding of nuances, context, and meaning.

## DON'T MISS A THING

Get in-depth analysis of relevant conversation streams on all major social platforms (Facebook, Twitter, YouTube, Instagram, Pinterest, and Google+), message boards and forums, blogs, and comment threads.

## MAKE INFORMED DECISIONS

We distill the vital information you need into actionable insights. Understand customer sentiment and analyze real-time feedback before making any business decisions.

## ENSURE THE PERFECT FIT

We'll scale our services to best suit your needs and budget. Our program is tailored just for you, no matter what your size.

### ModSquad

ModSquad is a global provider of managed digital engagement services. Our experienced professionals engage your customers and communities on a personal level across online, mobile, ecommerce, in-game, application, and social channels. ModSquad offers expert-level service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects.

FOR MORE INFORMATION, PLEASE CONTACT THE MODSQUAD SALES TEAM:  
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