

## **NETWORKED INSIGHTS LAUNCHES TO HELP COMPANIES TAP INTO CUSTOMER CONVERSATIONS**

*Customer Interaction Networks Deliver Rich Customer Insights to Inform Business Decisions*

**MADISON, WIS. — November 7, 2007** — Networked Insights today formally announced its company launch, product and first customer, defining the new standard for market research. Networked Insights' on-demand platform connects like-minded customers in brand-focused communities and helps companies gain highly granular, strategically impactful insights from customer interactions to inform a range of business decisions, including marketing, sales, and research and development.

Networked Insights also announced that it closed series A funding of \$4 million from Kegonsa Capital, a Madison based venture capital firm. Kegonsa Capital was recently named a top 100 VC by *Entrepreneur* magazine.

“Networked Insights has changed the approach to market and customer research. What was once a company controlled process is now defined by customers, delivering richer, unbiased and actionable information to companies,” said Daniel Neely, CEO of Networked Insights. “We give customers a platform on which to communicate and connect, and make it easy for companies to compile and execute on the wants, needs and sentiments of their customers.”

Market research has traditionally been driven by various methods including surveys and focus groups. While those strategies have evolved with the digital age, customer conversations and word of mouth still remain the most powerful form of feedback for a brand. Networked Insights is the first company to deliver market research generated by the customer, where they decide what issues and topics are most relevant. Instead of proving a hypothesis or testing different theories, companies are now faced with new topics and issues directly from the customer that they may have never identified as important issues.

Networked Insights is currently working with The Guild, the leading online retailer of original art and fine craft, to power a community on its e-commerce website, artfulhome.com. The relationship has resulted in more than 500 members to its Artful™ Community since October 2007. Sixty percent of these members have never purchased products from artfulhome.com in the past, demonstrating the potential for Networked Insights to be valuable customer acquisition tool.

“We wanted an interactive way to bring together artists with other art enthusiasts,” said Toni Sikes, CEO of The Guild. “Networked Insights not only delivered a way for us to connect our customers and artists, but makes it easy for us to use the information contained in those interactions to impact our business.

So far, our new Artful™ Community powered by Networked Insights has driven sales on our site and given us valuable information to help inform business and marketing decisions.”

Networked Insights combines the data from all of its customers’ communities to create a network of networks. From this network of networks, Networked Insights can deliver a richer set of insights that spans across multiple industries, companies and products, and is customizable for any company’s market research needs.

“Customer conversations and word-of-mouth marketing have become valuable sources of information for both customers, to inform purchase decisions, and for companies, to inform business decisions,” said Paul Dunay, interactive marketing director at BearingPoint who has spent more than 20 years in marketing, creating buzz for leading technology companies such as BearingPoint, Google, IBM, Microsoft, Oracle, SAP, Avaya and Cisco. “To date, centering the conversations around your brand and tapping these interactions has not been possible on a large scale, but Networked Insights has finally made it possible for companies to harness this information in an meaningful way.”

### **About Networked Insights**

Networked Insights is a Customer Interaction Network that helps businesses tap into the collective intelligence of their customers to drive better business decisions. Unlike other solutions that rely on reported or historic data or use analytics to evaluate individual consumer transactions, Networked Insights’ Customer Interaction Network is the first technology to connect businesses with customer-to-customer interactions in a real-time, continuous manner. Customers join an interaction network on any Networked Insights enabled website and can immediately engage in direct conversations with other like-minded consumers about issues that are important to them. The Customer Insight Platform gives businesses the ability to continuously know what people are talking about as it is happening, which gives them unprecedented insight into their customers and fuels a variety of business areas, from product development to positioning, to advertising models and online content. Networked Insights is privately held and based in Madison, Wisconsin. For more information, go to [www.networkedinsights.com](http://www.networkedinsights.com).

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