

LexisNexis® Analytics for Communications Professionals



Monitor Media. Measure Sentiment. Track trends.

How do you determine the success of your communications initiatives? Is it by how many outlets picked up your last press release? These are important metrics, but the most successful communications professionals also need to know:

- **What is being said about my client in blogs and other consumer generated media?** Is it positive or negative? Is the coverage more positive in a particular region of the world, at a specific time of year, or from a particular group of people?
- **What are the hot trends and issues, and how could they affect my business?** How can you track a topic and see how it evolves over time?
- **What is the best way to pull media information together quickly and make sound decisions based on my findings?** If you knew what the media was saying, what the public was saying and how to spot up and coming trends before they got big, how could you use that information to your advantage?

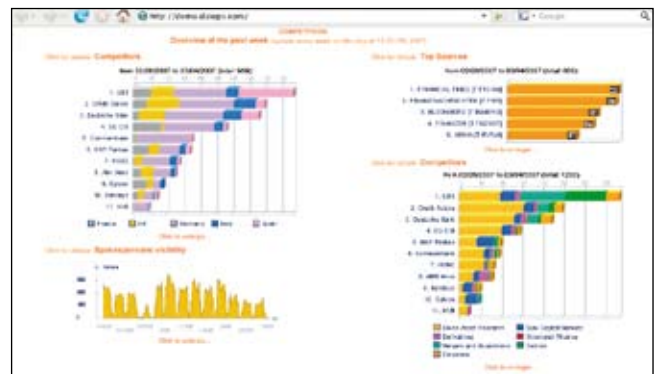
LexisNexis® Analytics combines premium and web-based content with market leading analytics technology to generate insight into the business issues most important to you.

▶ Gain Valuable Insight

Our easy-to-understand graphics help you quickly spot patterns, draw conclusions, and gain valuable insight from your media information.

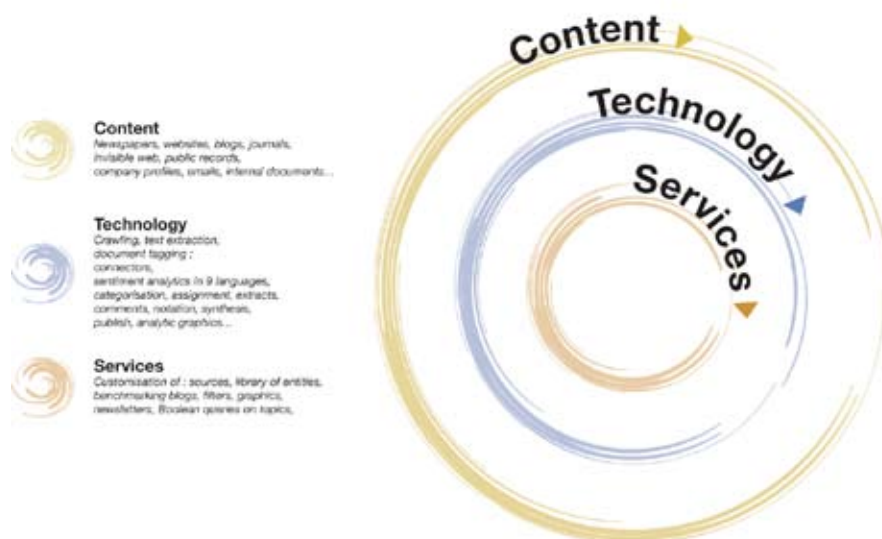
▶ With state-of-the art data mining and sentiment analysis techniques, LexisNexis Analytic Solutions can:

- **Manage the volume** of information you receive on the topics and entities most important to your business with advanced filtering and categorisation tools.
- **Evaluate the tone** (positive, negative or neutral) of a newspaper article, blog or other content as it relates to the topics, companies and people of your choice, in **nine different languages**.
- **Track the coverage** you, your clients and your competitors receive by region, source, frequency and tone.



- Deliver clear, **easy-to-read graphs, charts and alerts** on important issues relating to the topics, people, companies and industries that affect your business.
- Compile and add **sentiment analytics** to information from all of the sources you currently use: premium subscriptions, free web sites, public records.

LexisNexis Analytics provides the content, technology and customised services you need to analyse your data and determine the best way to use the insights you've gained.



▶ What can LexisNexis Analytics do for you?

- Automatically monitors press coverage and other relevant content such as blogs, web sites and forums through a single interface.
- Gives you the convenience of having all of your information in one place.
- Gives you the confidence that you are not missing key information or leaving out important information sources; eliminates the time spent checking multiple sources and trying to piece all of the information together.
- Blog and consumer generated media monitoring allows you to track, evaluate and anticipate public reaction to your communications initiatives.
- Categorises and sorts information by volume, source, topic, company, person, region.
- Allows you to pinpoint the source and track the spread of information that may affect your clients' reputation.
- Presents sentiment analytics in nine different languages.
- Ensures that you are able to take a global view of your company and your clients' impact and reputation.
- Synthesises information with easy-to-read graphics that enable you to make a quick assessment of what is happening with a specific company, person or industry.
- Allows you to spot, track and act on trends that may affect your business without using more time or resources.

For over 30 years, LexisNexis has been a world leader in information services and information management tools. To find out more about how LexisNexis Analytics can make a difference in your business, contact us.

FOR MORE INFORMATION CONTACT:

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