

# inter national ist

F R O N T L I N E S

## Digital Eavesdropping

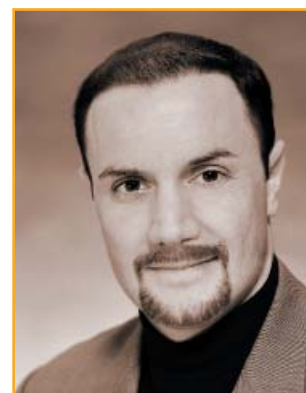
Bad word-of-mouth can destroy the reputation of a company or its products. Blogging enable that to happen on a global scale. In the U.S. alone, it is estimated that 57 millions adults (or 39 percent of the population) are blog readers. Do you want to know what bloggers are saying about your business? Now you can find out.

Endai Worldwide, an interactive marketing services company based in New York City, has introduced BlogTraq™ Brand Reputation Management and Services. BlogTraq™ searches the Web, scanning new blog posts and referencing them by company name, product name or any other combination of terms. Human language analysis reports to clients, in real time, if posts are endorsing the brand, are neutral, or include negative comments.

“ Every consumer with an Internet connection has a voice. ”

“Consumer-generated media is changing the global relationships consumers have with marketers,” Michael Ferranti, Endai’s CEO tells *inter national ist*. “Every consumers with an Internet connection has a voice. This phenomenon frightens some marketers but empowers others.

Smart marketers identify opportunities and respond to potential threats while they are still in their formative stages, giving those marketers the edge they need in a fast-changing globalized marketplace.”



Ferranti

*Ferranti is the CEO and Founder at New York based online marketing technology and services firm Endai Worldwide, whose e-mail technology clients include CitiFinancial, Laplink Software, Provident Bank, Columbia FCU, LoanWeb.com. Endai is the interactive agency of record, and e-mail service provider.*

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