



Media monitoring by Adwired: Track campaigns

Checking the effectiveness of campaigns is the prerequisite for a timely adjustment of communications measures.

Adwired's media monitoring provides valuable insight into how campaigns evolve, how they are evaluated by which target groups, and how they affect the company's awareness level and image.

Thanks to the combination of automatic pre-filtering and editorial processing, the results are up-to-date and highly relevant. Clearly arranged dashboards summarize the insights from a neutral perspective either in analyses, individual clippings and, if required, in regular reports, which are available at the touch of a button.

Overview of the main services provided:

- 24/7 real-time monitoring
- Tracking in print, web contents, and social media
- Free definition of campaigns – even group-wide
- Tracking in print, online, and social media
- Dashboard displaying all important statistical information at a glance
- Automatic translation to your corporate language of all contributions
- Editorial support and expertise
- Multiple options for exporting data
- 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.