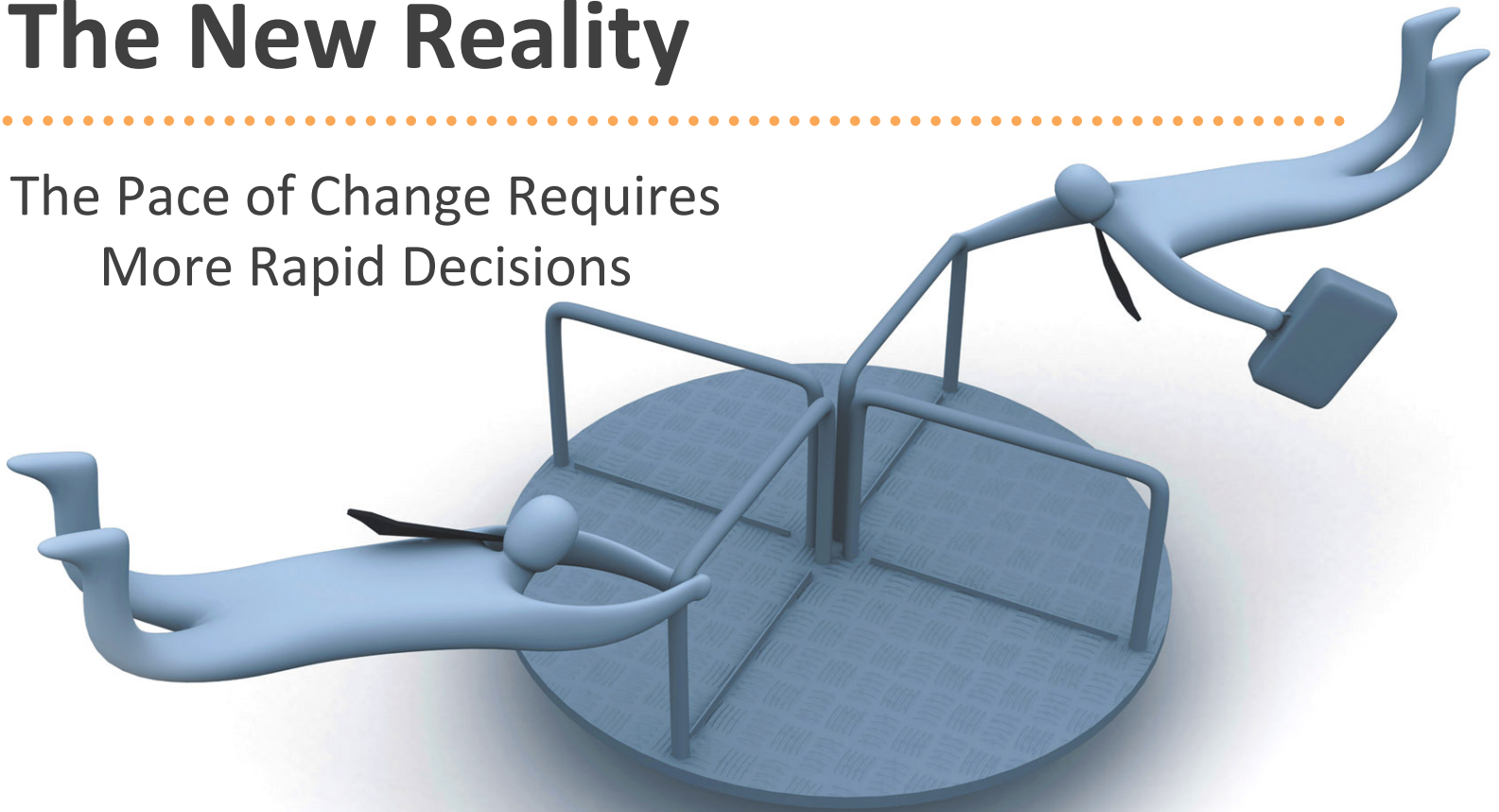




**Is the topic of conversation more important than sentiment?**

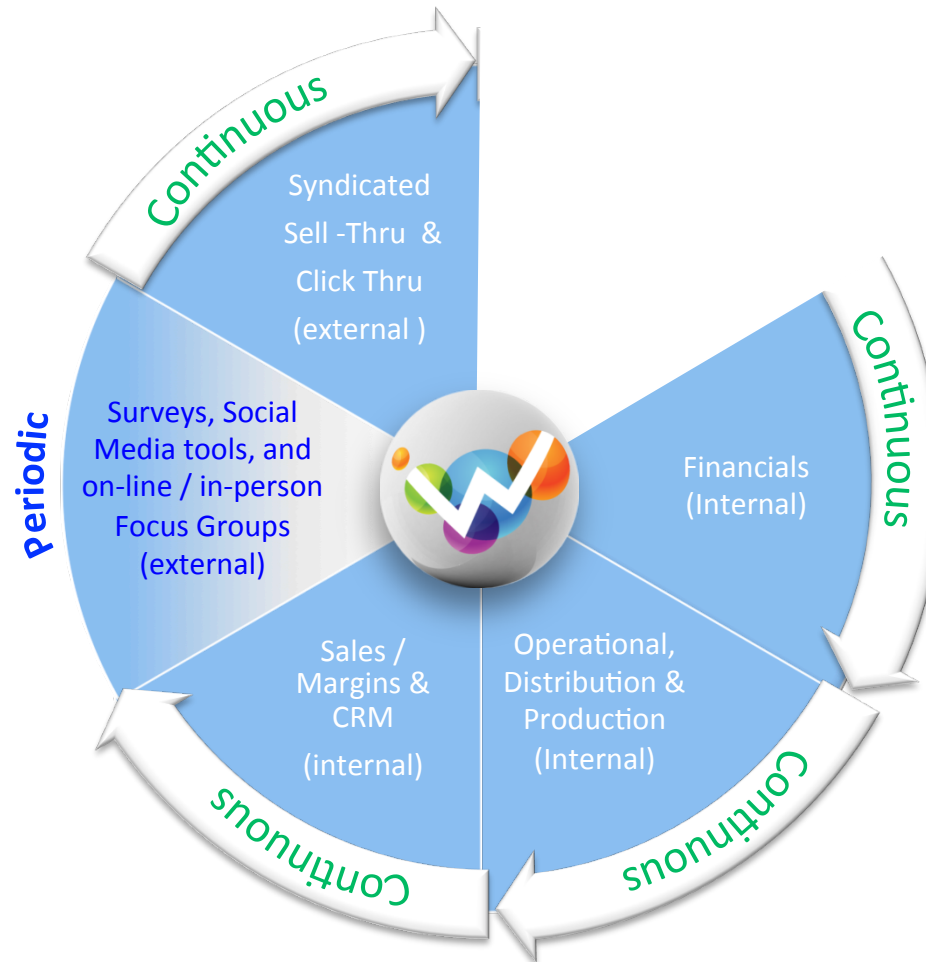
# The New Reality

The Pace of Change Requires  
More Rapid Decisions



Good Decisions Require Good,  
Timely Business Intelligence

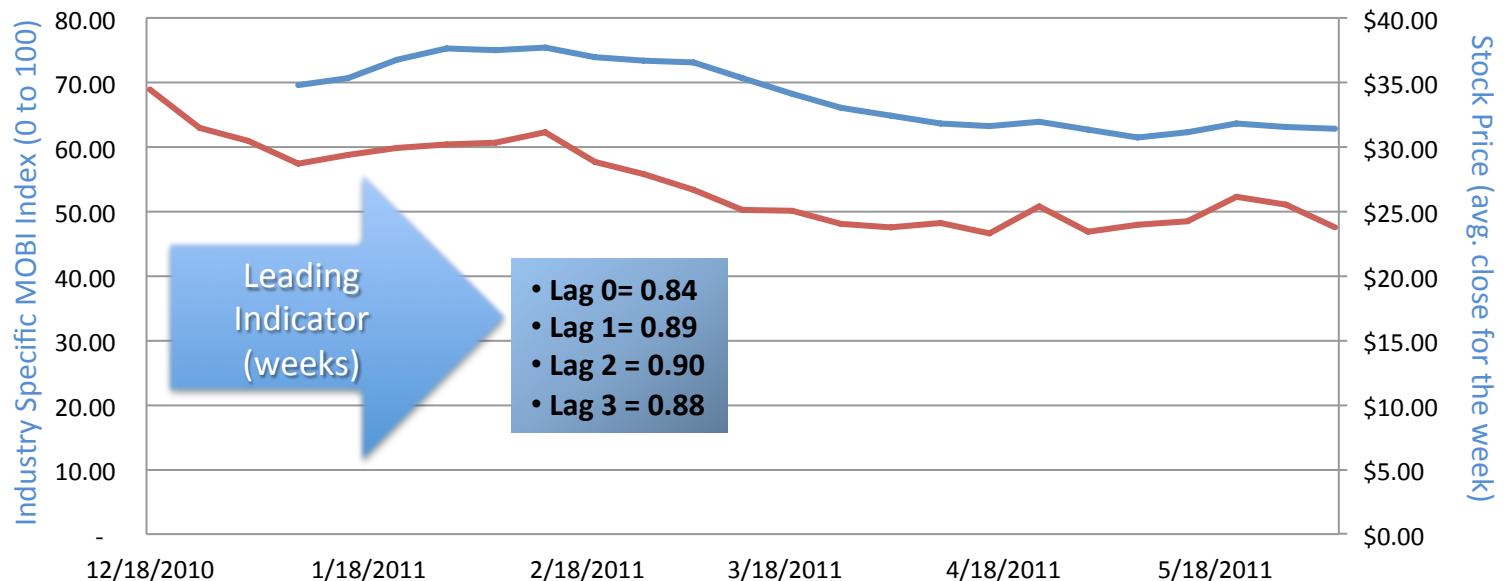
# Big Data Is Replacing “Snapshot” Insights



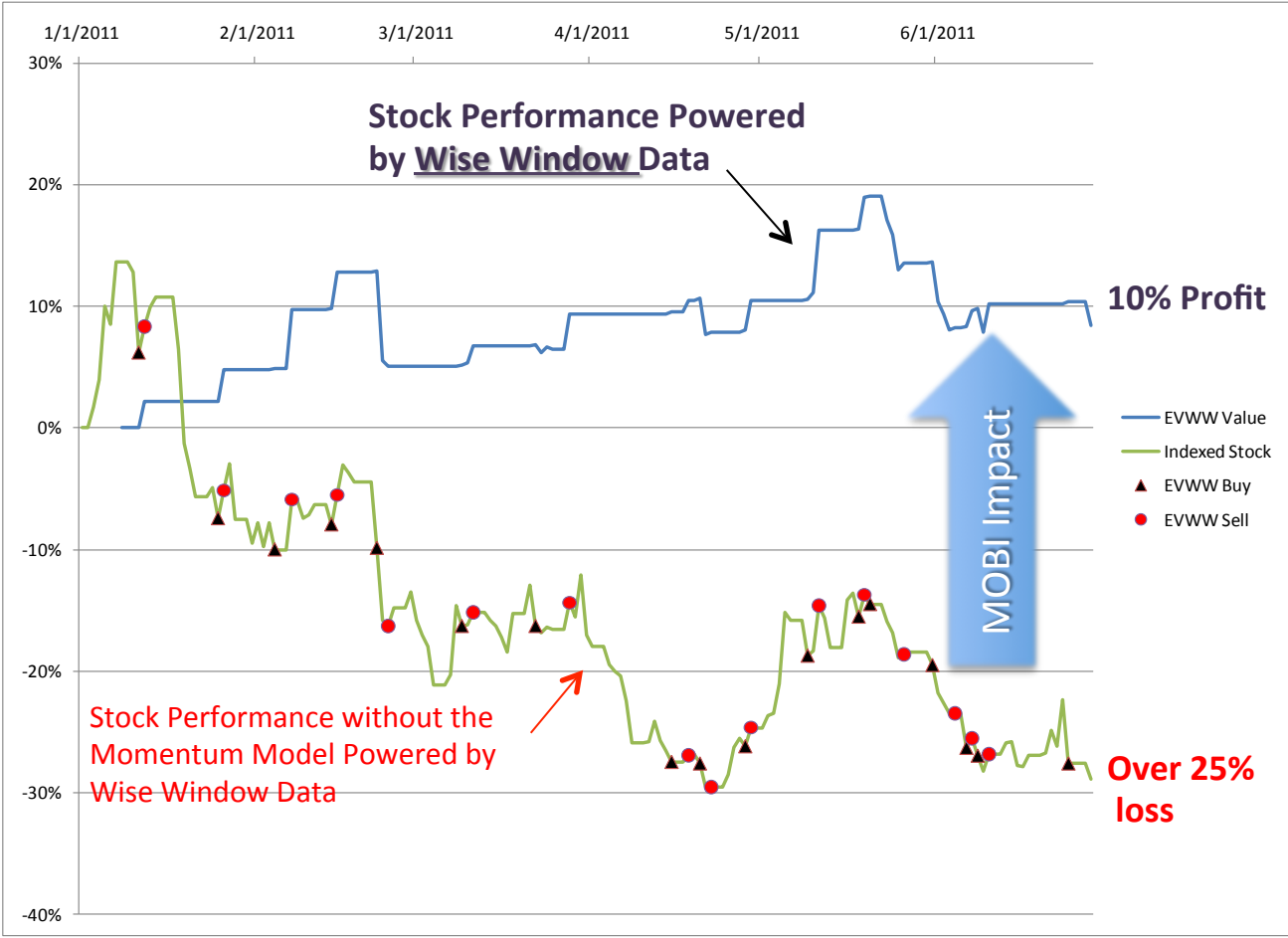
# Example: Correlating To Stock Prices

## Weekly GM Stock Price vs. MOBI Overall Sentiment

— Overall MOBI sentiment Index — GM Stock Price



# Actionable Outcome: Better Model



# Sentiment by specific topic tends to provide more accuracy

Stock vs (100-Sentiment Index) Lag 2

Date	GM Stock Price	Overall MOBI sentiment Index	Vehicle Handling	Vehicle Options	Vehicle Problems	Vehicle Purchase Intent	Vehicle Quality	Vehicle Rebate	Vehicle Styling
12/18/2010		69	38	40	55	46	42	40	60
12/25/2010		63	43	42	60	43	45	34	58
1/1/2011	35	61	46	50	57	41	45	39	51
1/8/2011	35	58	43	49	59	43	50	35	47
1/15/2011	37	59	54	48	59	43	55	45	51
1/22/2011	38	60	57	57	66	48	53	45	54
1/29/2011	38	60	57	58	68	54	54	48	48
2/5/2011	38	61	54	54	67	49	61	44	48
2/12/2011	37	62	59	48	71	48	60	46	53
2/19/2011	37	58	57	50	60	42	54	46	48
2/26/2011	37	56	50	45	58	42	47	46	51
3/5/2011	35	53	56	45	56	45	49	51	55
3/12/2011	34	50	57	52	50	33	48	52	48
3/19/2011	33	50	46	58	44	36	51	52	58
3/26/2011	32	48	49	50	52	44	49	53	52
4/2/2011	32	48	56	50	54	39	46	59	46
4/9/2011	32	48	51	46	50	43	48	62	45
4/16/2011	32	47	49	45	50	47	52	51	44
4/23/2011	31	51	59	39	50	53	55	57	44
4/30/2011	31	47	52	40	40	53	53	47	47
5/7/2011	31	48	46	47	45	48	45	46	49
5/14/2011	32	48	47	46	48	46	45	46	51
5/21/2011	32	52	55	53	50	37	43	41	51
5/28/2011	31	51	52	51	50	46	41	45	61
6/4/2011	31	48	58	47	52	53	44	44	59

Lag 2

	GM Stock Price	
GM Stock Price		1.000
Overall		0.902
Vehicle Handling		0.257
Vehicle Options		0.439
Vehicle Problems		0.888
Vehicle Purchase Int		0.004
Vehicle Quality		0.597
Vehicle Rebate		-0.359
Vehicle Styling		0.034

**GM**

# A Single Source of Mass Opinion Rarely Correlates As Well As A Broader Mix Of Sources

date	GM Stock Price	all	Blog	Message Boards	Microblog	Reviews	Video
12/20/2010	34.81	60	36	45	39	37	45
12/27/2010	35.92	59	43	51	30	48	58
01/03/2011	38.18	56	47	47	42	30	42
01/10/2011	38.48	54	35	54	34	28	54
01/17/2011	37.46	55	36	58	57	51	54
01/24/2011	37.84	57	48	59	57	64	55
01/31/2011	36.25	58	40	49	62	52	58
02/07/2011	36.47	56	32	48	69	63	59
02/14/2011	36.41	57	39	53	73	51	56
02/21/2011	34.16	53	47	51	66	56	45
02/28/2011	32.96	51	50	54	41	34	40
03/07/2011	32.00	49	62	48	53	42	48
03/14/2011	31.80	46	51	48	48	42	43
03/21/2011	31.21	45	55	47	29	49	33
03/28/2011	31.39	44	58	47	45	49	42
04/04/2011	32.39	45	53	44	54	69	47
04/11/2011	30.72	45	47	43	53	62	33
04/18/2011	30.11	43	60	36	44	61	50
04/25/2011	31.64	47	59	40	67	77	50
05/02/2011	32.43	44	53	42	53	79	45
05/09/2011	31.36	44	55	43	34	80	45
05/16/2011	31.27	46	54	46	26	86	58
05/23/2011	31.00	50	48	56	45	83	61
05/30/2011	30.19	48	44	54	50	86	64
06/06/2011	28.90	50	46	60	59	90	70

	GM Stock Price
all	0.808
Blog	-0.659
Message Boar	0.315
Microblog	0.154
Reviews	-0.585
Video	0.087

# What is MOBI

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- A unique, live and continuous decision-driving **data set of consumer sentiments**
- Tracks **verticals, and all products/brands** within them
- **It is predictive**, mass opinion driven, consumer sentiment around brands, products and purchase influencing factors



# Thank You

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For More Information, Contact:

Marshall Toplansky

President

WiseWindow

949-400-9155

[marshall@wisewindow.com](mailto:marshall@wisewindow.com)