



# MEDIA ANALYTICS



[WWW.COMMETRIC.COM](http://WWW.COMMETRIC.COM)

# MEDIA ANALYTICS

## Comprehensive media analytics that focus on your success

### PRODUCT BENEFITS

- **MANUAL HUMAN-POWERED ANALYSIS AND AUTOMATIC DATA DRILLING**
- **RELEVANCY SCREENING TO CLEAR DUPLICATES AND NOISE**
- **MANUAL SENTIMENT ANALYSIS IN 30+ LANGUAGES**
- **IN-DEPTH UNDERSTANDING OF SLANG AND CONVERSATION NUANCES**
- **COMPETITIVE BENCHMARKING AGAINST A SET OF KPIs**
- **HIGHLY-CUSTOMISABLE AND FLEXIBLE OUTPUT FORMATS TO SLOT INTO YOUR WORKFLOW**

"COMMETRIC PROVIDES ACTIONABLE INSIGHTS THAT DRIVE COMMUNICATIONS STRATEGY LIKE NO OTHER ANALYTICS FIRM I'VE WORKED WITH. THEIR FLEXIBILITY AND THE FACT THAT I COULD SPEAK TO A HUMAN INSTEAD OF JUST SOFTWARE, ALLOWED US TO CONFIGURE THE MOST EFFECTIVE AREAS THAT WE NEEDED TO MEASURE."

PAUL TAAFFE, Groupon

### Overview

Commetric Media Analytics provides comprehensive analytics of global media, which delivers actionable, relevant and detailed performance evaluation and measurement for the success of your business.

Commetric patented technology platform processes millions of media articles to quantify the impact of business activities and the effectiveness of communications strategies. It delivers advanced analytics, insights and measurement solutions for any industry.

### Features

- Combination of quantitative high-level media measurement, with human-led in-depth qualitative analysis to provide a comprehensive insight into media activity.

- Quantitative measures such as activity over time, volume by format and competitive benchmarking help to provide benchmark data, visualized by interactive dashboards.
- Qualitative measures including discovered themes/topics, campaign messages and favourability, provide accurate insight for communication strategy.
- Works with any media content in any language.
- Media analysis provided monthly or quarterly, but also on an ad-hoc basis or for annual wrap-up reports.



# MEDIA ANALYTICS



Data  
Collection



Data  
Analysis



Data  
Quality Checks



Data  
Communication

"WHAT COMMETRIC HELPFULLY DO, IS THE QUALITY OF THE DATA, ITS RELEVANCE AND THAT ITS PRESENTATION AVOIDS YET ANOTHER 'OPINION' ENTERING THE ROOM. COMMETRIC FINDINGS WERE SOLIDLY GROUNDED, IMPARTIAL, OPEN-ENDED AND MULTI SCENARIO-FOCUSED. THE RESULTS HELPED SHAPE COMPLEX ADVOCACY POSITIONS, GLOBAL AWARENESS CAMPAIGNS AND STRATEGIC INVESTMENT DECISIONS."

ERIC DROSIN, THE INTERNATIONAL  
DIABETES FEDERATION (IDF)

## Data Collection

We gather and process multiple social, online and traditional media formats in a variety of languages and locations. Our text processing is flexible enough to combine the content from multiple formats into a single stream, allowing us to track the conversation, gauge how quickly it's spreading and identify the channels that are driving it. In this way, we provide clients with a 360° view of the conversation.

## Data Analysis

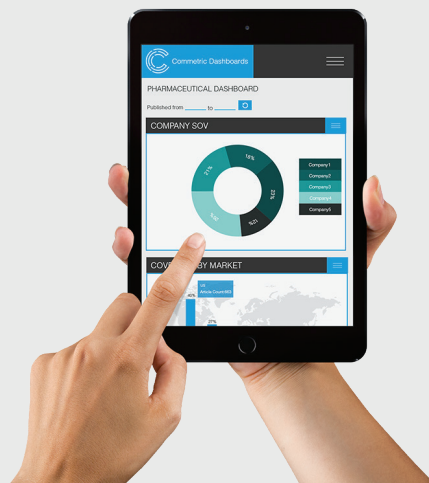
We apply agile analytics to your data challenges. A team of data scientists, project managers, software developers and other experts work with you to hone each KPIs and focus area.

## Data Quality Checks

Our proprietary text mining platform, is powerful enough to sift through evolving conversations and identify relevant data. During our data gathering and analysis processes we apply a broad set of rules and built-in integrity checks, cleaning techniques, cross-checks and completeness checks etc. to ensure accuracy, completeness, and consistency of data.

## Data Communication

It is not enough to gather and analyse data. It must also be presented in a way that is clear and easy to understand. Commetric has been a leader in data visualisation since we first launched our award-winning Influencer Network Analysis maps. Our technology is flexible enough to offer multiple data formats and visualisations via easy to use online dashboards and executive reports.



# MEDIA ANALYTICS

## USE CASES

- **PR AND PA ANALYTICS**
- **BRAND ANALYTICS**
- **REPUTATION MANAGEMENT**
- **CAMPAIGN ANALYSIS**
- **CONTENT & MEDIA ANALYSIS**
- **INDUSTRY AND TOPIC RESEARCH**
- **MARKET RESEARCH**

AND MANY MORE...

Commetric will help you transform your communication campaign activities from tactical to strategic by equipping you with performance analytics and insights that will drive your future strategy rather than just measure prior performance. Our powerful data-to-insight-to-action will answer some vital questions:

- How is the media conveying your strategic messages?
- Who are the journalists, bloggers and commentators that matter?

- What is driving your share of voice?
- How do your brand attributes vary across markets, channels and audience demographics?
- How is your brand messaging trending across channels and markets?

## About Commetric

Commetric provides media analytics solutions that help communication and marketing professionals monitor and analyse conversations and content on social and conventional media.

Unlike many online tools, Commetric combines innovative, patented analytical technology with the knowledge of its experienced, multi-lingual analysts to provide deeper, more practical level of insight for customers who demand to know more. Commetric's award-winning solutions are used throughout the world and across industry sectors.



## Award-Winning Products

DIGITAL IMPACT  
**AWARDS** 2014  
WINNER

EUROPEAN  
EXCELLENCE  
AWARDS

amec  
AWARDS | 2013

ipra

amec  
AWARDS | 2014

PRmoment.com  
AWARDS 2015  
SHORTLISTED

amec  
AWARDS | 2015

PRmoment.com  
AWARDS 2016  
SHORTLISTED

In<sup>2</sup>  
SABRE  
AWARDS



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