



Strategy is nothing without execution, and impactful execution comes from knowing your target audience better than your competition.

MagnifySM provides in-depth digital cultural insights on your company, brand, issues and competitors. It dives into the demographics, attitudes, values, motivations and fears and provides the directional insight you need to drive your strategy effectively.

This Intelligent Engine (IE) uses Natural Language Processing and proprietary social science research to identify the hidden meanings communicated in

our culture for 95% of the topics that consumers discuss online, analyzing the billions of consumer conversations on social media about products, brands and issues.

Magnify can fundamentally transform how companies brand and communicate by translating what your target audience is communicating about in real time and their motivations.

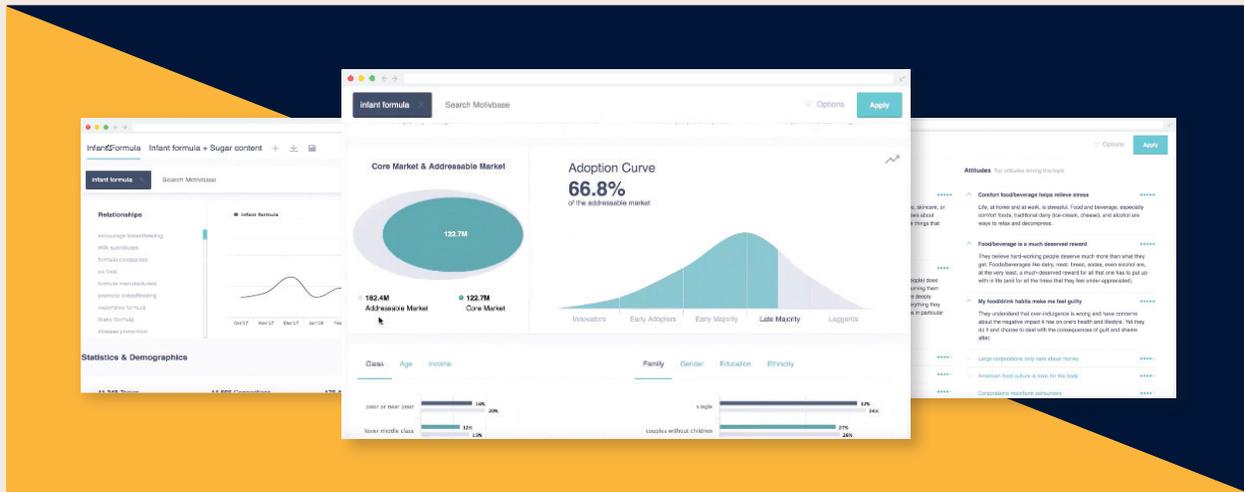


Ability to identify hidden meanings in
95% of topics consumers discuss online.



The Power of Magnify

Understanding the demographics of your target audience is standard for most research. Magnify provides unprecedented access to consumer attitudes, values, motivations and fears by integrating the power of Big Data with groundbreaking social science. Magnify provides unique insight into every facet of the consumer experience that shapes belief, based on not just what people say or buy, but why.



With Magnify, organizations can:



Understand your target audience demographics, including class, age, income, education, gender, ethnicity and family structure.



Create a progressive persona of potential customers - one that evolves with a consumer's attitudes, values, motivations and fears over time.



Gain insight into the current size, maturity and core makeup of the market that cares about a specific trend or topic and its predicted future growth. Leverage these insights to develop a smart and personalized outreach and engagement strategy.



Segment audiences and develop more impactful and targeted messages that will resonate at a deeper and more meaningful level for each segment.

Gain a clear view of your audience with Magnify.
Schedule your demo by contacting info@LookEast.com.