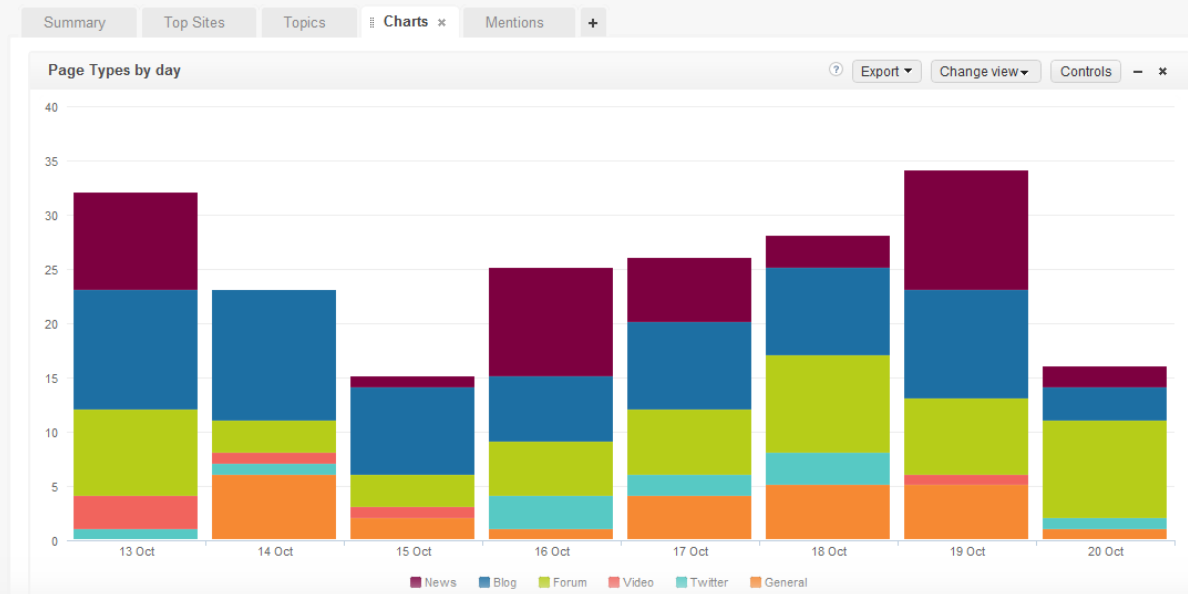


PRODUCT UPDATE

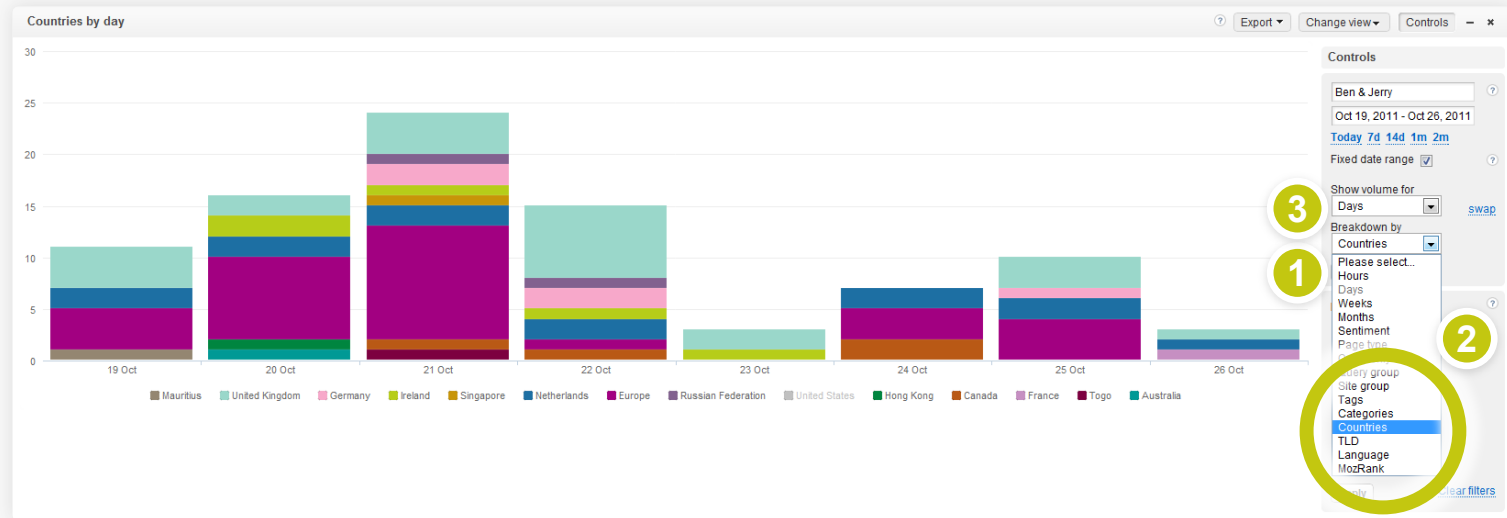
Chart Component: New Dimensions

October 2011



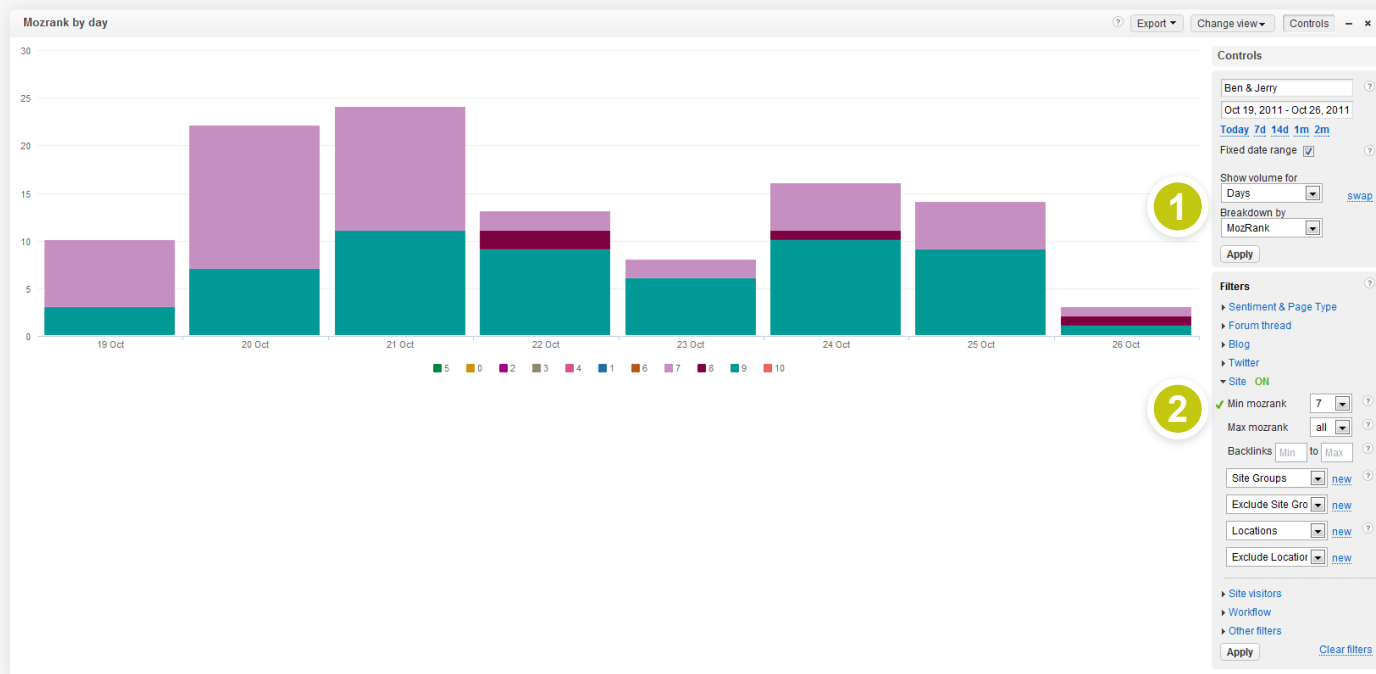
HELEN STEWART: helen@brandwatch.com | Tel: +44 (0)1273 234 290

CHART COMPONENT: New Dimensions



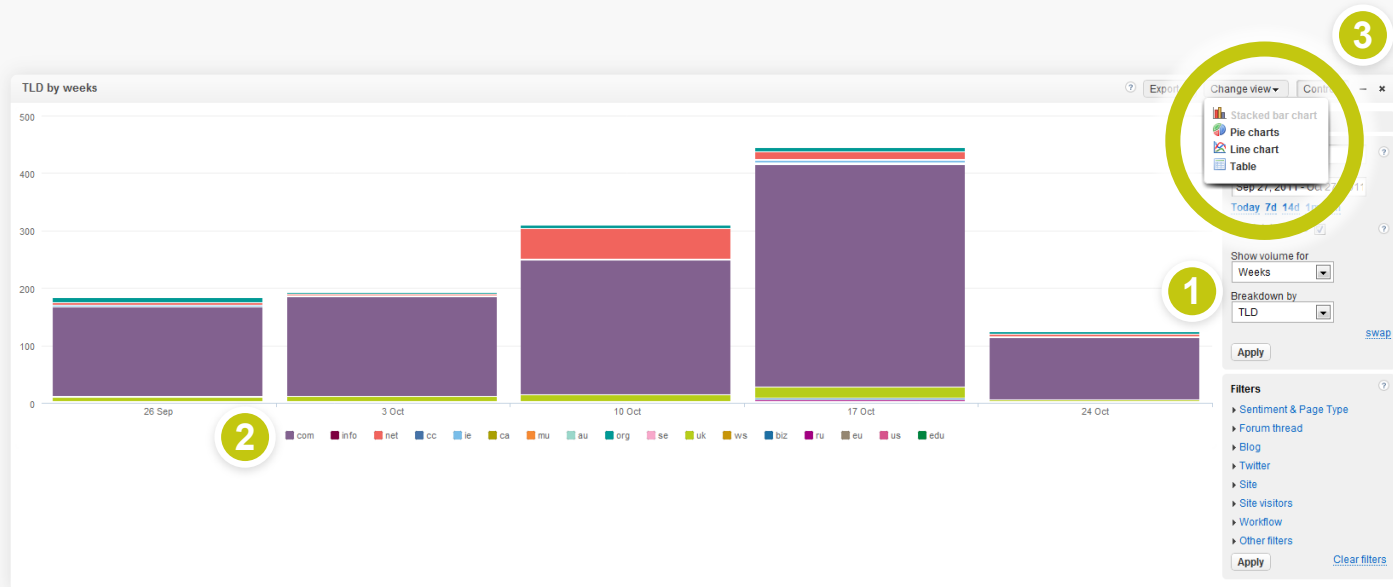
- It is now possible to use the following new dimensions in your chart component: hours (1), countries, TLD (top-level domain), language and mozRank (2)
- Simply open the controls in a chart component, choose a “Show volume for” dimension and then your “Breakdown by” dimension
- The above chart shows volume for days broken down by countries (3)

EXAMPLE CHART 1: mozRank & filter



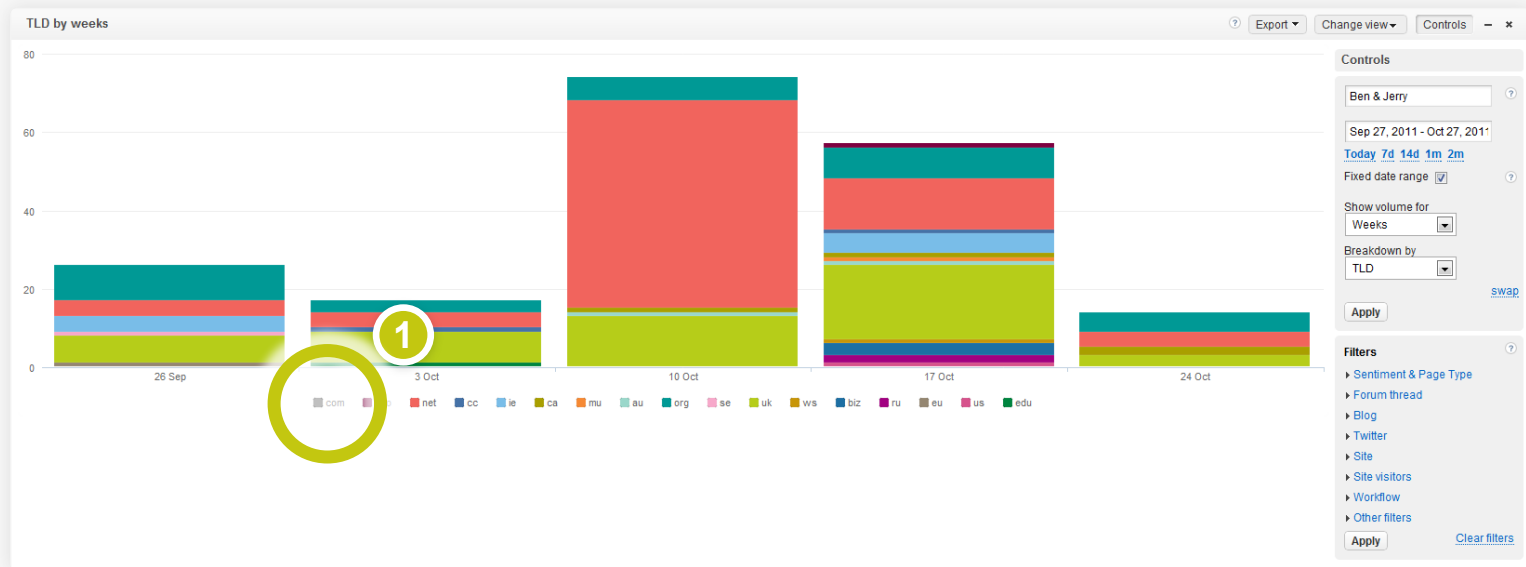
- This chart shows volume for days broken down by mozRank (1)
- A filter has also been applied to chart only those mentions with a mozRank of 7 or above (2)

EXAMPLE CHART 2a: top-level domain (TLD)



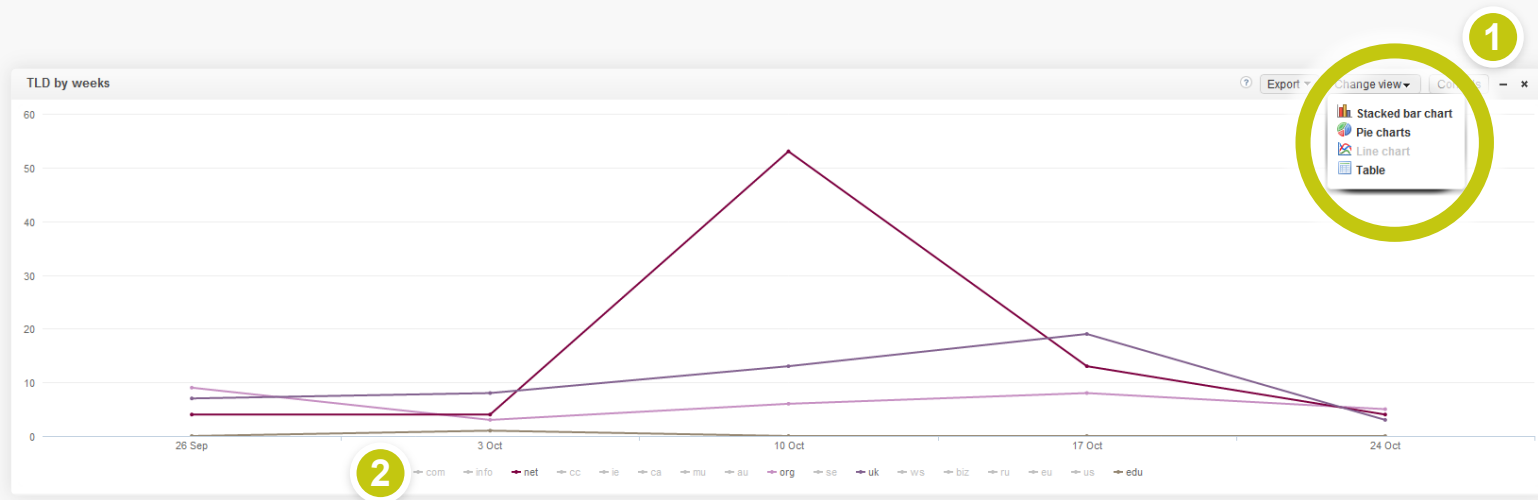
- The above chart shows volume for weeks broken down by TLD (e.g. .com, .org, .net) (1)
- You can click any coloured TLD icon below the chart (2) to exclude the data for a different view (see next slide). This functionality applies to all new chart dimensions
- It is also possible to now view this data as a line chart or data table (3) (see later slide)

EXAMPLE CHART 2b: top-level domain (TLD)



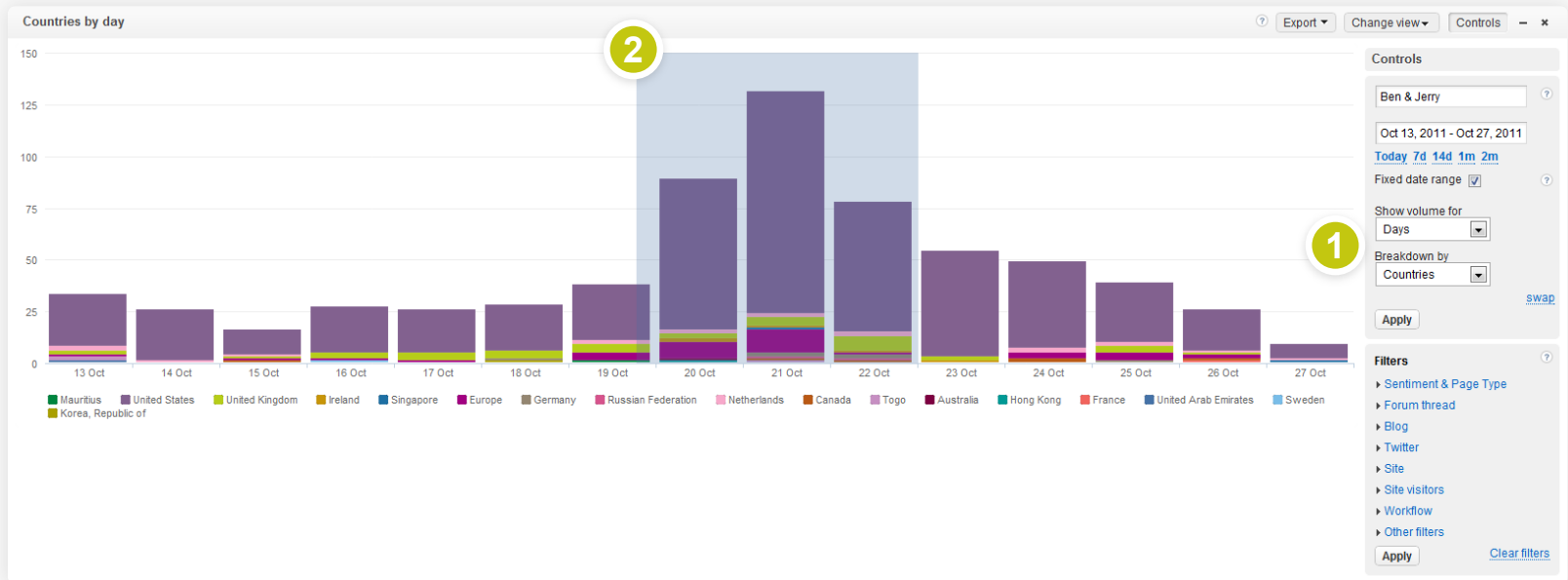
- The above chart shows the same volume for weeks broken down by TLD as the previous chart but the .com TLD has been de-selected (1) to view the rest of the data in more detail

EXAMPLE CHART 2c: top-level domain (TLD)



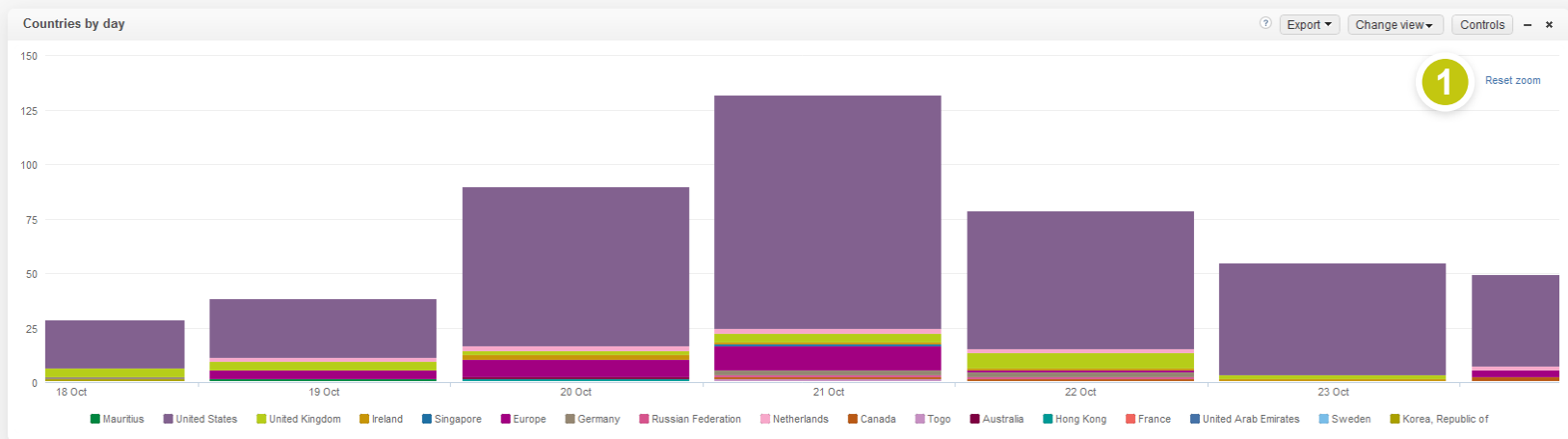
- The above chart again shows volume for weeks broken down by TLD but as a line chart (1)
- Only four TLDs (.net, .org, .uk, .edu) have been charted in order to compare them (2)

EXAMPLE CHART 3a: countries & zoom functionality



- The above chart shows volume for days broken down by countries (1)
- It is now possible to zoom in to a section of your chart
- To highlight an area, simply drag your cursor over the relevant section (2)
- Please see next slide for the zoomed view

EXAMPLE CHART 3b: countries & zoom functionality



- This chart has zoomed in on the highlighted area of the previous chart
- Click on “Reset zoom” to return to the original view (1)

CONTACT

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Our website is <http://www.brandwatch.com>

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