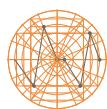


# STRATEGIC INFORMATION

COLLECTION, ANALYSIS AND INTELLIGENCE



**TENTH**MAN



## STRATEGIC INFORMATION

This service consists of collecting large volumes of data from several sources (private and public) and combining information obtained from social media platforms and market data. Strategic Information seeks to offer a more comprehensive understanding of the net through **exhaustive reports**.

**Strategic Information** is aimed at individuals, companies or entities wishing to base their strategies on impartial, analytical information.

**Tenthman's data collection platform** enables us to explore open sources and gather **large volumes of data** either retroactively or in real-time. In addition, we can carry out an **exhaustive analysis and classification** of any sort of data traffic and content as well as extract additional information.

Types of analysis available:

- **Analysis and client's online reputation**
- **Profile and reputation of the competitors**
- **Management and digital strategy methods implemented by the competitors**
- **Real-time monitoring**
- **Technological surveillance**
- **Intelligence applied to the market**
- **Intelligence applied to research**
- **Sentiment assessment**
- **Impact of campaigns**
- **Exhaustive online clipping**
- **Additional ad hoc examinations**

### PROCESS

- + An analyst-operator is assigned to the client. The analyst is in charge of identifying, assessing and analysing data collection.
- + **Real-time and retrospective** monitoring of the individual's activity and its repercussion.
- + Saved content is analysed, ruled out and classified by sentiment.
- + **Strategic measures** are defined according to the client's needs.
- + A weekly report is elaborated summarising the case status. A more detailed, thorough monthly report is submitted. A custom-made plan may be elaborated according to the client's needs depending on the plan he/she signed up for.

### ADVANTAGES

- All plans receive a personalised customer service.
- Clients are free to add more users to the plan at any time.
- All measures implemented are focused on preliminary legal procedures. This makes time and resource optimisation possible.
- All measures are managed through an internal platform, which saves time and resources.

**MONITORING**  
+ **ANALYSIS**  
+ **REPORT**

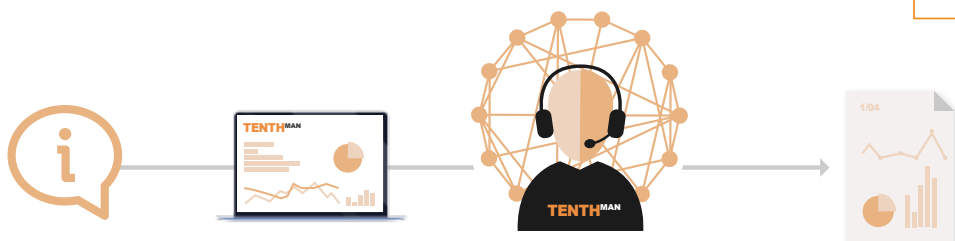


Fig 1

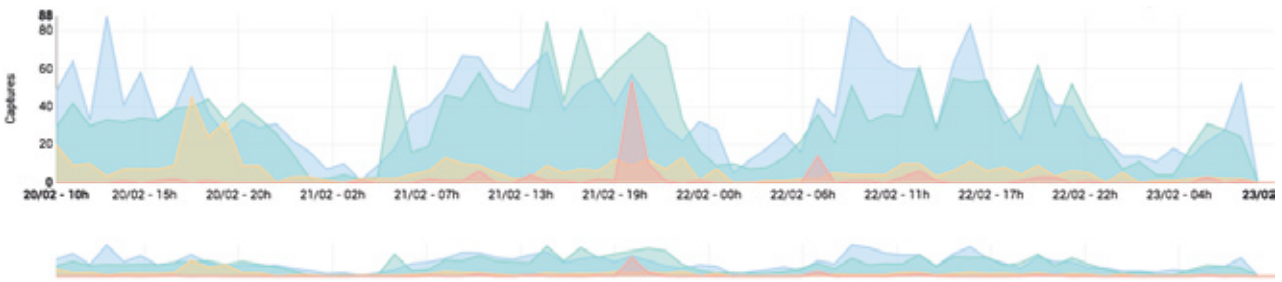


Fig 2



Fig 3

1. Is it a negative comment for the brand?

Sí
  No

2. What triggered the post?

Opinión
  Item sale  
 Opinion Search
  Voucher

3. ¿Sentiment?

Positive
  Negative

4. What kind of profile does the user have?

Employee
  Familiar  
 Entrepreneur
  Expert client

5. ¿Gender?

Man
  Woman  
 Undefined

5. ¿Age?

20-30
  30-40  
 50-60
  Undefined

Fig 4

1. Is it a negative comment for the brand?

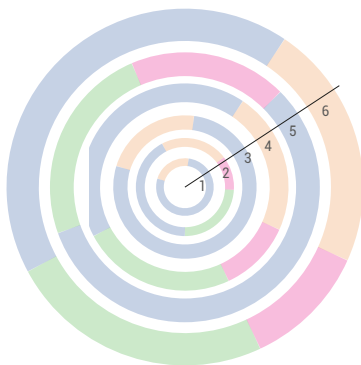
Yes 27%  
No 73%

2. What triggered the post?

Opinion 30%  
Opinion Search 28%  
Item sale 20%  
Voucher 22%

3. ¿Sentiment?

Positive 31%  
Negative 69%



Graph showing the activity of one or several social networks (depending on whether they are activated or not) over a specific period of time (Figure 1)

Tweet example (Figure 2)

Possible survey for Tweet classification (Figure 3)




Graph showing the results of surveys on 1000 different content types (Figure 4)

Social networks subject to monitoring (Figure 5)

Fig 5



**STRATEGIC INFORMATION PLANS**

	 ORION	 LYRA	 INDUS
<b>DURATION IN MONTHS</b>	<b>3</b>	<b>6</b>	<b>12</b>
IDEAL DURATION UN DAYS	60	180	365
STANDARD DURATION IN DAYS	70	190	365
<b>COMPANIES TO BE ANALYSED</b>			
AMOUNT OF COMPANIES PER PLAN	1	1	1
<b>TYPES OF COMPANIES</b>			
EU ANONIMOUS INDIVIDUALS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NON EU ANONIMOUS INDIVIDUALS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PUBLICLY KNOWN INDIVIDUALS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
COMPANIES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NON-PROFIT ORGANISATIONS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
INSTITUTIONS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GOVERNMENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>MONITORING: CROW MODULE</b>			
Nº OF KEYWORDS PER MONTHS	SIN LÍMITE	SIN LÍMITE	SIN LÍMITE
MAXIMAL COLLECTABLE DATA PER PLAN	360.000	720.000	1.440.000
PREVENTIVE REAL TIME MONITORING	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RETROSPECTIVE SEARCH CORRECTIVE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
METRICS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>ANALYSIS: SENSIA MODULE</b>			
OPERATORS ASSIGNED TO THE PROJECT	1	1	1
MAX TOTAL CONTENT/PLAN/SOLE OPERATOR	37.500	75.000	150.000
OBJECTS PER INVESTIGATION/PLAN	2	2	2
QUESTIONS PER SURVEY	4	4	4

RECOMMENDED FOR

Advertising, campaigns, seasonal campaigns and timely investigations

Large campaigns and continuous follow up

**EXTRAS INCLUDED AND EXTRAS AVAILABLE**

EXTENSION OF MODULES		REPORTS	
EXTENSION OF COMPANIES	<input type="checkbox"/>	SIMPLIFIED REPORT	<input checked="" type="checkbox"/>
INCREASE IN COLLECTION VOLUME	<input type="checkbox"/>	EXTENDED REPORT	<input type="checkbox"/>
ADDITIONAL DATA COLLECTION REQUIRED	<input type="checkbox"/>	PERSONALISED REPORT	<input type="checkbox"/>
ADDITIONAL SURVEYS REQUIRED	<input type="checkbox"/>	<b>SEO CAMPAIGN</b>	<input type="checkbox"/>

**MÓDULO CROW**

TWITTER	<input type="checkbox"/>
TELEGRAM	<input type="checkbox"/>
BING	<input type="checkbox"/>
INSTAGRAM	<input type="checkbox"/>
LINKEDIN	<input type="checkbox"/>
PINTEREST	<input type="checkbox"/>
YOUTUBE	<input type="checkbox"/>
OTROS	<input type="checkbox"/>