



a **GENPACT** company

# Listen. Learn. EmPower

Turn to EmPower Research's cutting edge listening services and solutions for active stakeholder engagement

EmPower Research is an integrated media and business research company headquartered in New York. We help our clients understand their stakeholder perception and needs, empowering them to service better. We use proprietary methodologies to listen and learn about conversations in the client ecosystem, deriving real insights for active stakeholder engagement. Unlike other listening solution providers, EmPower Research combines its technological prowess with human intelligence. This way, we deliver insights that are superior and customized to meet client needs.

We work closely with professionals in the areas of brand management, public relations, advertising and media in Fortune 2000 companies across the U.S., Europe and Middle East & North Africa. We deliver a range of media and research solutions including data management, media monitoring and measurement, and social media-led research.

We have field offices in Cincinnati, New Jersey, San Francisco, London, and an ISO 9001:2008 certified global research center in Bangalore, India.

“

EmPower Research is a vital partner in helping our company leaders better understand what is happening in the world.

Global Communications Executive,  
Fortune 100 company

## Services

EmPower Research provides three key services in the areas of Social Media Research, Media Monitoring and Measurement, and Data Management.

Social Media Research	Media Monitoring and Measurement	Data Management
<p>Provide insights to brand managers, CI professionals, advertising, PR and digital marketing agencies to implement learning from E-media.</p> <p>Our insights cover the following, but are not limited to:</p> <ul style="list-style-type: none"> <li>Category landscapes</li> <li>Digital media strategy</li> <li>Influencers</li> <li>Communities for marketing</li> <li>Consumer segment behavior</li> <li>New concept R&amp;D</li> </ul>	<p>Help corporate and PR agencies monitor and measure impact of their PR programs. Our services include the following, covering traditional, social, and broadcast media:</p> <ul style="list-style-type: none"> <li>Daily media monitoring</li> <li>Round-the-clock monitoring</li> <li>Event monitoring</li> <li>Crisis monitoring</li> <li>Media analysis</li> <li>Media audit</li> <li>Corporate reputation monitoring and measurement</li> </ul>	<p>Process voluminous online data and aggregate relevant content resulting in a range of service:</p> <ul style="list-style-type: none"> <li>Data aggregation/ Collection</li> <li>Data standardization</li> <li>Data cleansing</li> <li>Data classification</li> <li>Data enrichment</li> <li>Data validation and verification</li> <li>Online master data management</li> <li>Cross referencing</li> </ul>

## Solutions

EmPower Research offers monitoring and measurement solutions to clients that help them learn about their stakeholders, make timely decisions, and engage proactively.

### Corporate Equity and Reputation Tracker

Provides brand guardians a periodic and comprehensive index to monitor and measure reputation of their corporate brands through a 360 degree approach encompassing multiple stakeholders.

### Media Measurement Dashboard

Offers an objective and holistic view of measuring PR impact through a standardized media measurement dashboard that captures PR effectiveness on a weekly, monthly, annualized basis.

### Online KOLs

Enabling healthcare and pharmaceutical companies identify, rank in order of importance, track and map, and measure the impact of online influencers.

### Social Media Brand Tracker for Pharma

Provides marketers and competitive intelligence professionals in the pharma industry with a robust social media framework that can be customized to deliver continuous brand insights on multiple parameters- Awareness, perception, sentiments and consideration of a drug.

### Social Media Brand Tracker for CPG

Helps marketers in the CPG industry with a robust social media framework that can be customized to deliver continuous brand insights on multiple parameters- Awareness, perception, sentiments and consideration of a brand.

### Mom Index for Purchase Intention (MIPI)

Unlike other awareness-driven indices and trackers, MIPI is unique as it helps brand managers and marketers to regularly gauge purchase decision behavior of moms for a given product category and associated brands.

## Industries Served

EmPower Research offers its services to marketers and communication professionals, focusing on the following key industry verticals:



Consumer Packaged Goods



Pharmaceuticals and Healthcare



Communications/Public Relations



Advertising



Technology/Telecom



Financial Services

## About EmPower Research

EmPower Research, a Genpact company (NYSE:G) provides integrated media and business research services. We help our clients understand stakeholder perception and needs, empowering them to service better. We use proprietary methodologies to listen and learn about conversations in the customer ecosystem, deriving real insights for active stakeholder engagement.

EmPower Research LLC  
404 East 79th Street  
Suite 16E  
New York, NY 10075  
sales@empowerresearch.com

empowerresearch.com  
genpact.com

## Why EmPower Research? Top reasons:

- Recognized by Forrester Research as a Listening Services Partner in its 2011 Listening Platform Landscape Report
- Uses a unique combination of tools and human analysts to derive meaningful research insights
- Ability to provide media and research services across traditional, social, and broadcast media
- Support multiple geographies and languages
- Comprehensive coverage due to multi-source content aggregation

To know more about our services and solutions,  
Email [sales@empowerresearch.com](mailto:sales@empowerresearch.com)