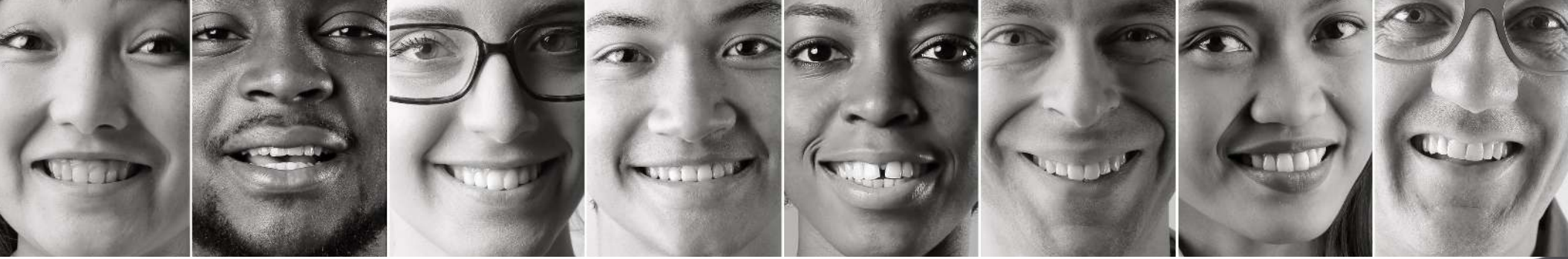




PROTAGONIST

**THE
GLOBAL
LEADER IN
NARRATIVE
ANALYTICS**

www.protagonist.io
San Francisco - Washington DC



WHAT IS NARRATIVE ANALYTICS?

Narrative Analytics provides an evidence-based understanding of beliefs at scale.

At Protagonist, we define a Narrative as the viewpoint or logic that drives behavior. We mine Narratives from the vast amount of data available in the digital universe.

Our process empowers organizations to understand the discourse that matters to their business, what's driving that discourse, and provides strategic advice on how to change it.

Protagonist enables our clients to identify whitespace opportunities, develop brand strategies, and create data-driven messaging that resonates with target audiences.



"Protagonist's unique technology for uncovering the deeper meaning in public conversations helped us more deeply understand the mindset of small businesses. Before the analyses, we had struggled to understand their challenges and needs, and Protagonist helped us better uncover the topics discussed and the drivers behind them."

- Rogier Verhulst, Director of Market Research, LinkedIn -

The Narrative Analytics Advantage

Depth of Narratives

Narrative Analytics enables our customers to understand the nuances of how audiences are thinking – rather than simply counting mentions or general sentiment

Full Data Picture

Using a combination of data feeds and proprietary scrapers, Protagonist ensures every relevant digital conversation from social and traditional media is captured

Trends and Drivers

Our process identifies how events, channels, and influencers drive spikes, patterns, and momentum in the landscape and how you can intervene

Functional Playbooks

Protagonist provides specific implementation plans for each team on how to take action from our insights

Index and Ranking

Protagonist looks at the entire digital landscape to identify how you, your competitors, and other key players in your space perform against the Narratives

Narrative Strategy

Our Narrative Experts will interpret the data and provide regular reports distilling the analysis into clear, actionable insights

Monitoring & Optimization

Protagonist tracks the efficacy of your actions, campaigns, and strategies to seize new opportunities in the current landscape, refine tactics, and stay ahead of competition

Analyst on Demand

Immediate analysis of specific issues, strategic reviews, and updates or ad-hoc projects on new issues





Protagonist helped SSGA define a differentiated value proposition and communications plan to increase awareness and sales based on their influence in the Narrative landscape

Microsoft used Narrative Analytics to inform their product offering, marketing, and educational content to strengthen their SMB foothold, increasing monthly leads generated from SEO and paid search 400%

Protagonist helped Warner Bros. understand the entertainment preferences of millennials to inform programming and advertising that resonated most effectively

Dignity Health learned the true drivers behind customer satisfaction, updating their approach to employee communications in order to create a better workplace leading to improved patient experience



"We used Protagonist to segment broad opportunity areas such as hybrid cloud computing through the use of market narratives. The result was a tighter and more differentiated go-to-market proposition that resonated better with our customers."

- Jason Wehner, Director of Global Marketing Strategy, Hewlett Packard Enterprise -

ABOUT US

We invented Narrative Analytics 8 years ago with a request from the White House to better understand and shape the American brand with foreign audiences.

Since then we have helped many blue-chip corporate clients and foundations understand their customers and develop strategies to activate their target audiences.

Through our proprietary technology and our world class analysts, Protagonist harnesses the power of Narrative Analytics and it's advantages over traditional approaches.



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