



Structured Listening™ that drives critical action.

	Canon EOS Rebel XSI Digital Camera	Nikon D700 Digital Camera	Sony Alpha D-A700 Digital Camera
Avg. Product Rating	4.4 (1021 reviews)	4.6 (886 reviews)	4.4 (725 reviews)
Category Average	4.7 stars	4.7 stars	4.7 stars
Overall Reviewer Recommendation	98%	98%	98%
Reviewed by			
Photo enthusiast	90%	29%	27%
Pro photographer	46%	51%	29%
Pros			
Comfortable controls	69%	46%	46%
Bright lcd	58%	74%	51%
Easy to use	39%	29%	34%
Quality construction	46%	63%	27%
Great image quality	29%	29%	29%

Competitive product assesment from perspective of consumers - sorted by category or by products

Advocates **Detractors** Sort by: Most Helpful, Most Profitic

Cameraphiles34

12 Reviews
3 Answers
37 Helpful votes

12 Reviews

★ ★ ★ ★ ★ 5.0 **Nikon has outdone themselves this time**

PROS Bright LCD, Comfortable Controls | **CONS** None | **BEST USES** Documentary, Fun

I am: Hobbyist/Enthusiast

"I bought this camera for personal use. The thing that impressed me most is that Nikon added an auto setting to their active D-Lighting feature. I had owned the D200 and thought it was great, but the D700 really surpasses the D200 performance. I am not sure what changes Nikon made in their exposure metering, but this camera seems to get the exposure right on."

Ladybug tests lens macro focusing | Local art gallery - straight from the camera

Minimize negative impact of Detractors and deepen relationships with your brand Advocates

WHAT IS BRANDCONNECT™ LISTEN?

BrandConnect Listen is a social monitoring tool built on broad-based consumer feedback that enables Brands to track, understand and act on fast-rising issues and opportunities.

Unlike other social monitoring tools in the market, BrandConnect is the only one that utilizes Structured Listening™ to aggregate consumer feedback for accurate trend and comparative analysis. The insights you gain from Structured Listening are much more likely to result in swift and decisive action that reduces competitive threats, deepens customer relationships and grows sales.

BrandConnect Listen is designed for Marketers, Merchants, Product Managers, Customer Service Managers, CRM Managers and Executives who are concerned about the negative impact of social media and want to turn it into a competitive edge.

BENEFITS

- Better understand what people are saying about your Brand and your products.
- Learn how to better talk to your customers and market to prospects.
- Uncover any issues consumers are experiencing with your products.
- Reduce competitive threats and maximize competitive advantages.
- Minimize negative impact of "Detractors" on your products and Brand.
- Create better relationships between retailer and manufacturer.

FEATURES

- *Structured Listening™* - the use of PowerReviews' tag-based capture technology to drive the aggregation of social feedback for maximum accuracy, weighting and insight.
- Head-to-head competitive product assessment from the consumer's perspective - by category or by products
- Segmented insight using product-specific consumer lifestyle segments (2600+ categories).
- Real-time "Watch List" for tracking key products or programs.
- Reports and analytical tools that are much more efficient to use.