



## **HotGrinds Fact Sheet**

### **A little bit about our technology**

#### **What is HotGrinds?**

HotGrinds is a Web 3.0 analytics solution that provides the emotional context for opinions and postings in online forums, blogs, debates and surveys. It is unique in providing real-time measurements of sentiments and emotional context, and in supporting both passive surveys of existing online opinions and proactive, invited surveys using a common interface. It is used to help with e-reputation management, brand monitoring, product launch and marketing, and opinion surveying.

#### **How does social networking play a role in HotGrinds?**

HotGrinds can be used to complete web surveys and analysis of existing online blogs, forums and sites. Or, HotGrinds can be used for companies to host proactive, interactive opinion surveys and debates with invited participants, on a platform designed to nurture debate and discussion. The interaction between people in web surveys or opinion surveys is key to understanding the potential buzz around your brand, product or company.

#### **How does HotGrinds differ from other data-mining companies?**

Traditional Web 1.0 and Web 2.0 analytics companies track behavior statistics. They can tell you when and where a user clicks. Data mining companies can provide quantitative analysis of user feedback based on demographics primarily. HotGrinds can help with some quantitative aspects but also takes into account the emotional context of user behavior on the web.

Today it is harder than ever for companies to direct the message. They can still make efforts to get their marketing message out there, but ultimately people interacting online and reacting to that message are, through social media, the real influencers. Understanding not only what they are saying, but what they feel about your company, brand or product is crucial. HotGrinds is a true 3.0 solution, combining real-time analysis of sentiments and emotional context to deliver real understanding. We call it social discovery.

#### **How is HotGrinds linked to the social media phenomenon?**

Today, social media allows a company to interact more directly with a target audience, making it possible to create bonds between audience and brand, and then using these bonds to trigger purchases, information dissemination, etc. Harnessing what your target audience says about you is important, and this is what HotGrinds has been developed to help you achieve.

### **How can I use HotGrinds services?**

Very simply. By offering this technology as an on-demand service, HotGrinds makes advanced social discovery available online to companies of any size. You can easily sign up for a trial web or opinion survey. Or, you can try our low-risk, introductory subscription to discover the power of HotGrinds with up to 5 web or opinion surveys per month for the low cost of \$1000 per month.

### **What exactly is a HotGrinds Opinion Survey?**

HotGrinds gives you a fast, effective way to get insight into what your key audience feels about your products, messages or initiatives. Invite people to participate in interactive surveys and debates; HotGrinds hosts the discussion and delivers rich, real-time analysis of sentiments and emotions through an easy -to-use Real-Time Opinion dashboard.

### **What exactly is a HotGrinds Web Survey?**

You do not have time to read and process everything people are saying about you online, but you cannot afford to ignore it. HotGrinds delivers real-time, in-depth insight into your audience's views and feelings with our automated Web Surveys. We will scour blogs, forums, surveys, etc. and allow you to view the results of our analysis through an easy-to-use Real-Time Opinion dashboard.

### **How does the HotGrinds Real-Time Opinion Dashboard work?**

The HotGrinds Real-Time Opinion Dashboard is a simple web tool for you to explore conceptual and sentiment maps, and filter their results by respondent/user attributes. The Real-Time Opinion Dashboard provides at-a-glance insight into the positive/negative opinions of the survey respondents. You don't have to wait for expert analysts to tell you what the data says – you can see it immediately in red and green on the dashboard.

Dashboard components include:

- Key concepts
- Associated concepts
- Sentiment distribution
- Clusters of opinions
- Interactive filters
- Access to forum/blog excerpts

Contact us today for a demo, or take a look at one of our online presentations.

### **Can I conduct Web or Opinion surveys in different languages with HotGrinds?**

Yes today, you can use our services in English, French and Japanese. As of the first quarter of 2010, you will be able to use the service in Spanish and Chinese as well. Other languages will follow.

For more information, visit [www.hotgrinds.com](http://www.hotgrinds.com), or contact us at [info@hotgrinds.com](mailto:info@hotgrinds.com)