

Insights & Analytics For Agencies

Insights & Analytics Service

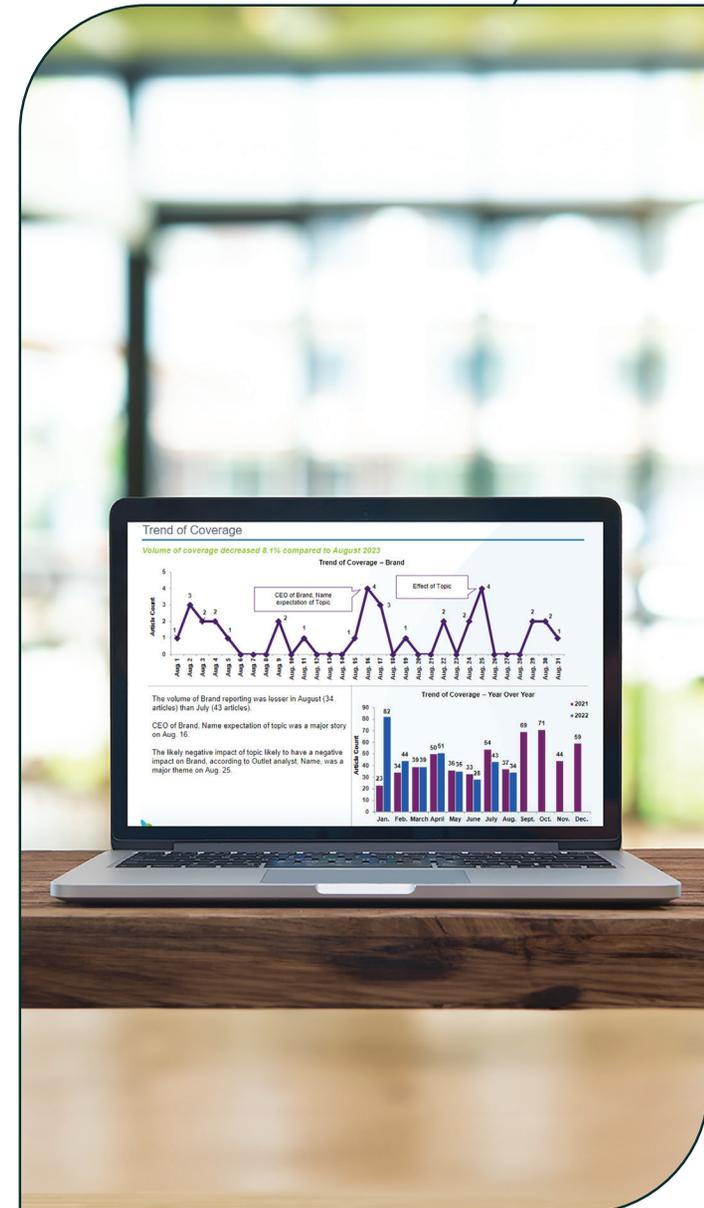
Reduce team workloads by outsourcing complicated research projects.

Notified Insights & Analytics Services include custom executive media briefs and media analysis reports to make coverage roundups and PR measurement for your clients easy.

Notified's Insights & Analytics is a professional service offering that includes the creation of customized reports prepared by our research team. We provide comprehensive data analysis and insights related to media coverage, social media engagement, and overall public relations performance.



We do the tactical work so that you can focus on strategy.



Insights & Analytics For Agencies

Why Insights & Analytics for your clients?

Measure the impact of your communication efforts, understand audience sentiment, and make data-driven decisions to improve your strategies and show the value of your efforts to clients.

Use the insights to understand how and where your clients' brands or key topics are being discussed, gauge public perception, benchmark their performance against peers, and link media coverage to business outcomes.

What's Included:

Media Briefs

- Tracking mentions across various channels
- Curating mentions for relevancy
- Categorizing mentions by category

Media Analysis Reports

- Tracking mentions across various channels
- Curating mentions for relevancy
- Categorizing mentions for accurate reporting
- Customized data visualizations
- Sentiment analysis
- Engagement metrics including likes, shares, and comments
- Reach reporting
- Analyzing competitor performance in terms of media presence and engagement
- Quantifying ROI of PR campaigns

