

General Sentiment Media Measurement Dashboard (MMD) Transforms Marketing Research Landscape

Take Advantage of Free Trial

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WESTBURY, NY, May 5, 2010 – Technology firm General Sentiment today unveiled its Media Measurement Dashboard (MMD), the most advanced technology for marketing, PR and other decision makers who monitor and build brand value. The MMD provides “on demand” information and insight to analyze brand perception of companies, products and individuals.

Utilizing revolutionary patent-pending text-analysis technology, the MMD “reads” over 30 million news and social media sources a day and “listens” in real-time to the opinions on brands, products, politicians, celebrities, companies and more.

The Media Measurement Dashboard is the latest product from General Sentiment, building on the success of its Media Value Reports and custom reporting service. General Sentiment is unique in providing depth, scale, and accuracy to exposure-weighted sentiment and related analytics.

“Here at Legacy Direct, we see tremendous value in General Sentiment's Media Measurement Dashboard. It produces a wide range of data that serves as the framework for calculated strategic action on behalf of our clients,” said Legacy Direct VP of Client Relations Jeremy Snyder.

“It is not enough to simply monitor your brand online,” said General Sentiment CEO Greg Artzt. “The Internet is the world’s greatest source of interactive opinion, but the marketing research world has only just begun to embrace new-media measurement as a credible catalyst for executive decision-making.”

The Media Measurement Dashboard features technology that allows users to assess the key drivers of brand awareness and perception:

- **Media Value:** Automated sentiment analysis that converts unpaid media exposure into purchase-equivalent advertising dollar value
- **Q Scores:** Partnership with the industry-leading survey company allows a comprehensive platform for brand analysis
- **Brand Associations:** Assess the most frequent context for discussion surrounding your product
- **Heat Maps:** Locate your fan base, and stack yourself against the competition
- **Sentiment Words:** Learn what emotional words consumers are using to describe your brand

Founded in 2008, General Sentiment is a technology company that produces comprehensive research products to help marketing, sales and communications executives evaluate their brand performance in the media and assess return on investment. For more information about any of General Sentiment’s products and services, or to arrange a personal tour of the Media Measurement Dashboard, visit www.generalsentiment.com and click on ‘How to Get Started.’

FREE TRIAL: For the first 100 customers and interested media, General Sentiment is offering a one-week free trial of the Media Measurement Dashboard. Go [here](#) (or call 802-321-0361) to sign up.