

| | START | INSIGHT | AGENCY 'Insight' | FACEBOOK Standalone |
|--|------------|-------------|------------------|---------------------|
| USERS AND TOPICS | | | | |
| N:o of topics (1-15 keywords) | 6 | 10/20/40/80 | 40 | |
| N:o of facebook page topics | Optional | Optional | Optional | 40/80 |
| Admin user rights (shared topics) | 1 | 2 | 5 | 1 |
| 'View' report user rights (shared topics) | 5 | Unlimited | N/A | Unlimited |
| CONTENT AND SOURCE BASE (COMMON FOR ALL LICENSES) | | | | |
| Latency for blogs, forums and news comments | 12 hours | 12 hours | 12 hours | -- |
| Latency for social networks | 5 hours | 5 hours | 5 hours | 5 hours |
| N:o of administered categories | 1 | 1 | 5 | -- |
| Language coverage options (customer specific) | | | | |
| One country | | | | |
| Nordic coverage | | | | |
| Nordic coverage + Global English | | | | |
| Forums | X | X | X | |
| Blogs | X | X | X | |
| News and media sites | X | X | X | |
| Social networking | X | X | X | |
| Twitter data | | | | |
| Public Facebook comments | | | | (X) |
| Youtube comments | | | | |
| LinkedIn forums | | | | |
| Flickr comments | | | | |
| Myspace forums | | | | |
| Vimeo | | | | |
| Facebook page data | Optional | Optional | Optional | X |
| Archived discussion data (n:o of months) | 8 months * | 8 months * | 8 months * | 8 months * |
| Sentiment data archive (n:o of months) | 6 mths | 6 mths | 6 mths | 6 mths |
| SUPPORT & SERVICE | | | | |
| User and technical support | X | X | X | X |
| Telephone training sessions | 1 | 1 | 2 | 1 |
| Topic set-up | X | X | -- | X |
| Dashboard & reporting set-up | X | X | -- | X |
| Regular data optimisation | X | X | -- | -- |
| Regular quality checks | X | X | X | X |
| UI AND DASHBOARD FEATURES | | | | |
| Discussion browsing view | X | X | X | X |
| Custom dashboard | -- | X | X | -- |
| Interactive charts | X | X | X | X |
| Commenting fields | -- | X | X | -- |
| Workflow features | X | X | X | X |
| Client / Agency logos in UI and PDF reports (Custom header & footer) | -- | Optional | Optional | -- |
| Customised background colours | -- | Optional | Optional | -- |
| DATA FILTERING AND MANAGEMENT | | | | |
| Editing sentiments | -- | X | X | -- |
| Deleting discussions | -- | X | X | -- |
| Ranking discussions by relevance | X | X | X | X |
| Ranking discussions by date | X | X | X | X |
| Filtering by location, language, site type | X | X | X | X |
| CLIENT ACCESS AND REPORTING | | | | |
| E-mailed PDF-reports | X | X | X | X |
| E-mailed alerts and discussion summaries | X | X | X | X |
| RSS-feed | X | X | X | X |
| Feed API access | Optional | Optional | Optional | Optional |
| Report API access | Optional | Optional | Optional | Optional |
| Excel-export | X | X | X | X |
| PDF export (Dashboard) | X | X | X | X |
| Picture export | X | X | X | X |
| WORKSPACES AND AVAILABLE CHARTS | | | | |
| Reputation management Workspace | X | X | X | |
| Analytics Workspace | | X | X | |
| Engagement & Influencers Workspace | | X | X | |
| Own research Workspace | | X | X | |
| FB pages Workspace | Optional | Optional | Optional | X |
| AVAILABLE CHARTS: | | | | |
| Volume trend | X | X | X | |
| Topic summary | X | X | X | |
| Topic quotes | X | X | X | |
| Share-of-voice | | X | X | |
| Site coverage | | X | X | |
| Monthly share of voice comparison | | X | X | |
| Discussion coverage | | X | X | |
| Sentiment trend | | X | X | |
| Sentiment comparison | | X | X | |
| Sentiment and volume map | | X | X | |
| Monthly sentiment comparison | | X | X | |
| Source types | | X | X | |
| High volume sites | | X | X | |
| Most influential forums | | X | X | |
| Most influential blogs | | X | X | |
| Top Twitter profiles | | X | X | |
| 'Sites' tab | | X | X | |
| Topic associations | | X | X | |
| Buzzwords | | X | X | |
| Fan trend | Optional | Optional | Optional | X |
| Fan change | Optional | Optional | Optional | X |
| Fan comparison | Optional | Optional | Optional | X |
| Facebook influential profiles | Optional | Optional | Optional | X |