

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 their **position in the market, 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.**

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.

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. **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.





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

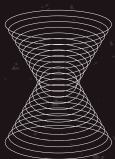
GOOGLE & CONTENT REMOVALS

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

Leading the Landscape — Setting the Standard

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

HEADQUARTERED IN UAE

ARABIC AI DIALECT MODEL | 90%+ ACCURACY

AI HUMAN BLEND MODEL

CUSTOM REPORTS & STRATEGIES

PROFILE AUTHENTICATION & BOT DETECTION

FACE-TO-FACE INTERACTION

DEDICATED CUSTOMER SUCCESS

SOCIAL COMMENTS & VIDEO SCRAPING

OPEN SOURCE INTELLIGENCE

Client Confidence — Transformations Track Record



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