



Media monitoring by Adwired: Track sponsors

Adwired's media monitoring provides specialized dashboards for controlling the effectiveness of your sponsorship activities and the tracking of sponsoring partners.

With its comprehensive monitoring of the international media landscape – including web contents and social media – and clearly arranged dashboards, Adwired offers marketing specialists relevant and reliable insights at the touch of a button: for example, how your own sponsoring is received by the target audience or if any sponsoring partners are involved in critical discussions; as well, the extent to which the sponsoring has a positive or a negative effect on your company's image.

Overview of the main services provided:

- 24/7 real-time monitoring
- Tracking in print, web contents, and social media
- Dashboard displaying all important statistical information at a glance
- Measurement of involvement in critical issues
- Weekly summaries including a statistical overview and a selection of articles that are setting the tone
- Editorial support for contents
- Multiple options for exporting data
- Automatic translation to your corporate language of all contributions
- Editorial support and expertise
- 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.