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"We believe what our customers say is more important than what we say, its their brand. Crawdad Listening Posts enable us to keep our ear to the ground to make sure we're serving the customer in the best way possible."

Kevin Myers, VP of Marketing at Cold Stone Creamery

"Crawdad Listening Posts allow us to focus on the most important buzz, good and bad, and take action. By quantifying the buzz we can detect emergent threats and opportunities, and determine the effects of our marketing programs."

Jami Clark, Communications Manager at Cold Stone Creamery

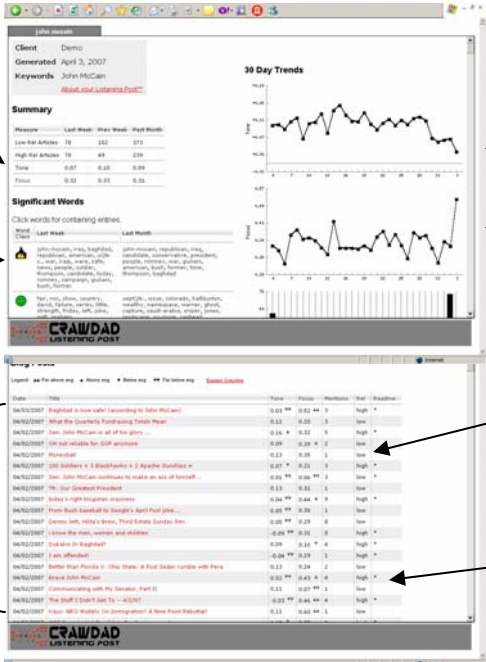
About Crawdad

Crawdad operates from Chandler, Arizona, and was co-founded by Drs. Kevin Dooley (CEO) and Steven Corman (CTO) from Arizona State University. Crawdad licenses and develops products based on Centering Resonance Analysis (CRA), a patented form of network text analysis. Crawdad's development has in part sponsored by the U.S. Air Force Office of Scientific Research. Crawdad's 2004 Presidential Campaign Dashboard, which featured the Mud Meter™, was covered by numerous TV, radio, and newspaper outlets including the New York Times. Crawdad also sells Crawdad Text Analysis System 2.0 desktop software, currently being used in over 100 universities.

The Crawdad Listening Post™

Over the last two years the Web has exploded with blogs, social networking sites, chat rooms, and discussion boards. Any person with access to the Web can post information or opinions that may be read by potentially thousands of other people, in near real-time. In order to monitor threats and mine opportunities to your own brand and your competitors, you need to be able to track the buzz in these new social media.

The Crawdad Listening Post™ listens to blogs, discussion boards, chat rooms, social networking sites, and online media for news or opinion about products, brands, celebrities, and issues. Users view a daily dashboard which uses patented natural language processing technology to analyze the buzz on the Web and make sense of it.



Summary stats over last week, month

Hot words, happy words, & grumpy words

LP on "John McCain"

Track trends in tone, focus, & volume

Descriptive statistics are provided for each post

A README function picks out the few posts you should read

A table with all posts is provided, including live links

Details

- Basic LP tracks blogs and social networks
- Can customize to add other sources such as merchant reviews, media, and discussion boards
- Low monthly rate per LP
- Updated weekly
- Unlimited access

- **Understand conversations**
- **More accurate**
- **Easy start up**
- **Superior analytics**
- **Lower cost**
- **Real time**

Listening Post Clients

