



Media monitoring by Adwired: Track critical issues

Early detection and reliable tracking of critical issues are prerequisites for professional issue management.

Monitoring solutions by Adwired systematically analyze the development of topics in the media, web contents, and social media. Clearly arranged dashboards summarize the relevant events.

Automatic pre-filters cast their net as widely as possible among international sources and perform an initial relevance assessment. In a second step, a team of specialized editors selects the results, picks out the relevant contributions, and makes important connections visible.

Clearly arranged dashboards display the results as analyses and individual clippings: if required, daily or weekly reports – for example, in press reviews - complete the offer.

Overview of the main services provided:

- 24/7 real-time monitoring
- Tracking in print, web contents, and social media
- Alarm system for particularly sensitive subjects
- Dashboard displaying all important statistical information at a glance
- Daily or weekly reports of the results from the media
- Editorial support and expertise
- Automatic translation to your corporate language of all contributions
- Search filters for archived articles
- Your own search agents with automatic delivery
- Connection to existing monitoring solutions upon request

All monitoring modules provided by Adwired can be seamlessly integrated in a comprehensive solution and customized to fit the client's individual needs.