

CONTENT MESSAGING OUTCOME ANALYSIS

BETTER ENGAGEMENT

Provide the ultimate engagement in which your brand and customers connect in order to offer a true engagement experience related to your brand's core values.

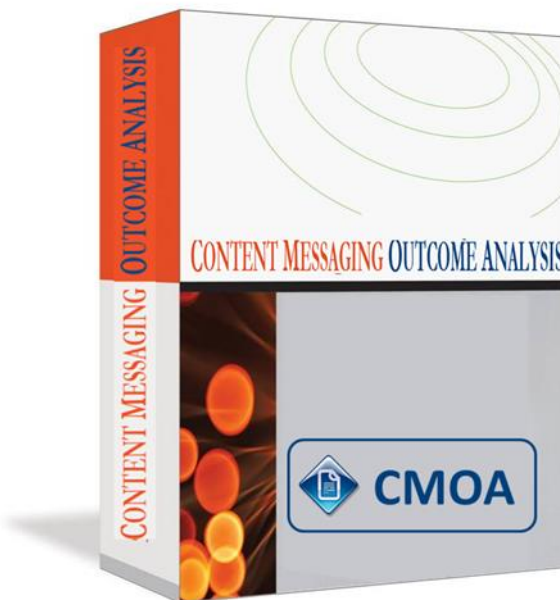
BETTER PERSUASIVE COMMUNICATION

Guide people toward the adoptions of your idea, attitude or action by rational and symbolic means.

BETTER VISUAL INFLUENCE

Create your own Sphere of Visual Influence. It is a long term visual influence connection with your customers that must be enhanced over time.

BETTER UNDERSTANDING OF YOUR CONTENT VALUE



WOULD YOU LIKE TO...

- Enable better engagement, produce better outcomes, improve your messaging, and
- Improve communication effectiveness to produce actionable outcomes
- Simplify complex information to be more influential and persuasive
- Accelerate stakeholders' collaboration, big data sense making, and informed decision making

WHAT YOU WILL GAIN

Based on a proven framework, Content Messaging Outcome Analysis (CMOA) helps you:

- ✓ Improve outreach campaigns
- ✓ Understand your content readability, sentiment and competitive advantage
- ✓ Craft memorable visual communications
- ✓ Evaluate visual intervention on outcomes using informatics evaluation methods

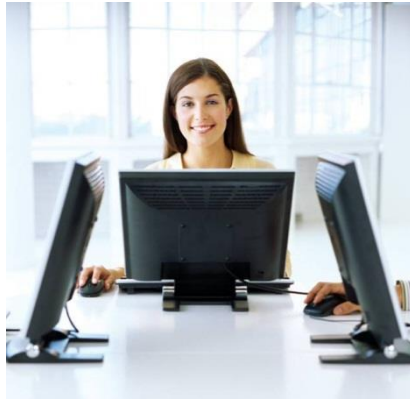
YOUR DIFFERENTIATOR

- Influential visual methodology
- Persuasive visualization techniques
- Consensus building using visual approach
- Planning process for visual analytics
- Evaluation of intervention on outcomes
- International audience communication
- Storytelling visualization method using our Visual Analytics Framework



Visual Science Informatics^{Omni}
Engaging Visualization

CONTENT MESSAGING OUTCOME ANALYSIS FEATURES AND BENEFITS



Our CMOA, from Visual Science Informatics*, provides you with interactive and periodic reports on your message objectives. Our CMOA integrates your content from documents, Web site, Twitter™, Hashtags, Google Analytics™, and Google AdWords™.

Our Sentiment Analysis identifies your content attitude and extracts subjective information in your source materials. Our Content Analysis provides insights into message communication outcomes such as readability, influence, and persuasion levels.

* Visual Science Informatics, LLC is a Visual Analytics and Information Visualization business and technology services company specializing in the preparation of complex data for public presentation making your public visual communication unforgettable.

CONTENT ANALYSIS

Understand your public content readability, sentiment, confirmatory, compliance, comparative, and competitiveness of your brand's content.

WEB CONTENT ANALYTICS

Gain insights into your users' content needs and its quality. Validate your assumptions, evaluate its impact on outcomes, and prioritize content.

VISUAL COMMUNICATION

Engage, influence, and persuade using Visual Communication through Information Graphics to describe and convey your ideas and information in forms that can be read or looked upon.

For more information on any of our products or services please visit us on the Web at:
www.visualmatics.com

SUCCESS STORIES

- The Maryland Center for Maternal and Child Health has communicated complex health data for public presentation.
 - MD Dep. of Health & Mental Hygiene, 2012
- The Maryland Center for Hospital Services has reduced infections in eight hospitals by visualizing health outcome data to health care consumers and practitioners for decision making.
 - The Maryland Health Care Commission, 2011

AVAILABLE FEATURES

- ✓ Content Analysis
- ✓ Content Discovery
- ✓ Sensitivity Analysis
- ✓ Content Optimization
- ✓ Content Visualization
- ✓ Web Content Analytics
- ✓ Competitive Comparison
- ✓ Compliance Confirmation
- ✓ Outcome Metrics Evaluation
- ✓ Campaign Content Outcome Forecasting



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9501 Burke Road #10604
Burke, Virginia 22015
Phone 202.630.2044