

ANYBODY CAN LISTEN

# Only NetBase UNDERSTANDS

To truly "get" the most peer-oriented generation in history, you need to *understand* what they're saying when they engage with friends on Twitter, MySpace and everywhere else online. And what they're telling you in the survey data you captured. NetBase can do that. To understand Millennials and get the actionable insights you need that lead to innovation in products, packaging, placement and promotions, get ConsumerBase—your insight discovery tool for **netnography** and **social media understanding**.

UNDERSTAND ME HERE

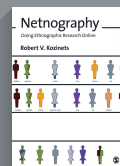


NETBASE

INSIGHT DELIVERED

**Attend Our Research Presentation: *Netnography: The Marketer's Secret Weapon* - How Social Media Understanding Drives Innovation** with guest speaker, Marketing Professor Rob Kozinets, **Tuesday, March 23 at 11:00am, Ziegfeld Room, 4th Floor**

THEN



**Visit us at the Social Media Experience** for a complimentary book signing of Kozinets' newest work: *Netnography - Doing Ethnographic Research Online*.