

Nasdaq Media Intelligence

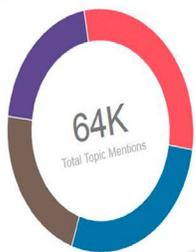
Media Monitoring,
Daily News Briefs
& Insight Reports



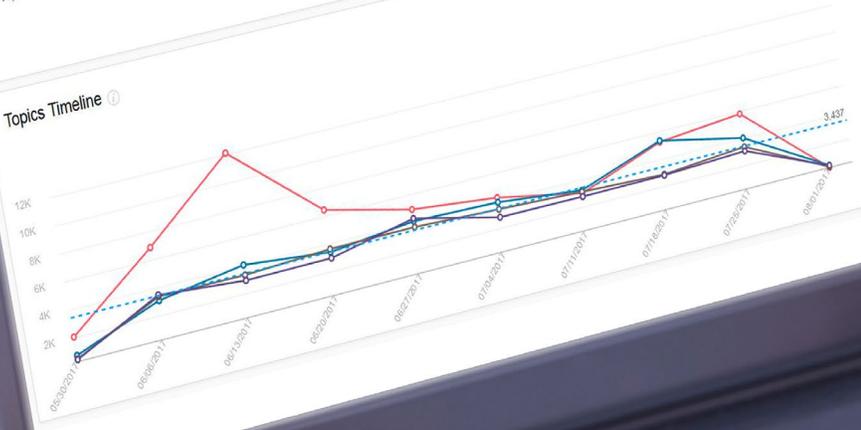
Sentiment Analysis by Topic



Topics Share of Voice



Topics Timeline





Nasdaq Media Intelligence

Media Monitoring | Daily News Briefs & Insight Reports

Get actionable insight into consumer behavior, campaign performance and brand health with a powerful media monitoring platform and reports from our dedicated team of analysts.

Nasdaq Media Intelligence brings together two complementary solutions for measurement: our powerful media monitoring platform, and custom analyst-curated reports. Choose the solution that is right for you—monitoring, reports or a combination of both. We'll help you get the information and insights you need, with a range of options that can be tailored to fit your business goals.

NASDAQ MEDIA MONITORING

Listen to and analyze conversations across social and mainstream media with a platform powered by Synthesio®, and turn social data into business-level KPIs and ROI metrics.

DAILY NEWS BRIEFS & INSIGHT REPORTS

Keep your organization informed of the news impacting your company with a Daily News Brief, and build the KPI dashboard you want with custom Insight Reports prepared by our analyst team.

Track the conversations and events impacting your brand and make sense of it all to inform data-driven business decisions. Establish benchmarks against which you can measure performance to help you adjust campaigns and report the ROI of your efforts.

SCALABLE MONITORING AND REPORTING SOLUTIONS TO FIT YOUR BUSINESS AND BUDGET

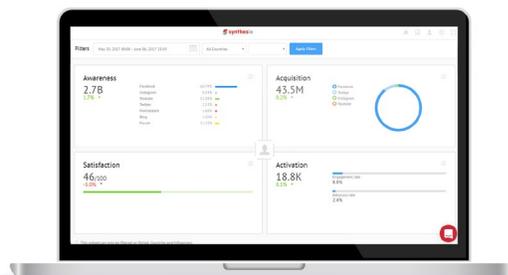
Whether your needs are for crisis management and alerts, or complex audience research and customer insights, we can customize a solution just for you.

Nasdaq Media Intelligence fits your growing business or global enterprise, and is available in a variety of tiers to accommodate multiple users, dashboards and data volume.

CHOOSE THE TAILORED SOLUTION THAT IS RIGHT FOR YOU - MONITORING, REPORTS OR A COMBINATION OF BOTH.



Monitor social and mainstream media conversations about your brand and track relevant metrics.



Understand which activities are driving awareness, and how far brand voice and campaigns are reaching.

NASDAQ MEDIA MONITORING IS POWERED BY SYNTHESIO

Comprehensive Global Coverage

- Coverage in more than 190 countries and 80 languages
- Real-time monitoring of 100,000+ websites
- Automated sentiment in 21 languages

Detailed Social Analytics and Actionable KPIs

- Share of voice
- Mention volume
- Audience demographics
- Conversation sentiment
- Tonality
- Awareness
- Reach
- Social reputation score
- Earned media value

EVENT-TRIGGERED NOTIFICATIONS AND KEYWORD ALERTS HELP YOU DETECT AND MANAGE CRISES BEFORE THEY ESCALATE.

For Corporate Communications & PR

Measure the Impact of Your Efforts

Demonstrate the ROI of your earned, owned and paid media activities to internal stakeholders.

Improve Reputation Management

Gain a better understanding of your reputational strengths and weaknesses and respond more quickly with keyword-based alerts.

Track the Perception of Your Brand

Monitor the social media conversations about your brand and track sentiment.

Gain Competitor Insights

Identify and benchmark competitor strengths and industry drivers.

For Agencies

Customize Reporting Across Your Client Base

Provide individualized reporting tailored to the specific needs of your clients to reflect their different campaigns and objectives.

Add Value for Your Clients

Complement your existing offerings by providing your clients with customized reports that feature your agency's branding along with the look and feel of your templates. We're happy to stay in the background.

Refocus Your Team on Strategic Projects

Let our team of analysts handle the number crunching and clip curating, giving your team more time to be strategic and build relationships with your clients.

Nasdaq Media Monitoring

Track conversations that are timely, topical and actionable. Nasdaq Media Monitoring, powered by Synthesio®, helps you more effectively manage opportunities for customer service, reputation management, competitor benchmarking and more.

- **Brand Management** – Measure sentiment around your brand, products, services and competitors.
- **Campaign Measurement** – Monitor conversation volume and share of voice around specific campaigns and products.
- **Crisis Management** – Get alerted to issues before they escalate by monitoring conversations and sentiment around your brand and industry across social and mainstream channels.
- **Market Research** – Analyze influential users, sites and content to understand consumer feedback and build targeted outreach.

Capture the conversations that matter

Dashboards track real-time social and mainstream media conversations from around the world and visualize data in an understandable, actionable way that can be shared across your team and throughout your organization.

Stay alerted to business-critical issues and events

Data on the web can be fast and unpredictable, so it's important to monitor issues and events impacting your business as they unfold. Customized alerts are simple to create, and with multiple delivery options you can ensure that alerts are being sent to the people who need them, when they need them.

Dashboards: Monitor global conversations and track activity

Follow conversations where they are happening. Content is sourced from blogs, mainstream news sites, social networks, video and photo sharing sites, forums and message boards worldwide. Each dashboard includes:

- Real-time updates, accessible at any time
- Social media and mainstream news tracking
- Access to drill down into articles and posts
- Text search for specific messages, issues and topics
- Unlimited queries, topics and keywords
- Filtering by country, media type, topic and more

FlashDash

While a full dashboard gives you a suite of deep metrics to understand several topics at once, FlashDash lets you perform quick searches to research brands or topics and extract general, high-level insights.

Alerts: Keep on top of company mentions and react quickly

Alerts are important to your monitoring program because they act as an early warning system to help you stay ahead of business-critical issues and conversations. Decide which events will trigger notifications to your team, and customize your alerts to best suit your needs. When there's activity on your dashboard, like data spikes, growing conversations with many comments, or conversations based on specific or sensitive keywords, you can be alerted in real time and escalate as appropriate.

With customized alerts you can:

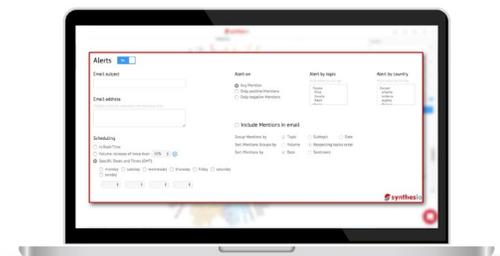
- Schedule alerts throughout the day, on weekends, or based on activity
- Set up new alerts in minutes
- Quickly change perspectives and filters: keywords, country, brand, media type and more
- Customize alerts based on your dashboard setup
- Specify recipients of alerts

Customer Support and Setup

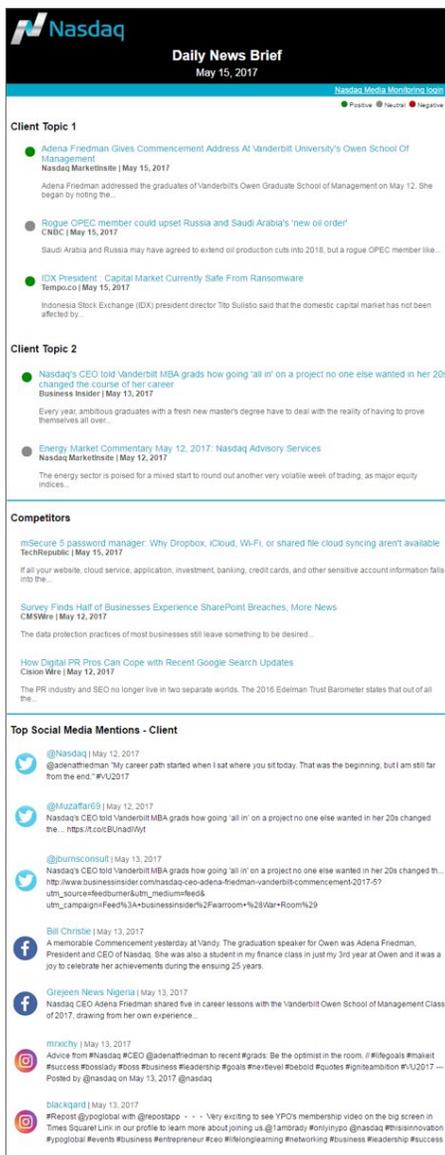
We'll take the time to understand your goals and configure your dashboard to meet your needs. And we'll help ensure your data is precise and the results are meaningful.



See audience demographics segmented by geography, sentiment, gender and interest to help gain a high-level understanding of your brand perception across social media. Detailed metrics, charts and data visualizations can be easily exported for reports and presentations.



Get real-time, event-based alerts that can signal the onset of a crisis or opportunity, and easily distribute them to the right people within your organization. You can drill down into your alerts for details on what's happening and situational context.



WHAT'S IN YOUR DAILY NEWS BRIEF?

- Media coverage about your company and competitors
- News and issues impacting your industry
- Top social media mentions

Daily News Briefs & Insight Reports

Whether it's a daily summary of news delivered to your inbox (Daily News Brief) or an analysis of your KPI performance (Insight Reports), our analysts can curate the content and crunch the numbers, giving your team strategic insights and more time to focus on your campaigns. We source content across online, print, broadcast and social media, providing comprehensive coverage of the conversations and news relevant to your business.

Daily News Briefs

With a Daily News Brief, you get a compilation of mentions across traditional, online and social media outlets delivered to your inbox. With a dedicated team of analysts preparing your report, you'll receive hand-picked, business critical information free of duplicates and irrelevant content.

Customize your Daily News Brief to your specifications and get it delivered at the frequency and time of day you want. Our reports are mobile-friendly so they can be read on the go, and can either be sent directly to a list of individuals or first reviewed by someone on your communications team.

The Anatomy Of A Daily News Brief

- Custom-branded template, ready to be distributed to your stakeholders
- Delivered daily (as early as 5 a.m. ET)
- Hyperlinked titles give you direct access to the content
- See a text preview of each article in your brief
- Sentiment for each article coded by one of our analysts
- News segmented into categories makes your brief simple to navigate
- Content sourced across online and traditional media, including national news

How Are Clients Using Daily News Briefs?

TRACKING NEWS AND RELEVANT BUSINESS ISSUES

One of the world's largest food companies receives a Daily News Brief featuring international media coverage segmented into Corporate News, Brands and Categories, Competitors News, and Governmental Issues sections. The brief is distributed across its global business to 1,500+ employees, including the executive team, sales, marketing, R&D and government affairs.

IMPROVING SALES READINESS

A leading national retail chain in the U.S. receives weekly Prospect News Reports—customized for each of its sales executives—to be better informed of breaking news about the prospects they are scheduled to meet.

Insight Reports

Insight Reports provide you with a customized analysis of KPIs to help you understand the impact of your communications activities and inform business decisions.

Insight Reports are comprehensive but incorporate a dashboard design to make it easy for your stakeholders to review the findings. All reports are branded and formatted to your specifications, delivered in a desired time frame (e.g., daily, weekly, monthly, quarterly), and are available in multiple formats including mobile-friendly HTML, PDF, PowerPoint, Excel or Word.

What's in your Insight Report?

- Executive summary
- Data visualization charts and graphs illustrating trends
- Analyst commentary providing informational context and depth
- Report methodology to ensure consistency of approach and impartiality
- Glossary of terminology
- Reading source lists used to compile report

INSIGHT REPORTS INCLUDE KEY FINDINGS AND RELEVANT METRICS, INCLUDING:

- Trend of coverage
- Tonality
- Key messages
- Key topics
- Competitors
- Regions
- Media type
- Top hashtags
- Top influencers

How Are Clients Using Insight Reports?

UNDERSTANDING INTERNATIONAL MEDIA COVERAGE TRENDS

A multinational technology company receives monthly reports analyzing their positioning in media coverage relative to competitors. Nasdaq analysts source multi-language content from over 270 media and industry-focused sources identified by the client. Metrics are compiled across 10 regions including share of voice, spokesperson presence in articles, and quality of coverage. The reports are delivered to the head of communications and cascaded to regional PR managers and agency partners.

MEASURING THE IMPACT OF A PRODUCT LAUNCH

Following a product launch at a major industry event, a multinational communications company received an analysis of media coverage related to the announcement. The reports—distributed 24 hours, 48 hours and a week after the event—featured sentiment analysis and measured the frequency of product attributes (e.g., price, usability) in the coverage.

INTEGRATED PR SOLUTIONS

Simplify your workflow by having the communication tools you need in one place. Access our media monitoring platform, search media and influencer databases, and distribute your press releases—all through one login on Nasdaq GlobeNewswire.



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