



Headquartered in Madison, Wis.  
Offices in Chicago and San Francisco  
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**FOR IMMEDIATE RELEASE**

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**NETWORKED INSIGHTS™ LAUNCHES VERSION 2.0 OF SOCIAL MEDIA DASHBOARD**

*Distributed process capabilities and improved user interface top list of updates*

MADISON, WIS. — July 27, 2009 — Networked Insights, a leading social media and customer intelligence company based in Madison, Wis., announced today the release of its next-generation social media listening platform, SocialSense 2.0. The new version offers users the ability to find online target audiences faster and searches a greater amount of data with its improved high-volume analytics.

“We’ve redesigned our entire system architecture and moved to a distributed processing model,” said Jacob Apelbaum, vice president of technology at Networked Insights. “The redesign is an important step that allows for future growth and puts Networked Insights in a position to analyze any type of textual data. We redesigned the application so it scales in the same manner that Amazon or Google does.”

SocialSense’s new architecture supports petabytes of data storage across multiple computers that allows Networked Insights virtually limitless scalability. While updating the tech side of the platform, Networked Insights also made software changes to create a more user-friendly experience.

“Version 2.0 allows SocialSense users a simplified interface,” added Matthew Wulff, vice president of solution development. “It features three new subsections to our overview tab, improved search and filtering options, investigative virtual communities and the redesigned insight page allows us to highlight and call attention to key insights.”

SocialSense 2.0 features a collaboration with comScore and is the first social media analytics platform to integrate comScore’s Media Metrix data. Through this platform enhancement, Networked Insights fills the gap between social media analytics and audience measurement.



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“Our mission was to create a streamlined product that not only provides information on where consumers are talking and learning about brands but also helps SocialSense users understand the data we discover,” said Apelbaum. “The SocialSense 2.0 platform allows Networked Insights to define online consumers in what we call ‘Virtual Communities’ and helps our clients sort through the information in a timely fashion, so they can act on the findings rather than sift through endless pages of social media mentions.”

SocialSense 2.0 identifies emerging concepts and topics of conversation that can’t be found with keyword searches and allows users to shape messaging, advertising placement, client pitches and strategy around those findings. The updated dashboard delivers actionable insights about content, consumer behavior and the demographics of social networks.

To learn more about SocialSense 2.0 or for a free demo, please call 608-237-1867 or visit [www.networkedinsights.com](http://www.networkedinsights.com).

### **About Networked Insights**

Founded in 2006 Networked Insights™ is a privately-held company that combines technology and social media analytics to help businesses make better business decisions. Networked Insights’ social media listening platform, SocialSense, delivers insight about content, consumer behavior and demographics and finds the online audience that matters most for businesses. The company is based in Madison, Wis., and has offices in Chicago and San Francisco. For more information about Networked Insights, visit <http://www.networkedinsights.com>.

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