

what is enmoebius gold?

enmoebius gold provides answers to the critical questions the health industry is asking about digital media content:

- **What are the people I care about seeing online?**
(Are they paying attention to content that matters to my company, organization, brand, investors and others? If not, what's capturing their attention?)
- **How are they reacting?**
(Answer questions like: Do they still trust us? Will they buy? Have their perceptions changed?)
- **How will they behave?**
(How did online content impact behavior?)

how can it be used?

enmoebius gold is a flexible platform that can be used for a range of purposes, including:

- **Marketing Optimization:** Supercharge your public relations, social media marketing, SEO and other marketing activities with deep real time data. Understand where you should utilize valuable financial and human resources.
- **Measurement:** Measure the metrics that matter most: attention, intent and behavior.
- **Competitive Intelligence:** Understand the current and future shape of the digital health landscape; know the impact of competitor online activities
- **Reputation Management:** Determine the impact of breaking news, crises or other market events

enmoebius gold delivers

- Unparalleled Digital Insights About Your Audiences
- A Focus on the Digital and Social Media Metrics That Matter: Attention, Intent and Behavior
- Rich Competitive and Market Landscape Intelligence
- Clarity and Action — Not Analysis Paralysis
- A Simple, Intuitive, High-Impact Analytics Dashboard

enmoebius^(gold)

Powered By

enspektos™
www.enspektos.com

how does it work?

enmoebius gold collects data from fully opted-in customized, representative audience panels regarding:

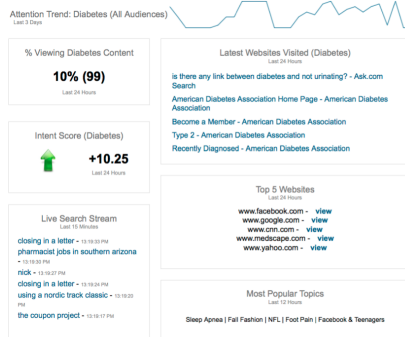
- **Perceptions, Attitudes, Habits:** Rich survey data on how panel members use media, perceive health issues, manage medical conditions and more
- **Web and Social Media Activities:** Every Website panel members visit, the Facebook/Twitter status updates they receive and key topics driving attention
- **Reactions to Online Content:** Sentiment, credibility and intent to engage in specific behaviors (data is collected *immediately* after content consumption)
- **Behavior:** The impact of digital/social media content on actions taken post content consumption

digital intelligence made simple

Data gathered via enmoebius gold is delivered via an elegant, intuitive dashboard interface, which is:

- **Easy to use:** Learn how to navigate the platform in minutes, not hours.
- **Actionable:** Understand audience Web activities and the impact of online content on behavior. Take action on insights immediately.
- **Portable:** Access enmoebius gold in the office, or on the go.

The Trend Board: Real time Web and social media activity and impact at a glance.



The Intent and Behavioral Matrixes: Deep insights on how online content is impacting intent to act and behavior.



The Mind Map: Web content that is driving attention and shaping perceptions.

