

NETBASE™

THE 2020 COMPLETE GUIDE TO INFLUENCER MARKETING





INTRODUCTION.....	3
EXECUTIVE SUMMARY	3
FINDINGS.....	4
THE POWER OF MAKING IT PERSONAL	4
CHALLENGES MARKETERS FACE.....	5
SOCIAL INSIGHTS FOR INFLUENCER IDENTIFICATION	6
CHANGES EQUAL CHALLENGES	8
INFLUENCERS VS BRAND AMBASSADORS	8
FINDING INFLUENCERS & ACTIVATING BRAND AMBASSADORS ..	10
BRAND SUCCESS STORIES.....	11
MONITORING CRITERIA.....	12
WATCHING INFLUENCERS WORK THEIR MAGIC	13
CONCLUSION: MAINTAINING BALANCE	15



INTRODUCTION

The Age of the “Regular Joe” is upon us.

Word-of-mouth has always been a crucial component of marketing. Before there was television, or even radio, how did businesses grow? Through leaflets and ads in newspapers and magazines, perhaps. But the most effective promotions have certainly always been through personal recommendations from customers to their friends.

Even with the advent of the broadcast technologies that propelled advertising into the future, word-of-mouth is the “proof in the pudding,” or the “fly in the ointment,” depending on a given customer’s experience.

This basic truth hasn’t changed, but the methods for communicating it—and the size of the audience paying attention—sure have.

Social media has provided a cacophony of voices for consumers to join—making everything they say about brands louder and more powerful, on both ends of the spectrum. Whether other consumers agree or disagree, love or hate any product or brand, they lend their voices to amplify the social song—and impact your business as a result.

EXECUTIVE SUMMARY

The most important voices to consumers are those of other consumers—people using and sharing about products and services, versus celebrities being paid to talk about a brand.

So how do you find influencers, and how do you empower them to speak on your behalf? That’s what this report will cover, as well as:

- Challenges marketers face when it comes to influencers—not only finding them, but tracking their impact.
- The difference between an influencer and a brand ambassador—because they’re not identical, and you need both.
- How to find niche influencers and activate brand ambassadors.
- Brands who’ve successfully leveraged influencers in their strategies, and what we can learn from those who’ve made mistakes.

“The most important voices to consumers are those of other consumers...”

And you’ll see how a small brand, challenger brand and large brand (you’ll recognize the name!) were able to leverage influencer marketing to generate amazing results.



FINDINGS

- 70% of teen subscribers think YouTubers are more relatable than celebrities.
- Influencer identification requires accuracy, transparency and nimble adaptation to social platform API changes.
- According to a recent study, identifying the right influencers is still the biggest struggle for 73% of marketers.
- Follower count doesn't take millions to be worthwhile. Anything over 500 is a worth a look if there's passion for your brand category.
- Multiple influencers are needed to reach different audience segments in ways each cares about, and at the right time.
- 88% of consumers trust online recommendations as much as personal recommendations.
- Finding unexpected niche influencers in your audience gives top brands an edge in competitive markets.
- Certain emotions make content go viral, 'awe' being chief among them (25%).

THE POWER OF MAKING IT PERSONAL

Regular person influencers aren't about to put celebrity endorsers out of a job. Celebrities have always lent themselves to marketing endeavors, and likely always will. Beyond that, cartoon characters like Tony the Tiger (for an historical example), and real-life "characters" like Progressive Insurance's "Flo" help consumers connect with ad campaigns as well.

But the key to success with such endeavors now is putting a personal spin on your marketing, and that's why influencers are so important—*authentic* influencers.

It doesn't matter how "adorkable" Flo is, if social word-of-mouth tells a different story about Progressive's product.



Flo from Progressive @ItsFlo · Dec 1

You can tell a lot about a person in the way they handle a hot tangled mess of holiday lights.



0:12 1,109 views

5

12



45

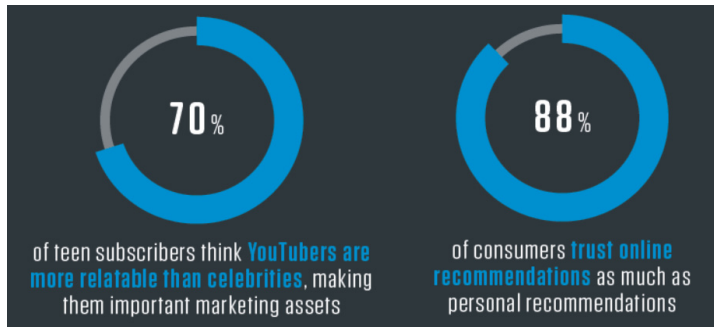


Does “relatability” really matter that much?

Well, an infographic by NoGRE.com states “70% of teen subscribers think YouTubers are more relatable than celebrities”² while “88% of consumers trust online recommendations as much as personal recommendations.”³

That certainly speaks to the importance of social influencers, and how that influence over young shoppers is on the rise—as well as the acceptance of word-of-mouth from online “strangers” as a valid perspective.

<https://nogre.com/evolution-of-influencers>



And it means your energy is better spent cultivating online influencers over expensive celebrity mouthpieces—or at least using both if you’re intent on using the latter.

Let’s start with finding influencers—and how to overcome potential obstacles brands may encounter.

CHALLENGES MARKETERS FACE

If there was ever a hey-day where famous faces hawking products were trusted on spec, those days are certainly gone. So any brand thinking they can buy celebrity influence and succeed should think again.

But you won’t know what will work till you understand your audience. And as Katie Price Ross, Associate Director, Word of Mouth Marketing at Empower shared during NetBase LIVE New York, there are segments that must be sorted out ahead of influencer identification.

“FUR BABY” PARENTS | HEALTH-CONSCIOUS OWNERS | PET PROS | FIRST-TIME PET OWNERS | HAPPY > HEALTHY COMPROMISERS

When working with Luvsome Pet Food, her team identified five distinct sub-groups. And each came with its own set of wants, needs, concerns

and purchase motivators, requiring equally distinct influencers—one that really resonated with each group in an authentic and credible way.

A human face is really only part of the equation—authenticity of the message shared is just as critical. You must find the right influencers for your brand—and at just the right moment in time.

According to a recent joint study by eConsultancy and Fashion and Beauty Monitor, identifying the right influencers is still the biggest struggle for 73% of marketers who responded.⁴

Why is this the case? Because you need influencers who have engaged followings. Any old celebrity with a half-million followers won’t automatically help your brand succeed. If it were that easy you could Google the top-followed accounts on any social network and make your pitch.

Also—not only are consumers hip to the idea that a paid spokesperson may not actually believe in what they’re selling, celebrity spokespeople are just as leery of damaging their own brands by selling out.

And some are just really, really bad at it—like Scott Disick copying the Bootea brand email instructions telling him how to promote their protein shake. The resulting PR was certainly not what the folks at Bootea had in mind.

Instead you need social analytics tools that can evaluate which of the many potential influencers for your brand are most likely to be effective.



SOCIAL INSIGHTS FOR INFLUENCER IDENTIFICATION

What are some of the metrics that matter when it comes to identifying influencers, then?

Follower count is a good starting point, of course—though it doesn’t take millions to be worthwhile. Anything over 500 is worth a look if there’s passion for your brand category.

Brand passion is what matters most, and it makes a difference even for influencers with thousands or millions of followers. An apathetic influencer that isn’t sharing and interacting with enthusiasm in or about your niche area isn’t likely to be much use. Neither is one who mentions your competition as often as they mention you.

Accurate sentiment analysis tools are where your search must start and end. Beyond accurately understanding passion, a transparent tool will share insight around other metric must-haves, like understanding engagements per post—because this tells you how interactive their audience is. And that’s what you really want, the extended audience that your influencer connects you to. But that’s far from the full picture—there’s much more to consider.

For example, here’s some key intel about Macbook from the *NetBase Holiday Gifts: Gen Z and Millennial Picks*⁵:

Top Behaviors Cloud



Top Hashtags

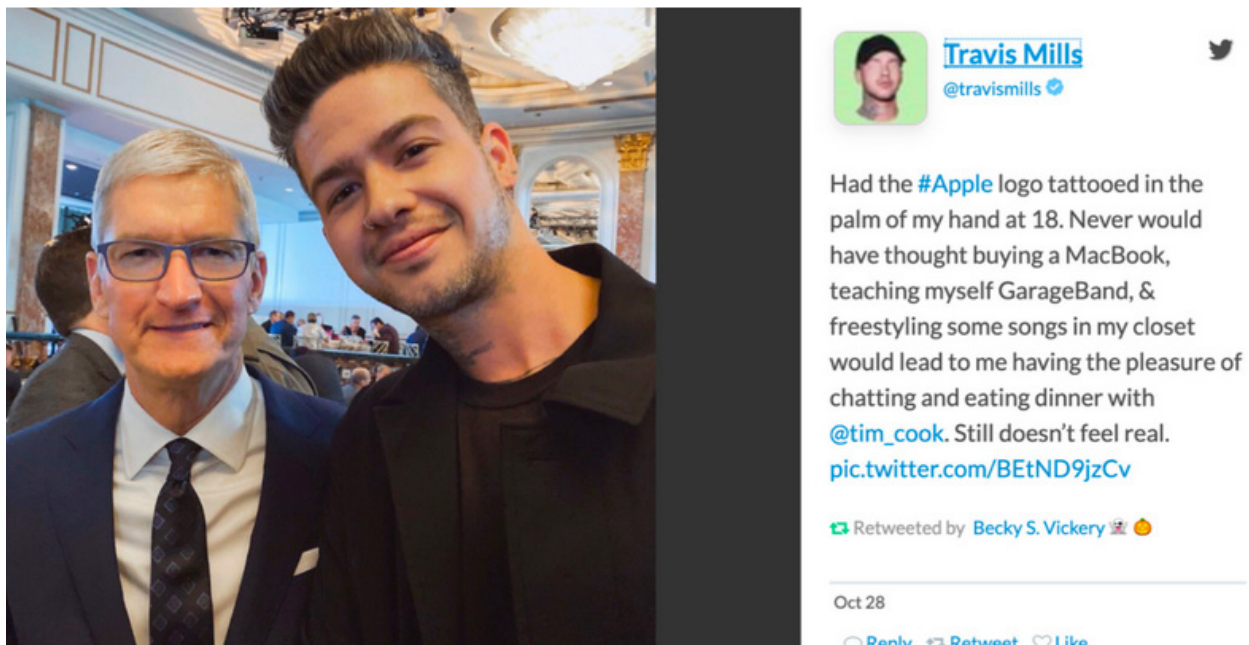


You can see the top behaviors of targeted consumers are overwhelmingly positive, with segments talking about how much they “need” and “want” to buy a variety of Mac products to “use.”

And what do they want, specifically? That’s where the hashtags come in, offering insight around specific ‘must haves’ this season. We see lots of potential for Apples main product lines—and the expensive ones too. There’s “macbookpro” and “macbookair” along with “iphonewatch” and “ipads”—and each with its own specific intel after clicking through to explore who is talking—and why.

And we also see recording artist and GenZ influencer Travis Mills driving conversation with his share—and story—around his pic taken with Tim Cook.

Mills shares his love for the Apple brand and how his Macbook started his career in music via Garage Band. Macbooks have become the figurehead for creators, the “IT” item every creative needs in their arsenal. And Mills is helping shape that narrative.



But your work isn’t done there! Just as worthy of social scrutiny are the influencers of your competition—because they’re part of your shared audience. Are they getting the same engagement levels? Why? These are questions you must be able to answer, and not all tools are up to the task.

²Why YouTube stars are more influential than traditional celebrities [source: <https://www.thinkwithgoogle.com/consumer-insights/youtube-stars-influence/>]

³88% Of Consumers Trust Online Reviews As Much As Personal Recommendations [source: <https://searchengineland.com/88-consumers-trust-online-reviews-much-personal-recommendations-195803>]

⁴The Three Biggest Influencer Marketing Challenges and How to Overcome Them [source: <https://www.forbes.com/sites/forbescoachescouncil/2017/10/26/the-three-biggest-influencer-marketing-challenges-and-how-to-overcome-them/#19e792a02ff0>]

⁵NetBase Holiday Gifts: Gen Z and Millennial Picks [source: <https://pages.netbase.com/AR-2019-HolidayGifts.html>]

CHANGES EQUAL CHALLENGES

Another area where the tools you use may fail you is with changes enacted by the social networks themselves. Instagram's recent API changes are a great example of this.⁶

The top photo-sharing social network is a great channel for the sourcing and deployment of influencers—but gathering insights is trickier than it used to be. This is especially true for analytics tools that weren't prepared as the changes rolled out.

It's hard enough keeping up with social's rapid-fire pace. If there are sudden gaps in your Instagram insights, that can be a huge problem—especially if your competitors aren't suffering the same loss. Your analytics tools provider must be dedicated to staying ahead of such changes (look to [the NetBase blog](#) for several posts on how NetBase has you covered).

That's to say nothing of the changes that happen within fickle social audiences. The celebrity that's all the rage right now might be an after-thought by tomorrow. You have to constantly monitor social sentiment to understand where consumers' hearts lie, and make the most of windows of opportunity while they're open.

For this reason, you want as many influencers and brand advocates working on your behalf as possible. And you need to understand how these two allies differ.

INFLUENCERS VS BRAND AMBASSADORS

The distinction between the two is important, and often overlooked. We'll start with influencers. Influencer Marketing Hub offers this definition of influencers:

“An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience. An individual who has a following in a particular niche, which they actively engage with. The size of the following depends on the size of the niche.”

What's missing from this definition? It doesn't say anything about dedication to a specific brand—because influencers aren't exclusive, unless they are paid to be. At that point they become brand ambassadors.

Influencers and brand ambassadors fall into a few different categories⁷:

- **MICRO-INFLUENCERS**—think Lululemon's army of yogis, or Stance's stable of artists and athletes
- **CONTENT CREATORS**—YouTubers, bloggers, and such celebrities
- **INDUSTRY EXPERTS**

⁶Instagram Graph API: Hashtag Search Launch [source: <https://developers.facebook.com/blog/post/2018/10/31/instagram-graph-api-hashtag-search-launch/>]



All brand ambassadors are influencers to some extent—but all influencers aren't necessarily brand ambassadors.

Let's take a closer look at the distinctions between the two.

A BIT ABOUT INFLUENCERS

Influencers may be self-appointed. Consider the vloggers and bloggers who review beauty products, for example. They test and review numerous brands, for the sake of gaining views, earning free products, and making money from ads and other monetization options.

Their personal brand is often that of an expert in a related field—like a make-up artist or stylist, who may use any number of products or brands of apparel in their content. Your brand may simply be a means to an end for them.

You want to know about these social superstars and how they are mentioning your brand—especially in light of the fact that they're likely mentioning your competitors as well.

Is everything they say positive? How passionate are they about your brand and products, as compared to your competition's? You may be able to sway them to become brand advocates.

Conversely, do they have anything negative to say about you to their legions of fans? You need to be aware, if so. Again, social monitoring tools are paramount to staying on top of spikes in sentiment—in both directions.

What makes influencers valuable—albeit unpredictable—is their authenticity. Because they aren't paid to promote you, their opinions rank highly with social audiences.

AND BRAND AMBASSADORS

Brand ambassadors, on the other hand, are paid to endorse the brands they partner with. This doesn't have to be a bad thing.

If their own passion for your brand is what led you to them, their audience will see that progression—and might even love you by extension for rewarding this influencer's loyalty. It makes them hopeful for their own influential success at some point!

What you must be careful of is sully your brand ambassador's good reputation by asking him/her to present anything too slick or salesy. And, of course, your brand ambassadors must be carefully chosen based on consumer sentiment and alignment with your brand's goals, along with the other metrics mentioned earlier.

“The best way to achieve brand love is to seek it out—very specifically.”

Of course, finding influencers is only half the battle—especially if you want them to partner with you as brand ambassadors.



FINDING INFLUENCERS & ACTIVATING BRAND AMBASSADORS

The best way to achieve brand love is to seek it out—very specifically. We don't use Net Sentiment and Passion Intensity simply to find out if consumers love your brand overall—we use these tools to understand what *exactly* they love about your brand, and why.

Only with that information can you give them what they want. This isn't about pleasing everybody all of the time—it's about pleasing each segment of your audience in the ways each of them cares about at that moment in time.

Now you understand why multiple influencers and brand ambassadors are necessary—no *one* person can speak to every segment of your potential audiences, nor to their individually varied needs.

Using audience segmenting tools lets you learn about the multiple groups comprised within your overall audience, to find the influencers that are right for each niche, and for each story you want to tell.

For example, Visa used social analytics to understand the particular needs of their SMB audience—so they could speak directly to them, and their unique concerns.¹⁰ This is the type of work you do to find unexpected niche influencers in your audience. An influencer for Enterprise-sized companies isn't going to be effective addressing the needs of SMBs, etc.

This type of research also reveals what might motivate someone to become a brand ambassador. What do they want from your brand? What can you offer them to become part of your social influencers team? Let social data guide you to the perfect incentive.



⁷What Is an Influencer? [source: <https://influencermarketinghub.com/what-is-an-influencer/>]

⁸Standout Brand Ambassador Programs from 4 of World's Biggest Brands [source: <http://mediakix.com/2018/05/best-brand-ambassador-programs/#gs.qas6oxU>]

⁹Stance Demonstrates The Power And Passion Of Social Influencers With Its 'Punks & Poets' [source: <https://www.netbase.com/blog/stance-power-of-social-influencers/>]

¹⁰Unintentional Brand Ambassadors And The Art Of Storytelling [source: <https://www.netbase.com/blog/unintentional-brand-ambassadors-and-the-art-of-storytelling/>]

BRAND SUCCESS STORIES

Speaking of incentives, it's easy enough for us to tell you how powerful influencers are—but examples of brands who've had wins through using influencers are far more effective. Here are a few:



MERCEDES-BENZ

In the large brand category, Mercedes-Benz is making smart use of Instagram influencers to drive brand awareness. What matters to the luxury auto brand? “A personable Influencer with a keen eye for photography, an exotic or adventurous road trip, the newest model of Mercedes-Benz, and a hashtag (a la #koeninformat_michiganroadtrip).”¹¹

They've also made use of the branded hashtag #MBFanPhoto to encourage content creators, one of the influencer types listed above, to share their photos of their cars. User-generated

content (UGC) is another great avenue for finding influencers—and for Mercedes it resulted in #1billionlikes for their Instagram channel, thanks to Ukraine designers Andrew Mytro's graphic of a young boy staring dreamily at a Mercedes-Benz.

BIGELOW TEA

In the challenger brand category, Bigelow Tea set out to reach their target audience by including “emotional appeal” to their typical promotion of the tea's health benefits. They tasked influencers with showcasing “emotional occasions” in their posts—and it worked, earning the brand:

- 18.5% lift in sales
- 32,000 blog post engagements
- 44 million impressions
- 3.5 increase in total media value for the entire campaign¹²

BOXED WATER

Small brands have even more to gain through influencers—because with smaller budgets, it makes sense to diversify your efforts. Boxed Water proved this with their #ReTree campaign.

By partnering with influencers like actress Jamie King, and YouTube star Megan de



Mexican Artist El Dasa keeping the #ReTree campaign alive

Angelis, the eco-friendly water brand has “planted over 600,000 trees in the Sierra National Forest in California; in the Uinta-Wasatch-Cache National Forest in Utah; and in the Stanislaus National Forest in California... [fulfilling] more than half of their commitment of planting a million trees by 2020.”¹³

MONITORING CRITERIA

How were brands able to see how successful (or not) these campaigns were? Before setting out, each had clear monitoring criteria in place—and so should you. We’ve mentioned most of it already, but it’s good to have a handy list to refer to, and we’re all about making things as transparent as possible—so here’s what your influencer monitoring list must include:¹⁴

MENTIONS. It’s not just surfacing @mentions that matter here, but what folks are saying about you specifically. Is your marketing working? Are they talking about your latest offering, and mentioning your brand for attributes you’re striving to build awareness around? And are you seeing an uptick in mentions of late—and why? It could be thanks to that new influencer partnership, or it may be some unknown ambassador you should be taking note of. Get into those granular details and find out!

ENGAGEMENT. How are these mentions playing out? Is someone just retweeting you again and again to thousands of followers without anyone talking back and forth? If so, that can appear impressive, but it’s ultimately useless. It shouldn’t count as a meaningful touchpoint if you aren’t seeing significant engagement via comments as well.

SENTIMENT. Do segments actually love your brand or are they saying so sarcastically? Can you parse that data to know for sure? With NetBase you can, but we set the bar for accuracy so make sure others can do the same. Understanding the sentiment behind sarcasm, emojis and images is more important than keeping track of brand mentions. The mentions themselves are meaningless if you aren’t capturing context. You have to understand Brand Passion. It’s a must.

INFLUENCERS. Monitoring for influencers doesn’t stop once you identify—and are working with—solid brand ambassadors. Any category can change on a dime and should your current influencers commit a social faux pas that runs counter to brand identity, or just flake entirely, you’ll want to have some well-researched backup candidates in mind. There’s no reason to ever let that pool run dry.

DETRACTORS. Understanding why someone doesn’t like your brand is important, particularly if that person is an influencer or if you see trends around a service or product in need of fixing. Making an influencer into an ambassador by resolving a legitimate concern can pay off, as can

¹¹Mercedes-Benz Is Kicking Ass with Instagram Influencers [source: <http://www.snowsocal.ca/blog-2/2018/3/15/mercedes-benz-is-kicking-ass-with-instagram-influencers>]

¹²11 Influencer Marketing Campaigns to Inspire You to Start with Influencer Marketing in 2018 [source: <https://influencermarketinghub.com/11-influencer-marketing-campaigns-to-inspire-you-2018/>]

¹³8 Influencer Marketing Case Studies with Unbelievable Results [source: <https://www.grin.co/blog/8-influencer-marketing-case-studies-with-unbelievable-results>]

¹⁴9 Top Social Media Metrics to Monitor [source: <https://www.netbase.com/blog/9-top-social-media-metrics-monitor/>]



As *Business Insider*¹⁵ noted, certain emotions make content go viral—and the positive ones are chief among them:

These Emotions Make Online Content Go Viral

Emotions evoked by the 10,000 most shared articles across the web

A donut chart illustrating the emotions evoked by the 10,000 most shared articles across the web. The chart is divided into nine segments, each representing a different emotion and its corresponding percentage of the total. The segments are: Awe (25%, dark blue), Laughter (17%, light blue), Amusement (15%, orange), Joy (14%, yellow), Anger (6%, red), Empathy (6%, green), Surprise (3%, purple), Sadness (3%, grey), and Others (3%, white). Lines connect the labels to their respective segments.

Emotion	Percentage
Awe	25%
Laughter	17%
Amusement	15%
Joy	14%
Anger	6%
Empathy	6%
Surprise	3%
Sadness	3%
Others	3%

Source: Buzzsumo

BUSINESS INSIDER

And as helpful as having that criteria in place will be, watching it unfold via real-time reports is what really ties it together.

Overview: How Influencers Are Talking

Conversation Summary

14,499

Mentions

71

Passion Intensity

164,141,410

Potential Impressions

10,015

Authors

Most Active Influencers

	Mentions	Followers/Visitors	Engagements
 ▼ Cindy Sedlock @CLAWS1965	61	534	2
 ▼ POPSUGAR Home @POPSUGARHome	38	113,671	35
 ▼ Gregory Lum @thetraboy360808	34	91	
 ▼ Joanna Gaines	33	618,381	109,395

General Conversation



Most Common Hashtags



And measuring influencer power to be certain they're worth their weight in retweets is made possible by those last two metrics!

¹⁶**Mastering Influencer Analysis Reporting** [source: <https://www.netbase.com/blog/mastering-influencer-analysis-reporting/>]



Cross-Channel Summary

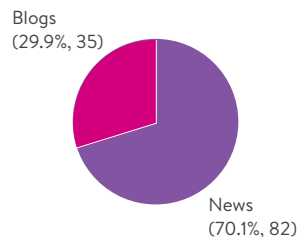
Channel Comparison					
Channel	Followers	Brand Posts	Engagements	Engagements / Post	Shares / Post
Instagram					
 @joannagaines	5,464,218	21	4,717,968	224,665.14	-
Total	5,464,218	21	4,717,968	-	-
Average	5,464,218	21	4,717,968	224,665.14	-
Facebook					
 JoannaStevensG...	2,647,258	20	878,139	43,906.95	1,507.10
Total	2,647,258	20	878,139	-	-
Average	2,647,258	20	878,139	43,906.95	1,507.10
Grand Total	8,111,476	41	5,596,107	-	-
Grand Average	4,055,738	20.50	2,798,053.50	134,286.05	753.55

Though don't discount the power of influential digital properties as you explore the chatter around your brand. Forums, blogs, news and review sites can offer impressive engagement on their own right around your topic area.

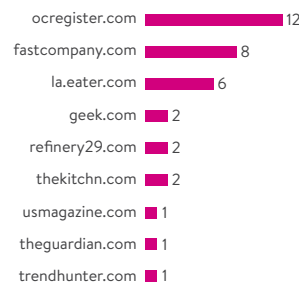
Taking that temperature there regularly can help direct ad dollars for maximum value, should you choose to go that route. And it can also guide you toward developing relationships with influencers publishing on those sites.

“Using NetBase you can quickly see How Influencers are Talking...”

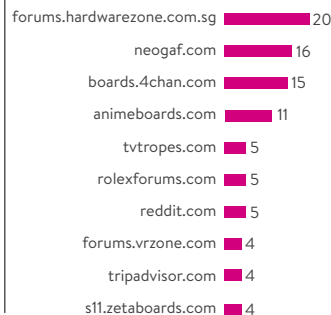
Other Digital Influencers



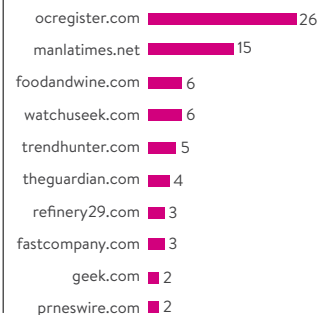
Top Blog Influencers



Top Forum Influencers



Top News Site Influencers



There's so much to consider when it comes to reporting, and it should all be transparent and make sense as you dig. The magic these influencers create, the conversations and brand awareness they guide, it should all be available to you in digestible chunks of information that you can slice and dice however it suits your business.

The goal of influencer marketing is to speak to and reveal consumer insight. If your influencer marketing is working and you're not really sure why that is, it's time to worry.

And maybe “magic” isn't exactly the right word for it all, as it's more of a balancing act—and one that can easily topple if you're not starting from extremely solid ground.

CONCLUSION: MAINTAINING BALANCE

Success stories are great motivators—but brands should always learn from other brands' mistakes as well. With influencers, there's plenty of room for error—so you've got to monitor situations on social media so you can step in quickly if things go amiss.

Smaller mistakes—like Gal Godot's team tweeting about her love for brand partner Huawei from an iPhone¹⁷—may be blips on the radar, without lasting impact.

Even Scott Disick's gaffe of copying and pasting the instructions sent to him from brand partner Bootea was sloppy, but not the end of the world.¹⁸

If anything, it serves as a great reminder that even if the public understands that some influencers are paid, they want to feign blissful ignorance where they can.

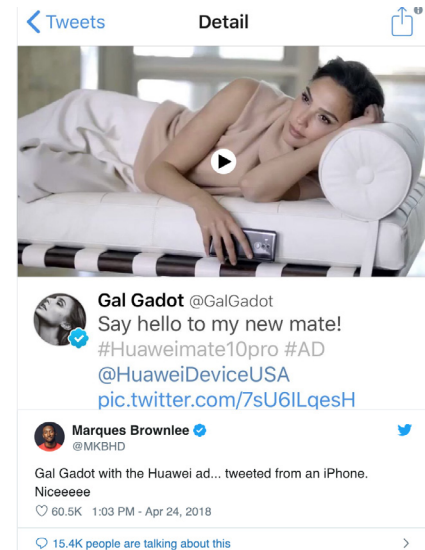
Most importantly, what you don't want to do is choose the wrong influencer. When you do, you wind up like video-game maker Electronic Arts, whose attempted partnership with Breaking Benjamin front-man Benjamin Burnley was a major fail.¹⁹

Let's just say he went out of his way to share how much he didn't like the new *Star Wars: Battlefront* game they wanted him to promote. And it wasn't pretty.

This is why due diligence has to happen up front—and accuracy from your social analytics tools is imperative.

Influencers and brand ambassadors are supposed to make your job easier. When you let social insights inform your strategy—instead of trying to force a “fit” that isn't right—that's exactly what happens.

Need help getting there? NetBase knows how to find an influencer or two to get you started.



¹⁷Gal Gadot: I didn't Cheat on Huawei Mate 10 Pro with iPhone [source: <https://www.cnet.com/news/gal-gadot-says-she-didnt-cheat-on-huawei-mate-10-pro-with-iphone/>]

¹⁸Scott Disick Just Made A Super Embarrassing Instagram Mistake [https://www.refinery29.com/en-us/2016/05/111399/scott-disick-bootea-instagram]

¹⁹Unsuccessful Influencer Case Studies No Brand Should Miss [https://influencer.co/blog/9-unsuccessful-influencer-case-studies-no-brand-should-miss]



NETBASE™

NetBase is the next generation artificial intelligence powered social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes hundreds of millions of social media and other data sources daily for actionable business insights for marketing, research, customer service, sales, PR and product innovation.

NetBase is recognized by industry analysts and customers as the leader in Social Analytics. NetBase was ranked a category leader by Forrester in the “Forrester Wave: Enterprise Social Listening Platforms, Q3 2018” report.

NetBase was also named a top-rated social media management platform by software users on TrustRadius and a market leader by G2 Crowd.

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