

**CLIENT** ■ ■ ■ ABC Company

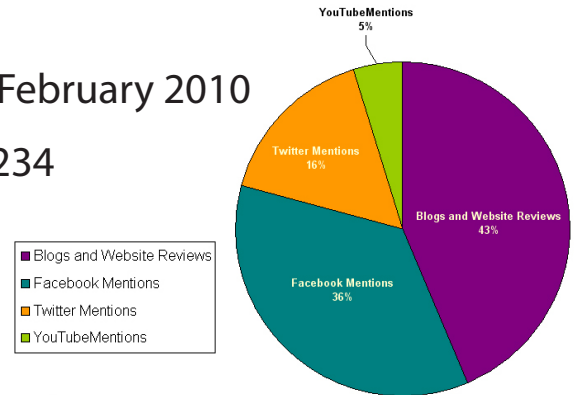
**PRODUCT** ■ ■ ■ Springtime Stain and Odor Remover February 2010

 **Social Media Mentions Per Google Tracking:** 1234

 **Facebook Mentions:** 1007

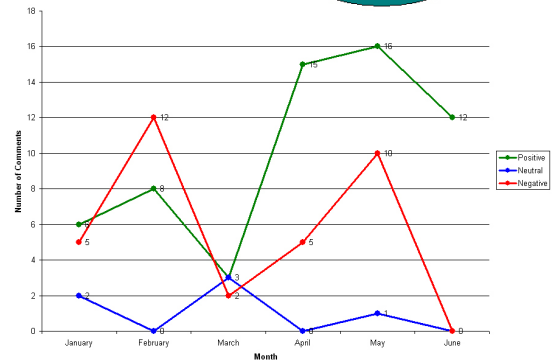
 **Twitter Mentions:** 455

 **YouTube Mentions:** 135



## COMMENT SAMPLING

**Based On:** 100 User Comments    **Neutral:** 6  
**Positive:** 43    **Largely Negative:** 9  
**Largely Positive:** 17    **Negative:** 25



## MOST COMMON POSITIVE COMMENTS

1. Easy Open Bottle Cap
2. New Fragrance
3. Relative Value Compared To Competing Products

## MOST COMMON NEGATIVE COMMENTS

1. Product Does Not Work In Warm Weather
2. Not Practical To Apply To Large Area
3. Product Leaves Residue On Fabrics

## MOST COMMON PRODUCT USES

1. Cleaning Up Puppy Accidents
2. Keeping Cat Litter Box Fresh
3. Cleaning Hairballs From Carpet

■ ■ ■ **A Digital Listing Of Complete Comments Will Be Emailed To You** ■ ■ ■

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