

THE MEDIA INTELLIGENCE BUYER'S GUIDE

Everything You Need To Know To Become A Data-Driven PR Pro



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INTRODUCTION

Thanks to today's fast-paced, savvy, and picky audiences, the way we measure, track and optimize our PR strategy success has fundamentally changed.

Your brand can be discussed anywhere at anytime by anyone for any reason.

You know this. But did you know that you don't have to suffer at the hands of Google Alerts or—even worse—your superior pointing out a mention or article that you hadn't yet found?

Take it a step further. You no longer have to settle for arbitrary numbers when it comes to showing how PR and earned media actually do make an impact on your organization's bottom line. Thanks to technology the amount of data you can access is exponentially growing, and PR success can now be tied to real impact on revenue.

There are undoubtedly many tools out there that help people like you pitch your media contacts, monitor placements, and blast out your releases. But true media intelligence solutions empower you to gather, analyze, and present all the data that helps you tell the story of success—and go beyond traditional monitoring tools that simply track mentions.

So, we've done the dirty work. We've surveyed your peers, peeked into the market offerings, and analyzed a lot of hours of TV in order to help you get to know media intelligence a bit better, set reasonable benchmarks, and easily choose a solution that helps you better manage your brand and show off your success.

Your brand can be discussed
anywhere at anytime by anyone
for any reason.

WTF IS MEDIA INTELLIGENCE? (AND WHY DO I NEED IT?!)

Media monitoring. PR Software. Media database. PR Analytics. There are a dozen or so companies out there throwing these terms around that offer varying degrees of features and functionalities to make your life as a PR pro a little easier when you're going after the big story and trying to prove your worth.

We like to believe that media intelligence takes all of the above and elevates it to the next level. Media intelligence provides the full visibility behind every mention, whether paid or earned, to adequately gauge performance and audience engagement.

In reality, the optimal solution shows off paid and earned mentions, helps you track your competing brands' PR, offers a bank of historical programming to strategize appropriately as well as real-time accessibility to all that data and content.

But...why?

Whether you're a VP of PR or a media analyst, investing in media intelligence can reap instant rewards across your business.

In a recent market survey we conducted, SVPs and Executive Directors to Communications Managers, Media Planners, Marketers and Public Affairs professionals chimed in on their strategies and why they buy (or don't buy) media intelligence solutions. Over half of respondents agree that effective platforms must save time by avoiding manual reporting, demonstrate ROI, and provide access to multi-channel media attribution. Earned media is notoriously difficult to track and PR ROI nearly impossible to prove, but media monitoring and intelligence tools have changed the game and made earned media analysis a reality.

THE MOST IMPORTANT KPI'S USED TO JUDGE THE EFFECTIVENESS OF A MEDIA MONITORING OR INTELLIGENCE PLATFORM:

57%

Time saved on manual reporting

56%

Seeing media attribution across multiple channels

55%

Ability to demonstrate PR ROI to upper management

SELECTING THE RIGHT SOLUTION

Whether you've used a media software solution for years, or this is your first adventure in buying one, a checklist of features and needs is a great place to start. Depending on your goals as an organization, you want to have the correct expectations of what you need (and don't need) out of a platform.

Unfortunately, this industry can be inundated with bells and whistles that show nice in a "demo". But, understanding the specific use cases you will need is the most critical step in selecting a software partner. Though your use cases will be specific to your business and team, analyzing the processes your marketing department currently has in place will help you pinpoint areas that can be improved with a media intelligence solution.

ACHIEVING ROI WITH BETTER BRAND MANAGEMENT

- Can I track earned and paid media mentions?
- Can I understand my brand sentiment across multiple channels?
- Can I access historical data in order to optimize my PR strategy?

GAINING A COMPETITIVE ADVANTAGE THROUGH COMPARATIVE INSIGHTS

- Can I understand my direct competitors' messaging in real-time?
- Can I identify weaknesses in competitor strategies to optimize my own?
- Can I access industry benchmarks by which to correlate my campaigns' success?

PROTECTING YOUR BUSINESS AND REVENUE FLOW FROM CRISIS SITUATIONS

- Am I aptly prepared with both historical and present data on my brand's past PR?
- Do I have access to real-time mentions to quickly respond to crisis situations?
- Can I access both local and global conversations?

ATTAINING EXECUTIVE BUY-IN VIA MEANINGFUL REPORTING AND ANALYSIS

- Can I effectively communicate the metrics that matter to my key stakeholders' bottom line?
- Can I prove my success and PR value to my peers and management?
- Can I reduce time and resources spent aggregating reports?

CONNECTING TO YOUR PREFERRED JOURNALISTS AND REPORTERS

- Can I identify relevant media contacts and influencers?
- Am I guaranteed to have the most up-to-date media contact information?
- Can I communicate with individuals and targeted groups directly in the solution?

ACHIEVING ROI WITH BETTER BRAND MANAGEMENT

Can I prove ROI on PR? Ah, the million-dollar question. It's no secret: achieving ROI is hard, and PR executives know the trouble in proving how earned media impacts the bottom line.

The key to driving ROI is proper brand management. By taking a proactive approach to formulating a strategy and content around media coverage, you can better engage your audience and gain more market share. However, in order to accomplish this feat, you must have a clear view of cross-channel media data, understand your reach to your target audience, and steer favorable conversations around your brand.

SOLUTION

A media intelligence platform must provide your team with access to real-time and historical data across multiple channels. Comprehensive demographic data with sentiment analysis unveils how each message is resonating with different audiences.

Rather than allocating a three-bucket approach (positive, neutral, negative), you should have a “scored” approach to sentiment analysis, based on the quality of language surrounding the search term.

ADVANTAGE

With the right media intelligence solution, you can differentiate the engagement levels between earned and paid media on a campaign by campaign basis, which allows you to show the true impact of earned media initiatives. Executive leadership has access to comprehensive media data to help optimize their strategies and gain more market share. With insight into direct correlations between earned media and first party data, proving the value of earned media on revenue is a cinch.

TRACK AND REACT TO YOUR BRAND'S PAID AND EARNED MEDIA

- Understand reach to your target audience and be able to shape favorable brand conversations with consumers
- Know what is said about your brand on all channels at all times
- Show your organization the real value that PR has to the brand and the bottom line

GAINING A COMPETITIVE ADVANTAGE THROUGH COMPARATIVE INSIGHTS

It's a dog eat dog world out there, and if you aren't one step ahead of your competitors, how can your brand gain traction in the market?

Communications executives must craft a competitive strategy to position and differentiate their brand in the marketplace. By reporting on both brand and competitor performance, leadership can better understand the media landscape within your industry.

SOLUTION

An effective solution must offer equal access to direct competitors' messaging so that you can provide comparative insights, within both a present and historical context. The data should accurately reflect the percentage of earned media within a competitive and comparative scope so you can quickly assess your share of voice against each competitor across all channels.

And don't just follow direct brand keywords. Solutions should offer unlimited search strings so you can target and explore key competitive topics that affect your brand or industry.

ADVANTAGE

Now, executives will have a full view of your brand's competitive landscape to better identify best practices and trends to optimally position themselves in the marketplace.

By identifying best practices for communications strategies, based on the successes of others, you can benchmark your own strategy to continuously strive for growth and improvement.

CONQUER YOUR COMPETITION WITH IMMEDIATE VISIBILITY AND KNOWLEDGE

- Understand your direct competitors' messaging in real-time, in order to better shape your messaging and media placement decisions with internal marketing teams
- Discover, side-by-side, who garnered the most share of coverage around a story, as well as how consumers are reacting across channels, to focus on reactions in specific channels and/or topics
- Identify best practices for communications strategies based on the successes of others while benchmarking your strategy to understand a true view of your success

PROTECTING YOUR BUSINESS AND REVENUE FLOW FROM CRISIS SITUATIONS

Breaking news and crises can hit at any time. Without a way to analyze media exposure to strategize positioning or craft targeted messaging in response, how can you evaluate the possible damage to your brand and impact on potential revenue loss?

SOLUTION

Media intelligence allows communications teams to effectively gather all relevant broadcast and digital coverage, as it happens, and quickly curate a meaningful analysis to help strategize and position a response in real-time and ensure proper measures are taken through data-driven business decisions.

Access to historical content with custom search options can pinpoint successful messaging and positioning during previous events so that as a crisis emerges, you can easily adapt to the situation based on past experience and proactively respond to the media.

ADVANTAGE

Your PR team and executive leadership will be aligned and ready to handle whatever happens next during any crisis situation with immediate access to premium news content across all mediums that clarifies how to react and drives an effective management plan.

MINIMIZE THE IMPACT OF CRISIS SITUATIONS IN-THE-MOMENT

- Be better prepared during crisis situations by aggregating both historical and present data that helps you respond and shape the conversation from a true historical perspective
- Respond quickly to situations with ongoing updates mid-crisis
- Get access to both local and global conversations, so you can effectively address the crisis across channels and geos

ATTAINING EXECUTIVE BUY-IN VIA MEANINGFUL REPORTING AND ANALYSIS

The data that proves the value of your efforts is extremely powerful, but a ton of data is incredibly overwhelming. While technology can alleviate time spent manually reporting on metrics, only relevant insights presented in a digestible format will clear the way for successful interpretation.

SOLUTION

First and foremost, the right solution will make your data easily accessible and visualize it in the format that works best for you or your stakeholders. And if there are specific KPIs your organization has prioritized, customizable metrics help drive faster and smarter business decisions.

For those who don't consider themselves data gurus, the best media intelligence providers will offer help in the form of dedicated analysts who gather, analyze, and organize media data so that anyone can deliver key insights and impactful reporting.

ADVANTAGE

Executive leadership will be equipped with a comprehensive analysis of all PR initiatives so they can directly correlate data to their KPIs, and optimize their strategies to ensure proper allocation of funds and positive ROI.

VISUALIZE AND REPORT YOUR DATA TO GAIN EXECUTIVE BUY-IN TO PR INITIATIVES

- Save hours and hours of time and resources on aggregating reports, so you can better focus on strategy and other initiatives
- Understand if your PR strategy is meeting your goals and set benchmarks over time for a year over year comparison
- Prove the value of your PR program and effectively communicate metrics to your key stakeholders

CONNECTING TO YOUR PREFERRED JOURNALISTS AND REPORTERS

Gone are the days of manually mining a static media database and blasting thousands of contacts at once, hoping you get just a small fraction to engage with you. With so much news easily accessible and available 24/7, making connections with relevant journalists and social influencers and building meaningful relationships is easier with media intelligence.

SOLUTION

Your media intelligence solution should provide you with data, content, and people. Access a pool of 1 million media contacts and 140,000 Twitter accounts that's always updating, and employ a searchable resource of the most relevant journalists. By indexing hundreds of millions of news articles and billions of tweets automatically, you are guaranteed contacts with up-to-date details.

And what use is a hub of premium media contacts if you're unable to easily communicate with them? Make sure your solution provides in-platform communication tools to email both individual contacts as well as targeted groups.

ADVANTAGE

With the assurance that contact details are current and correct, you can personalize your pitches, saving time in the process by never leaving the platform. Executives will appreciate that you can report the success of your best pitches with email analytics for all your communications.

CONNECT WITH RELEVANT MEDIA CONTACTS AND TARGET YOUR PITCHES

- Reach the right journalists and reporters whose information is constantly and automatically updated
- Save time and organize your targets with in-platform media communications, list builds and export options
- Track performance and optimize your strategy by monitoring opens and clicks of highly targeted pitches

GOALS & PLANNING

Once you've dedicated focus and strategy to media intelligence, it's time to define what you hope to achieve.

In order to ensure success in the vendor selection phase, it's important to discuss media intelligence with all departments that will have an interest in the data and insights you will glean from the investment and understand the specific requirements of each.

Use the below questions to plan how PR, marketing and other departments will use media intelligence:

Who in your company will use media intelligence, and who will take ownership?

How can you incorporate cross-channel communications into your tactics?

What are your current benchmarks and data points by which you measure PR success?

What are your current KPIs, and how can you show each department's value?

What are some short-term goals that can be achieved with media intelligence?

What are some long-term goals that can be achieved with media intelligence?

VENDOR EVALUATION

After you've conducted some initial research on the media intelligence landscape, it's time to contact the various vendors, chat about their offering, and perhaps even see a demo or two. Comparing not only features across various solutions, but also their success with customers and their ability to solve your unique pain points in PR, can help you understand what you'll be able to achieve with each platform and how these capabilities align with your goals.

Here are a few questions to keep in mind when you engage with the various vendors:

DID THEY ASK ME ABOUT MY UNIQUE CHALLENGES IN PR AND COMMUNICATIONS?

If a vendor simply moves to a demo and hasn't asked you what you hope to achieve, it's a clear sign you may experience frustration getting the most from the product for your company's needs.

DID THEY SHOW ME A LIVE DEMONSTRATION OF ALL FEATURES THEY CLAIMED?

Any good software solution should be able to accurately show you all they claim in real-time. If a media intelligence solution fails at this, or shows screenshots or "sample" reports, it could be a sign they don't have the capabilities built yet or have unreliable technology.

DID THEY PUT TOGETHER A MUTUAL EVALUATION PLAN?

A really good solution provider works with you to help you buy. Technology is not a one-person decision and there are often multiple decision makers. A mutual evaluation plan covers all the steps to helping your organization make decisions, get buy-in from key stakeholders and work together on a timeline that makes sense.

DOES IT COVER THE BASICS?

You'll begin to notice differences between platforms as you continue to explore your options, but all media intelligence offerings should include some basic capabilities.

WITH EACH VENDOR, LOOK FOR THESE FEATURES:

- Real-time TV programming
- Viewable TV segments
- Coverage of all 210 National DMAs
- Historical TV Programming with seen and heard brand recognition
- Demographic, geographic and day-parting data
- Multi-channel data views: TV, online, social, and 3rd party
- Premium content feeds
- Media database
- On-demand competitor search

GETTING STARTED

It only gets easier once you've made the decision to adopt a media intelligence solution. The best providers offer a comprehensive implementation program that requires minimal time investment to get you and your busy team up and running in the platform. And anytime you need a hand, a support team as well as system analysts can be a huge help in gaining the most from your investment.

At implementation, make sure your chosen vendor helps build out the system to your specifications, from the ground up. When evaluating your needs in greater detail, you and your vendor will set the right search terms to optimize your media measurement, steering you toward the ultimate goal of reporting PR ROI.

Onboarding is a two-way street, so the best programs will offer a dedicated Q&A session for your whole team to get the answers to some of their immediate questions as they begin using their new tool.

IMPLEMENTATION TIMELINE

WEEK 1:

Planning

Your vendor gathers information to develop targeted search terms based on client needs

WEEK 2:

Go-Live

Team trainings occur to introduce system capabilities and a Q&A session takes place

WEEK 3:

On-boarding

Trainings continue as your team masters key capabilities and starts seeing results

WEEK 4:

Continuing success

A dedicated account manager sets up a success plan to help get the most out of the solution

THE STATE OF MEDIA INTELLIGENCE

The PR industry is at an interesting juncture in today's digital world. Emerging technologies for media intelligence aren't just steering favorable brand conversations, they're validating major investments and driving positive business outcomes.

Your solution shouldn't just contribute to your overall business, but also your people.

Media intelligence provides the tools that drive your PR strategy, relieving day-to-day headaches and paving a pathway for your entire team to meet and exceed goals and objectives.

And heads up, our market survey also revealed that 45% of respondents do not currently use a media intelligence tool, so there's still plenty of runway in gaining a competitive, data-driven advantage for your brand.

Media intelligence has certainly proven its worth, and PR pros can now have a measurable impact on their organizations by managing their brands in a whole new way.

WHEN IT COMES TO PR TECHNOLOGY, ADOPTERS
CONSIDER THEIR INVESTMENTS WORTHWHILE :

75% of respondents expect their media intelligence budget to stay the same

15% of respondents expect an increase in their media intelligence budget

READY TO TALK TO US? HI—WE'RE iQ MEDIA!

iQ Media is the pioneer of real-time searchable TV, transforming media measurement by changing the way marketers access and evaluate their brand performance in earned and paid media. With over 22 million hours of TV content from 210 DMA's, iQ Media delivers heard and seen logo recognition, competitor data, industry benchmarks and local to national-level audience data.

And that's not all we do. Serving brands such as Domino's Pizza, Energizer, NHL, Red Bull and Warner Bros, iQ Media provides a single, user-friendly platform that helps marketing, PR and customer insights teams better understand all their media efforts across TV, digital and social, moments after anything happens.

[GET IN TOUCH >>](#)



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