

By combining industry-leading social insights with the most precise measurement of TV, movies and consumer spending, **comScore Social** provides the most useful set of tools for measuring the impact of social media on brands.

comScore Social is the industry's source for meaningful information on all types of social interactions pertaining to television, movies, sports, celebrities, politicians, brands and more.

By collecting billions of social interactions from a variety of data partners, comScore Social provides comprehensive social insights including social media valuation, demographics, psychographics and impression metrics to complement traditional media measurement.

comScore Social also discerns expressed emotions in social. Going beyond positive, neutral and negative sentiment, comScore Social tracks 16 different emotions, allowing brands to understand their brand strength in real time.

THE SOCIAL ADVANTAGE

- **Gain a unique understanding of customer emotions and brand equity in real time** with comScore's proprietary social scoring system and emotional fingerprinting
- **Access the most meaningful social information about media content and sponsorships** with comScore Social's ability to merge social data with mobile, TV, digital and consumer-purchase data
- **Finally fit social data into ROI models** using highly precise social information and accurate media equivalency valuation