

MEDIA INTELLIGENCE

A GUIDE TO USING CONSOLIDATED MEDIA MONITORING AND ANALYTICS



POWER STRATEGIC BUSINESS INSIGHT:

Being a market leader requires having a firm grasp, at all times, of relevant happenings to inform critical decisions, shape market perceptions, and enable an agile response to market changes.



THE RISE OF STRATEGIC BUSINESS ANALYTICS

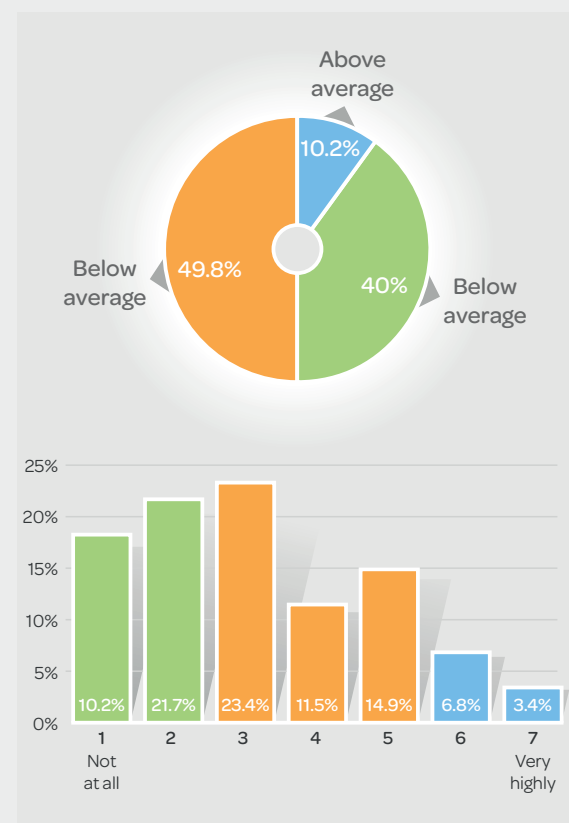
Enterprises are under pressure to measure the impact of their campaigns, strategies, channel tactics, and messaging on brand value. Strategic business analytics combined with comprehensive and relevant external data provide the proof you need to show impact and return on investment as measured by reach and brand visibility, share of voice, sentiment, and much more. The problem is that companies have been stymied by a glut of data, tools, and media service silos, forced to rely on ad hoc access to information from scattered sources, and frustrated by missing content, channels, and media sources. Key employees and executives lack an integrated, automated flow of relevant data and analytics. Instead each must find time to identify what's relevant and what's missing from the scattered information coming across their desktop.

BECOME DATA DRIVEN

Being data driven seems to be on the tip of everyone's tongue. Yet the challenges of gathering all the right external information without missing anything, analysing the data, and distributing it in near real time are preventing companies from gaining the strategic insight they need. Consolidated media monitoring and analysis can change that.

41% of CMOs can't show the impact of social media

In the August 2015 CMO Survey, 41.5% of more than xxx marketers who participated in the survey reported that their organisations have not yet been able to show the impact of social media efforts on the business.¹



¹ CMO Survey Report: Highlights and Insights, The CMO Survey, August 2015.



CONSOLIDATE YOUR MEDIA MONITORING AND ANALYSIS

What if, instead of having each group, function, department, or location gather external news, information, and analysis, your company could have one consolidated resource that met everyone's requirements? And what if that resource automated the curation, analytics, and distribution of information and insight? You'd save enormous amounts of time and effort while improving the accuracy and value of the data.

AUTOMATE THE WORKFLOW

That's what Media Intelligence is all about. It's a single platform that provides the critical functionality for strategic business insight based on external news and information, including:

- Curate
- Listen
- Analyse
- Distribute
- Evaluate

GET A CLEAR PICTURE

By eliminating the silos, manual efforts, and missing information, consolidated media monitoring and analysis lets you clearly see and accurately measure the impact of campaigns and messages – helping you ensure that every marketing dollar being spent is maximized for efficiency and effectiveness. You get realtime analysis of news and business information as it relates to marketplace and industry, customers and influencers, conversations and developments, competitors and regulators.

The Media Intelligence workflow





CRITICAL WORKFLOW ELEMENT 1: CURATE

There's an enormous volume of information generated every single day. How can you be sure that your enterprise doesn't miss anything or waste time on irrelevant items? Professional and automated curation is the answer, the critical first element of a consolidated media monitoring and analysis platform.

You decide what information you want to listen for and the platform delivers it. Based on a combination of automated and human curation, global and local content is obtained, classified, tagged with metadata including sentiment, cross-correlated, filtered, and delivered ready to provide actionable insight through tailored reporting.

NO MORE LICENSING HEADACHES

Tracking what content requires a license, how long it can be kept, and if it can be redistributed, can be time-consuming and tricky. The right consolidated media monitoring and analysis platform will include content licensing management to ensure your company is properly copying, distributing, posting, and consuming content. Content consolidation and license management can save your compliance department over 50 per cent on licensing bills while also alleviating many headaches.



New Copyright Compliance Initiative

The Software & Information Industry Association (SIIA) launched an initiative aimed at ensuring that companies who are copying, distributing, posting, and using content are properly licensed. According to the SIIA, content piracy carries huge commercial and reputational risks, with damages easily ranging in the hundreds of thousands – and sometimes millions – of dollars.

A consolidated media monitoring and analysis platform with content license management mitigates your risk while saving time and money on licensing.



CRITICAL WORKFLOW ELEMENT 2: LISTEN

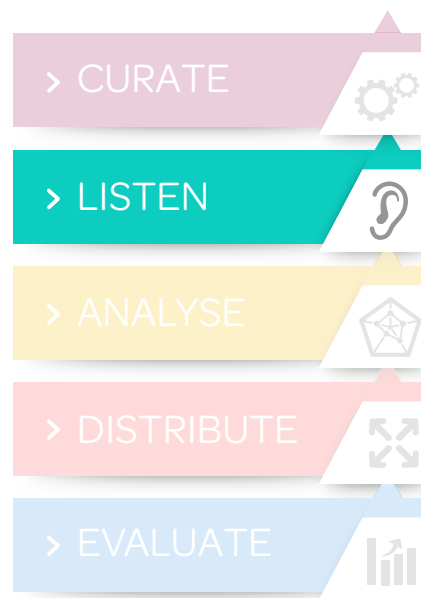
What's being said about your company, brand, and competitors? Where are people talking about your brand the most? Who is leading the conversation in your market? How do people feel about your brand?

You need to be a good listener to answer those questions. A consolidated media monitoring and analysis platform makes listening for the right signals, trends, and opportunities easy. You won't get overwhelmed with background noise or miss out on important news. When everything is curated for you, listening delivers clearer, more valuable results than ever before.

An online dashboard offers real-time information – anytime, anywhere – which can be particularly valuable for crisis communications.

LISTEN TO EVERYTHING

A one-stop source for global information across channels, your consolidated media monitoring and analysis platform should gather everything you need to listen accurately regardless of media type, including: online news, social media, print, and broadcast. You get the entire conversation and not just bits and pieces that can lead you to wrong conclusions.



Why individual tools and sources don't work anymore

It's physically impossible to monitor the volume of content and news across all the sources, channels, and media types. YouTube users share 400 hours of video every minute of the day. During that same minute, 9,678 tweets are sent. No one can keep up with this volume and velocity, but a consolidated media monitoring and analysis platform can make it possible to identify the information relevant for your business.

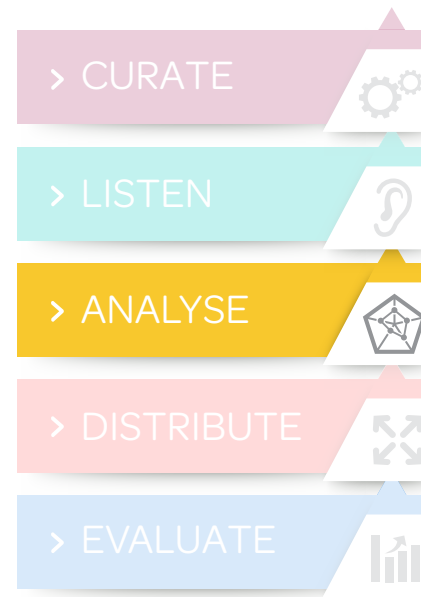




CRITICAL WORKFLOW ELEMENT 3: ANALYSE

When it comes to finding meaning in the data, Lisa Adams, PR and digital communications manager recommends focusing on simplicity, while still telling a story. “Numbers without context are very difficult to process”.

While a granular level of detail helps your marketing and communications teams make better decisions, extreme detail will fail to capture the attention of your senior leadership. Conduct deep analysis, but then summarize the results in a compelling, easy-to-consume way.



ANALYSE AND VISUALISE

Data visualisation allow you to quickly show trends, identify peaks and valleys, and understand frequency enabling better, faster decisions. That’s why user-defined, real-time monitoring and analysis is another critical component. Margot Sinclair Savell says, “The best online dashboards let you slice and dice the data to your heart’s content.”

Look for a solution that provides reporting and dashboards that can be customised and offer real-time views of data in chart and graph form. You’ll gain the ability to quickly;

- Make comparisons against competitor media coverage.
- Uncover if your company or a competitor ‘owns’ a topic in the media.
- Identify the influencers and conversations most important to your company.
- Determine what words are closely associated with your brand.
- Understand the most effective channels for outreach and PR efforts.
- Showcase your brand’s media success in real-time.

Turning External Data into Actionable Insight

Measuring performance is an ongoing challenge. A consolidated media monitoring and analysis platform enables marketers to go beyond Google Analytics and Excel spreadsheets to determine how campaigns are performing, what reach messages have, share of voice, and more to see how you’re performing outside of your organisation. You can compare your company to competitors and demonstrate the return on your marketing investments



2 “B2B Marketing Measurement Needs an MBA,” Laura Ramos, Forrester, September 18, 2013.



CRITICAL WORKFLOW ELEMENT 4: DISTRIBUTE

Smart enterprises empower employees with business intelligence to succeed in their jobs. With a consolidated media monitoring and analysis platform, you can give employees access to the news and information they need and a way to easily collaborate.

Integrating content and insight into the daily workflow of employees can reduce the time it takes to respond to emerging trends, correct inaccuracies, and diffuse negative perceptions to protect your company reputation, competitive advantage, and brand value.



GET INFORMATION TO WHERE IT'S NEEDED

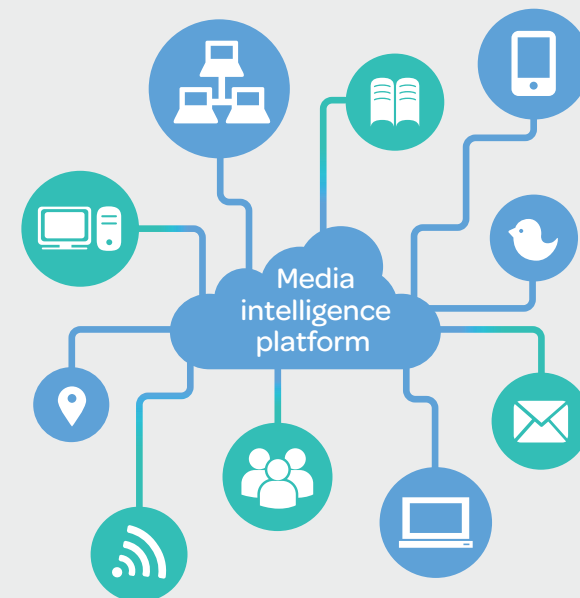
Your platform should let you distribute relevant information via customisable and company-branded HTML newsletters, daily alerts, intranet, personalised news portals, and RSS feeds. Look for a solution that:

- Makes it easy to share and distribute information across the enterprise
- Connects team members and facilitates collaboration
- Automates workflow where possible
- Integrates with existing workflows and applications including: enterprise systems, customer relationship management software, intranets or portals
- Enables single sign-on for ease of use, user-level security, and configurability

An easier way to get the right information to the right people

Providing industry and role-focused content that is personalised to the individual can be a challenging task in a fragmented media landscape.

A consolidated media monitoring and analysis platform handles the heavy lifting for content curation, listening, analysis, and distribution. It lets you get the right information to the right people in a way that suits them such as through a company intranet, email alerts, mobile apps or RSS feeds.





CRITICAL WORKFLOW ELEMENT 5: EVALUATE

Providing quantifiable evidence on how expenditures are helping the organisation achieve its goals is vital to optimising and allocating investment resources. This means evaluating and reporting on brand visibility, competitor mentions, media attention vs. share price, country coverage drivers, social media scorecard, sentiment analysis, and more.

The final element of your workflow, evaluating lets you take the information and analysis from your consolidated platform and apply advanced analytics to:

- Identify and maximise strategic marketing opportunities
- Efficiently allocate budgets to optimise message performance
- Effectively manage multiple channels by understanding where to focus campaigns or outreach efforts
- Demonstrate return on investment with measurements such as share of voice versus share price
- Show brand value and reputation compared to competitors

FIND THE RIGHT PARTNER

But what if your organisation doesn't have all the analytical skills required to create the kind of quantitative and qualitative reporting you need? You can turn to a partner with the skills and experience to help you gain the strategic business insight your company desires.



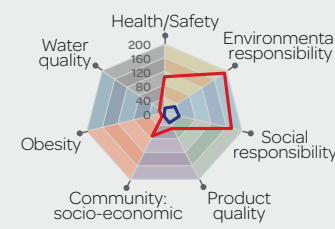
Brand comparison: a strategic business analytics example

One type of analyses your company may require is a brand comparison. Using the information and analytics from your consolidated media monitoring and analysis platform, a brand comparison helps you measure your brand's position, performance, and effectiveness in comparison to competitor brands.

Use the information to get a better grasp on brand positioning in different audience segments, industries, and markets, giving your company the insights needed to develop successful strategies in the future.

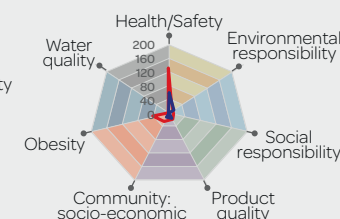
+ POSITIVE positioning

— Coca-Cola — Pepsi



- NEGATIVE positioning

— Coca-Cola — Pepsi





A PROVEN SOLUTION FOR CONSOLIDATED MEDIA MONITORING AND ANALYTICS

There's one platform that provides all the critical workflow elements – curating, listening, analysing, distributing, and evaluating – to deliver strategic business insight into external factors that impact your business.

MOREOVER POWERS STRATEGIC BUSINESS INSIGHT

Trusted by industry, LexisNexis media intelligence solutions help you:

- Improve the quality and completeness of strategic business insight
- Gain better intelligence, actionable information, and analysis of external information
- Reduce complexity and simplify processes for the media monitoring and analysis workflow
- Ensure a fully compliant licensing approach to save time and money
- Improve efficiency and effectiveness of delivering external news and information to employees

BE INFORMED LIKE NEVER BEFORE

No one understands the media monitoring and analysis workflow better than us.

LexisNexis offers more complete services and capabilities in support of your workflow. From industry-leading signal identification and noise cancellation for accurate curation, to skilled and experienced media analysis consultants for measuring return on investment, we can help you anticipate industry trends, stay ahead of the competition, and identify emerging opportunities.

“With LexisNexis Newsdesk, we find exactly the news we want, unlike Google News™ news service where we end up wasting a lot of time sifting through irrelevant results. That’s the difference; that’s what helps us.”

Peter Huggins, CILT

To learn more about LexisNexis Media Intelligence visit



bis.lexisnexis.co.uk/mediaintelligence

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