

CAPABILITIES

COMPETITION



MONITORING	<ul style="list-style-type: none"> • Online and offline coverage all in one place • Includes social media and microblogs • Simple and intuitive (yet powerful) user interface • Easy and non-disruptive implementation 	Rarely Some Rarely Some	
ANALYSIS	<ul style="list-style-type: none"> • Human analyst focused on your unique needs • Customized, accurate analysis of tone, relevance, and message • Cross-referencing coverage with people and outlets 	Some Unreliable No	
RELATIONSHIP BUILDING	<ul style="list-style-type: none"> • Rich influencer database with relationship-building insights • Identification and insights into sources authors cite • Influencer patterns, message pickup, and analysis by topic • Management of influencer communities 	No (Basic only) No Unreliable Rarely	
PREDICTIVE/ PROACTIVE INSIGHTS	<ul style="list-style-type: none"> • Identification of content with social media traction • Metrics on impact, message pickup, share of voice, etc. • Easy-to-use action tools (social media, publishing, alerts) • Foresight into coverage, people, and topics, enabling proactivity 	No Unreliable Very limited No	