

Insights & Analytics Service

Reduce team workloads by outsourcing complicated research projects.

Get insights and information like custom media briefs and media analysis reports to make coverage roundups and PR measurement easy.

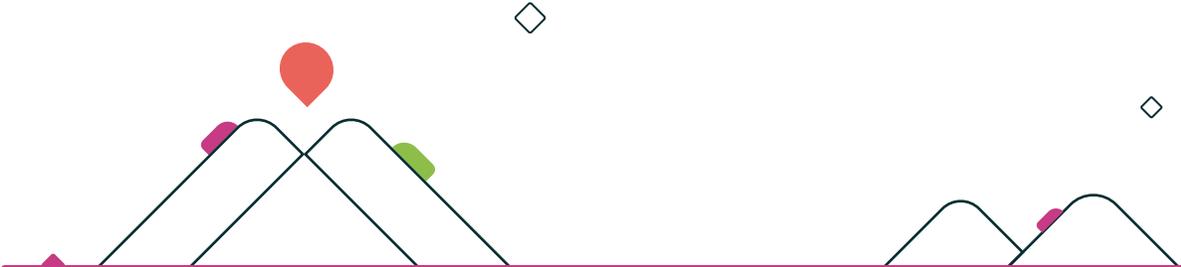
Our expert research team creates customized reports specific to your needs and comprehensive data analysis to bring clarity to PR strategy. We provide our clients insights into media coverage, social media engagement and public relations performance.

Why Insights & Analytics?

Know 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.

Use the insights to:

- Understand how and where your brands or key topics are being discussed
- Gauge public perception
- Benchmark your performance against peers
- Link media coverage to business outcomes



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

What is included

Media Briefs

- Track mentions across a wide array of channels
- Curate mentions for relevance
- Categorize mentions for reporting and insight

Media Analysis Reports

- Track mentions across channels
- Curate mentions for relevance
- Categorize mentions for accurate reporting
- Structure customized data visualizations
- Receive insightful sentiment analysis
- Act upon engagement metrics including likes, shares, and comments
- Understand your reach with consistent reporting
- Analyze competitor media presence and engagement
- Quantify ROI of PR campaigns

