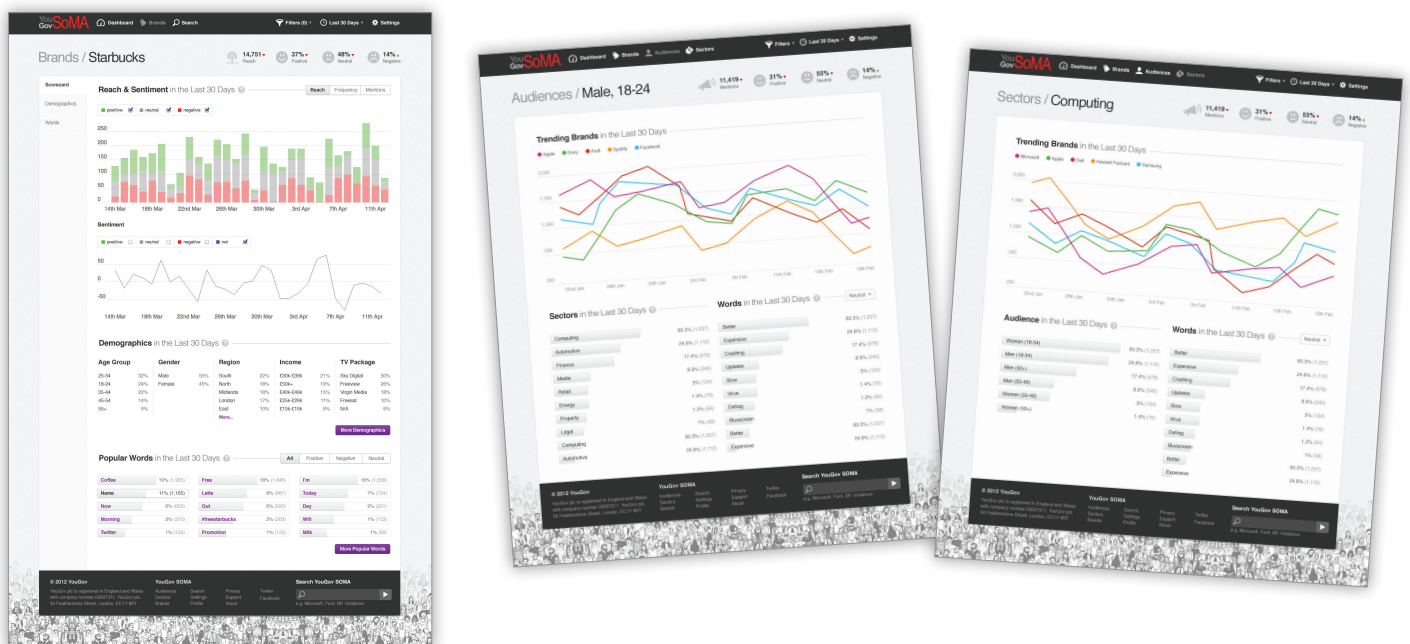


## WHAT IS SoMA?

YouGov SoMA (**S**ocial **M**edia **A**nalysis tool) is the first robust audience measurement tool reporting what the world and your target audience is hearing about you on social media.

## IT IS UNIQUE. WHY?

- **Complete demographics** – empowers you to filter to any audience you care about (by age, location, magazine readership, car owners)
- **Reach** – measure the % of the UK population that are hearing about you
- **Whole conversation** – measures conversations on private newsfeeds from Facebook and Twitter
- **Big picture** – contextualise and benchmark your scores against thousands of pages, from brands to TV shows and much more
- **Real world impact** – test the impact of your findings through surveying the audience you care about



## WHAT CAN SoMA DO?

Every day, SoMA measures what your audience is hearing about your brand and your competitors, helping you with:

- Brand health tracking
- Buzz / Word Of Mouth tracking
- Campaign tracking both online and offline
- Buzz around product launches

## BENEFITS OF SoMA?

- Helps you target your campaigns
- Reliable measurement of impact and ROI
- Know the effect of crisis
- Understand the reach of positive news
- See the impact of competitor campaigns

## LEARN MORE OR TALK TO AN EXPERT

Contact the SoMA team for more information on costing, set-up an introductory meeting and / or request a demo.

