

TERM.



GUIDE TO THE DIGITAL JUNGLE

In today's digital jungle, brands and companies must enhance their capabilities in maintaining a positive public reputation, managing modern market demands, exploring innovative industry trends, and leveraging the power of online conversations to provide valuable solutions and services to consumers.

Through TERM, brands and companies can gain deeper insights into the evolving needs of their customers, analyze competitors, mitigate reputational risks, and craft proactive strategies to maintain a competitive edge in the market and capitalize on hidden opportunities.



DISCOVER YOUR POSITION IN THE MARKET



IDENTIFY HIDDEN PROFITABLE OPPORTUNITIES



GAIN DEEPER INSIGHTS INTO YOUR CUSTOMERS



MANAGE, MITIGATE & RECOVER FROM PR CRISES

TERM. unmatched insights, unfair advantages.

TERM is your strategic insights partner, transforming how brands and companies engage with their audience. With decades of experience in social intelligence and reputation management for politicians and governmental figures, TERM specializes in uncovering growth opportunities through advanced social listening, consumer research, and strategic consultancy.

We excel in social intelligence, reputation management, crisis mitigation, and marketing mix modeling (MMM). Our innovative open source WEBINT social listening technology and over 20 years of expertise position us as industry leaders.

By harnessing real-time insights from social media, news, blogs, forums, and reviews, combined with your customer data, we transform raw data into actionable strategies. Our AI and NLP-driven tools, paired with our veteran analysts' expertise, ensure every insight is accurate and impactful.

TERM helps you align your strategies with market trends and consumer demands, driving growth and success. Let us guide you through the digital jungle, turning data into your greatest strategic asset.

We compass brands and companies to conquer the digital jungle — on their terms — anticipating real-time dynamic shifts, and transforming social data insights into informed growth and reputation-building strategies.



Social Intelligence Reporting

Using our Deep WEBINT Social Listening technology, we analyze real-time data from social media and digital platforms. We provide deep insights into sentiment, competitors, market trends, consumer behaviors, and brand reputation. Our analysts deliver actionable insights to guide marketing strategies, product development, and reputation enhancement.

BRAND PERFORMANCE & ANALYSIS

PRODUCT DEV. & INSIGHTS

COMPETITORS STRATEGIES

AUDIENCE SEGMENTATION

MARKET & CONSUMER TRENDS

CUSTOMER ENGAGEMENT

INFLUENCER IDENTIFICATION

SENTIMENT ANALYSIS

MARKETING PERFORMANCE



Reputation & Crisis Management

We specialize in reputation management and crisis communication. We help brands build a strong online presence, consulting on PR, content, social media, and review management. Using advanced tools, we monitor and manage reputational risks, control Google search results, and swiftly address any crises, ensuring your brand remains resilient and trusted.

REPUTATION MONITORING

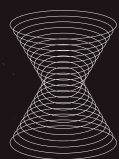
GOOGLE & CONTENT REMOVALS

REVIEW MANAGEMENT

CRISIS COMMUNICATIONS

REPUTATION REPAIR

PR, CONTENT & SOCIAL MEDIA



Marketing Mix Modeling

Through our MMM approach, we provide data-driven insights to enhance your marketing effectiveness and maximize your investment. Utilizing advanced ML our dynamic models accurately measure the impact of your media and marketing in today's complex landscape. Our services help optimize your marketing budgets by identifying the most effective channels, driving increased revenue, market share, and marketing-ROI.

BUDGET OPTIMIZATIONS

MARKETING EFFECTIVENESS MEASUREMENT

MARKET SHARE & MROI

OUR TECHNOLOGY.

We don't just collect data — we transform it into tailored actionable intelligence that drive your business forward, delivered exactly when you need them

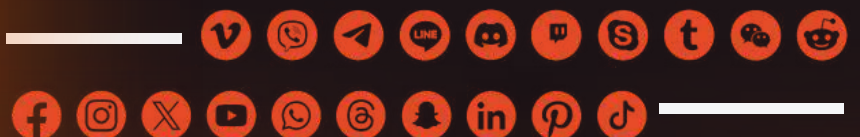
With TERM, you unlock industry-leading insights on your brand, competitors, audience, influencers, and market trends. By combining social listening insights with direct customer feedback, we provide in-depth research that answers your critical business questions and uncovers the human stories behind the data. Boost your brand, marketing, and product performance with actionable insights.

Deep WEBINT Technology

Harness the raw, expanding power of our powerful hybrid technology, seamlessly blending Social Listening, Deep WEBINT (Web Intelligence), and OSINT (Open Source Intelligence) for unmatched insights and strategic advantages—born from over 20 years of cybersecurity and political expertise and now revolutionized for brands and companies. Unlike any tool on the market, Deep WEBINT is built from the ground up, far beyond the limits of prescribed APIs.

- **Social Listening:** We capture the pulse of your customers and stakeholders by monitoring millions of online conversations, uncovering trends, and identifying risks before they escalate.
- **Deep WEBINT Capabilities:** Our deep web data analysis provides a broader context to your market landscape, ensuring no critical information is missed.
- **OSINT Services:** We aggregate publicly available information to create comprehensive profiles on market movements, regulatory changes, and competitor activities.

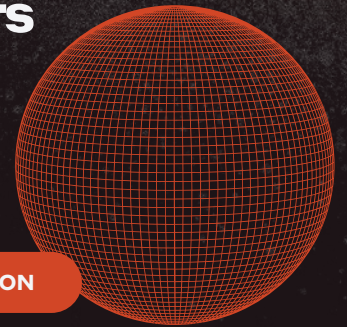
With precision down to a grain of sand, Deep WEBINT identifies the root causes of reputation issues, revealing who, what, and where insights originate. This open-source hybrid approach allows for unparalleled customization and expansion, **listening across all platforms,** and capturing data **wherever it exists online.**



BANKING ON INSIGHTS DATA-DRIVEN DOMINANCE.

✦ Gain deeper insights into your customers

Today's consumers have diverse solutions at their fingertips. TERM's social listening tools help you win them over by understanding their needs and preferences. Use our advanced sentiment analysis to gauge customer feelings, opinions on your products, and what drives them to trust their money with you and your brand.



AUDIENCE SEGMENTATION

Monitor online conversations to gauge your target audience's perception of your brand and competitors.

SENTIMENT ANALYSIS

Identify key opportunities to connect with potential customers and influential figures in your sector.

INFLUENCER IDENTIFICATION

Boost sales by leveraging social media analytics to understand what drives consumer purchasing decisions.

✦ Discover your position in the market

Knowing your brand's market position is crucial for strategic planning. You might be the underdog, the market leader, or in between in your industry's services pile. TERM helps you discover your standing and reputation compared to competitors, identifying what sets you apart and how to close gaps. Analyze your share of voice in the industry and find opportunities to enhance your influence with targeted and effective social media and content strategies.



BRAND ANALYSIS & PERFORMANCE

Evaluate your share of voice to benchmark your brand's performance in your industry and identify cost-efficient strategies.

COMPETITOR STRATEGIES

Accelerate the growth of your share of voice by learning and adopting successful competitor strategies.

SHARE OF VOICE ANALYSIS

Compare your brand against rivals across metrics like growth, customer satisfaction, and response times.

✦ Identify hidden profitable opportunities

There are countless opportunities hidden in online customer conversations, waiting to be uncovered. TERM's social listening tools help brands and companies tune into these conversations, identify key issues, and develop profitable solutions to meet customer needs.



PRODUCT INSIGHTS

Monitor conversations across industries and channels to identify high-value customer needs and demands.

MARKETING STRATEGIES

Execute better marketing strategies by tailoring your messaging according to the insights gained from social listening.

CUSTOMER TRENDS & EXPERIENCE

Leverage customer trends to gain an early advantage over competitors for your products and services.

ENHANCING CUSTOMER EXPERIENCE

INCREASING CUSTOMER SATISFACTION

BOOSTING ENGAGEMENT

CUSTOMER ACQUISITION

OPTIMIZING PRODUCT OFFERINGS

BUILDING BRAND TRUST & REPUTATION

REGULATORY COMPLIANCE & RISK MANAGEMENT

BOT DETECTION & REMOVAL

CUSTOMER RETENTION

PRESSING QUESTIONS, PROFITABLE ANSWERS.

The crucial questions **our insights will help you answer**

BRAND ANALYSIS

How can we adapt our **brand strategy** to align with evolving market dynamics and customer needs for sustainable growth?

What fosters **brand loyalty and customer retention** in the market, and how can we enhance them effectively?

How can we amplify **brand awareness** amidst tough digital competition?

INDUSTRY TRENDS

What **offering and strategies** can we implement to align with emerging trends and evolving consumer expectations?

How do we **mitigate risks associated with market shifts** and technological disruptions while maximizing growth opportunities?

Where are the **untapped geographic markets** that we can strategically enter to diversify and expand our business footprint?

COMPETITORS STRATEGIES

How can we **differentiate our brand** to gain a competitive edge in the market?

What **strategies are working for our competitors** and what opportunities exist for an advantage over them?

What are the **key strengths and weaknesses** of our competitors?

PRODUCT DEVELOPMENT

How can we **enhance our product development** process to better align with customer preferences and increase customer satisfaction?

What **strategies can we implement to optimize** our product launches and ensure their success in the market?

CUSTOMER ACQUISITION

How can we **identify and capitalize** on sales opportunities through lead generation strategies?

What **data can inform our customer acquisition** analysis to attract and retain high-quality leads?

How can we **tailor our content strategy** to resonate with our target audience?

CUSTOMER ENGAGEMENT

How can we **align our offerings** with the specific needs of diverse audience personas?

Which **messaging resonates best** with each segment, driving engagement and loyalty?

How can we **adjust sales and marketing approaches** based on the unique purchase behaviors of different audience personas?

INFLUENCER IDENTIFICATION

How can we **align our offerings** with the specific needs of diverse audience personas?

How can we **identify influencers** whose audiences match our target demographics?

Are there **emerging rising or micro-influencers** with high engagement that we should consider partnering with?

TALENT ACQUISITION

What drives **employee engagement** and advocacy within our organization?

What are the **emerging industry trends** impacting our workforce?

How can we **identify and retain top talent** in a competitive market?

'ROI' — REPUTATION ON INVESTMENT.

Safeguard your Brand's Future

In today's digital age, your online reputation is your greatest asset—or your biggest liability. At TERM, we specialize in comprehensive reputation management and crisis communication strategies to ensure your brand is perceived positively across all online platforms.

Complaints are all-too-common across a companies offerings, ignoring them is not an option. With TERM, you can identify unhappy customers and quell their concerns before they become serious problems.

Detect dissatisfied customers by monitoring relevant social media keywords and assessing the sentiment around your brand.

Avoid PR disasters by planning successful recovery strategies with valuable insights gained from social listening.

Importance

In a world where your digital footprint defines your brand, actively managing your online presence is crucial. Negative reviews, damaging articles, or false information can significantly impact your business. Statistics reveal that:



Businesses have experienced a crisis in the past five years, with the average financial impact of the most serious incidents being . . .

\$5m

source: weber
shandwick

During a crisis, 22% of a company's value can be attributed to its reputation.

Impact

Effective reputation management offers numerous benefits:

CREDIBILITY

Positive online presence builds trust with customers, stakeholders, and employees.

TRUST

Businesses with high ratings and positive reviews attract more clients.

PROFIT

Companies with strong reputations often see higher revenue and growth.

TALENT

A good reputation attracts top-tier talent and retains employees.

By leveraging TERM's expertise, you can ensure a favorable first impression and maintain a competitive edge.

Report

Real-Time Reputation Monitoring

Track Your Brand's Online Presence. Using our advanced social listening technology, we monitor your brand across social media, news sites, blogs, and forums. We provide detailed reports & insights to help you stay ahead of potential issues and maintain a positive presence.

Remove

Eradicate Negative Content

Clean Up Your Digital Footprint. We specialize in removing harmful content from search engines and online platforms. Our team works diligently to eliminate false or damaging information that can tarnish your brand's reputation.

Repair

Crisis Management and Recovery

Swift and Effective Damage Control. In the event of a crisis, we implement strategic communication plans to manage and mitigate the impact. Our experts are adept at turning around negative situations, ensuring your brand recovers quickly and efficiently.

Raise

Build and Enhance Reputation

Boost Your Positive Online Presence. We proactively build your brand's reputation by creating and promoting positive content. From engaging articles and social media posts to impactful PR campaigns, we ensure your brand shines online.

MARKETING MIX MODELING.

We are proud to be the **sole providers of advanced Marketing Mix Modeling (MMM) solutions in the MENA region.** Our innovative software suite, offers a modern approach to running MMM projects, enabling companies to optimize their marketing strategies and achieve higher ROI's — **+18.7% on average.**

Introduction

Marketing Mix Modeling (MMM) is a statistical technique that helps marketers evaluate the effectiveness of their marketing efforts. By analyzing historical data, MMM estimates how different marketing activities influence business outcomes such as sales. It serves three primary purposes:

MEASUREMENT

Analyzing historical data to estimate the impact of various marketing activities.

OPTIMIZATION

Optimizing budget allocation to maximize revenue based on ROI analysis.

FORECASTING

Predicting sales and marketing performance based on historical data.

MMM considers various internal and external factors, including:

CUSTOMER BEHAVIOR

Purchase patterns, brand loyalty.

MARKETING CHANNELS

TV, radio, digital ads, social media, etc.

SALES DATA

Historical sales figures, promotions, discounts.

EXTERNAL FACTORS

Economic conditions, weather, competitor activities.

Inquiries

The crucial questions MMM will help you answer about your brand:

1 How do external factors like seasonality affect our marketing performance?

2 How can we optimize our marketing budget for maximum impact?

3 What is the forecasted ROI for future marketing campaigns?

4 Which marketing channels contribute most to sales?

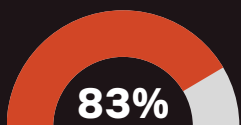
Importance

Key statistics on MMM

+20%

source:
nielsen 2022

Businesses using MMM experience an average increase in Marketing ROI (MROI) of 20% within the first year of implementation



source:
google/deloitte 2022

Companies using MMM reported improved decision-making capabilities and more effective budget allocation

2x

source:
deloitte 2023

Companies prioritizing MMM are over 2 times more likely to exceed revenue goals by 10% or more

Impact

How MMM can help your brand & shape your strategy & decision-making:

Long-term impact of marketing investments on brand health and sales.

Identify which marketing activities are driving sales and which are not and the synergies between them.

Allocate marketing budgets more efficiently to maximize ROI.

The most effective promotional tactics and timing.

Predict future sales trends based on past performance.

Measure the impact of marketing activities without relying on individual user data or third-party cookies, ensuring privacy compliance.

TERMSHEET.

Leading the Landscape — Setting the Standard

We take immense pride in being the trusted partners of progress in the realm of reputation management and social intelligence. Our pioneering approach, deeply intertwined with our profound understanding of this market's unique needs, elevates us above other industry players:

● HEADQUARTERED IN UAE

Strategically positioned in the UAE, we offer unparalleled service and deep insights tailored to the unique dynamics of the MENA region.

● ARABIC AI DIALECT MODEL

With 90%+ accuracy, we are the world's best AI for Arabic dialects, capturing true customer sentiment.

● FACE TO FACE INTERACTION

Experience the value of personal interaction, seeing us in the flesh.

● DEDICATED CUSTOMER SUCCESS

Your own success manager, dedicated solely to you, guiding you every step of the way.

● CUSTOM REPORTS & STRATEGIES

Tailor-made reports and strategies aligned with your unique goals.

● OPEN SOURCE INTELLIGENCE

Our tool, built from the ground up, goes beyond APIs and is customizable to your needs.

● PROFILE AUTHENTICATION & BOTS

Detect and eliminate fake profiles and bot attacks, ensuring authentic insights.

● SOCIAL COMMENTS SCRAPING

Scraping social comments to capture the true sentiment and real conversations.

● AI-HUMAN BLEND MODEL

Our analysts ensure AI insights are accurate and meaningful before they reach you.

● BEST PRICE & SHORT CYCLE

Our lean, AI-driven platform delivers faster, high-quality insights at the most competitive prices.

Client Confidence — Transformations Track Record



Proven Performance — Insight to Impact



مصرف الإسلامي
Altaif Islamic Bank

Overview: TERM conducted a comprehensive social listening and risk identification analysis for Al Taif Islamic Bank in Iraq. By leveraging data from social media and digital sources, we provided valuable insights to support informed decision-making and proactive risk management.

Delays in Card Services: Significant concerns were identified regarding delays in card issuance, application & activation, with complaints about waiting almost a month.

US Sanctions List: Al Taif Bank was mentioned as one of the Iraqi banks included in the US sanctions list.

Authenticity Analysis of 8,758 profiles, we identified:

- 1,620 inauthentic profiles
- 1,063 negative spreaders

Through strategic PR efforts and identification of key issues, **TERM helped Al Taif Islamic Bank improve its services, address customer concerns, and remove bots**, enhancing the bank's reputation and customer satisfaction.

POWERED BY PEOPLE.

Experience Meets Empowered Expertise

Our greatest asset is our people and their wealth of collective industry experience. As talented as we may be as individuals, our individualism is no match for the passion and performance our team exerts when it comes to banding together to deliver the best for our clients. **Please find below a snapshot of a few friendly faces powering team Term.**

Together, we become a dedicated powerhouse and an extension of your team, weaving critical insights into the fabric of your business so that every effort aligns with your strategic goals. Our team is a tapestry of bold, diverse, and highly motivated individuals, each one eager to embrace new challenges and committed to building and protecting your brand's reputation. **We ensure that you feel supported, understood, and empowered every step of the way.**



Ikbal Elloumi
CEO
Co-Founder



Achraf Zouaoui
General Manager
Co-Founder



Hamed Aljamal
CSO | Strategy
Co-Founder



Kabil Daoud
VP Delivery
Co-Founder



Maram Ismail
COO
Operations



Mahmood Aljamal
Business Development
Director



Harnaik Chahal
Commercial
Director



Abdullah Foad
Sales Team
Leader



Somaya Jkaoua
Business Development
Manager



Sabrina Ghoubantini
Pricing Manager



Selim Halioui
CMO | Marketing



Halima Bejaoui
Content Analyst



Mohammad Gamal
Marketing
Manager



Leith Ben Mansour
Europe Senior Advisor

GLOBAL PRESENCE.

We are at the forefront of reputation management and innovative technology in the MENA region. With our headquarters in the UAE, and strategic offices internationally, we are well-positioned to serve a diverse and global clientele. Our expanded global presence allows us to offer personalized, timely, and impactful solutions, ensuring our clients can thrive in any market.



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THANK YOU.

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