

PRICE SHEET

Social Discovery GOLD Package subscription:

- **Monthly Report of Charts to be delivered via email**
 1. Total Number of Mentions
 2. Mentions Trends (mentions over a specific time period)
 3. Top Social Platforms
 4. Sharing Metrics (Number of likes, retweets, and shares)
 5. Overall Sentiment (Positive, negative, or neutral tone)
 6. Sentiment Trends (over a week, two weeks, month)
 7. Gender Distribution
 8. Top 5 Languages
 9. Top 5 Geographical Locations
 10. Exposure Trends (the reach of the mentions based on followers, page views, etc.)
 11. Key Words
- **Monthly CSV Export file to include up to 10K mentions**

Gold Subscription Options	
3 Month Trial	\$600
1 Year Subscription	\$2,400

Social Discovery PLATINUM Package (choose one or more):

More Frequent CSV exports

- Bimonthly +\$50/month
- Weekly +\$150/month

Social Discovery analytics

Keyword and Trend Reporting:

- Get a report on your top five words. See trends of keywords from Demographic info, sentiment, etc. (Note that trend reporting is only available to go back as far as the stream start date. This option is ideal for streams that have been running 6 months or more). +\$80/month - \$250 for each ad-hoc request

Ad Hoc Analysis:

- Get a detailed analysis on what is being said. For example, put key words in context and discover why certain days had a spike in mentions. Priced per request

Social Discovery Charts (Create your own)

Timeline:

- Choose one data source, filter(s), and timeframe +\$20/month

Chart Comparison:

- Choose one stream, filter(s), breakdown (language, location, platform, gender, sentiment, reach, tag), and timeframe +\$20/month

Gender Distribution:

- Choose one stream, filter(s), and timeframe +\$20/month

Geographic Distribution:

- Choose one stream, filter(s), and timeframe +\$20/month

Sentiment Meter:

- Choose one stream, filter(s), and timeframe +\$20/month

Conversation Map:

- Choose one stream, language, and timeframe **+\$20/month**

Donut Chart (Requires single data source with a breakdown, or at least two data sources):

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filter(s), and timeframe **+\$20/month**

Bar/Line/Stacked Area Chart:

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filter(s), and timeframe **+\$20/month**

Number Chart:

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filter(s), and timeframe **+\$20/month**

Compare Two Streams (This option should only be used when customers have two streams that are comparable):

- Number of Mentions:
 - o Side by side comparison that tallies the total number of mentions from all social media outlets in this number chart **+\$20/month**
- Mentions Trends:
 - o Line chart that provides an overview of number of mentions for the past week (timeframe is adjustable) across all social media outlets in all languages and locations for multiple streams **+\$20/month**
- Sharing Metrics:
 - o Number chart of Facebook likes, Facebook shares, and Twitter retweets for multiple streams **+\$20/month**
- Exposure Trends:
 - o Line chart depicting the reach of social media mentions (based on followers, page views, etc.) **+\$20/month**

Additional custom requests for any platinum option is charged at \$75 for each chart request.

3 month minimum subscription for each option selected

Platinum Volume Discounts	
>5 options selected	20%
>10 options	30%

Discount is deducted off of platinum option pricing, Gold pricing remains the same