



Media monitoring by Adwired: Monitor competitors

The knowledge of how your competitors move in the market can provide valuable information about your own positioning.

Adwired's media monitoring systematically and continuously analyzes how much of the market talk is absorbed by competitors, how they market themselves, what target groups and sources they cultivate, and in which critical issues they are involved.

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 competitors – even across industry sectors
- Monitoring of potential competitors and their exponents (including integration of compliance data, so-called PEPs)
- 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.