



Media monitoring by Adwired: Monitor key personnel

The simple monitoring of the marketing activities of exponents from your own company or from the competition can provide valuable insight into how companies position themselves and develop, also in comparison to your own activities.

Adwired's media monitoring systematically and continuously monitors how strongly exponents dominate the discussion, how they position and represent themselves and their companies, in which subjects they are involved, and what kind of relationship they maintain with which sources. 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 key personnel – even across industry sectors
- Monitoring of potential 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.