

LexisNexis® Analytics for Marketing Professionals



Measure Effectiveness. Monitor Competition. Track Trends.

How do you determine the success of your marketing campaigns? Is it by consumer response in marketing research? These are important metrics, but the most successful marketing professionals know that there are other ways to determine the effectiveness of their marketing efforts and use that information to improve their campaigns:

- *What is being said about my products in blogs and other consumer generated media?* Is it positive or negative?
- *What are the hot trends and issues, and how could they affect my target markets?* How can you track a topic and see how it evolves over time?
- *What is the best way to pull media, consumer and internal 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?

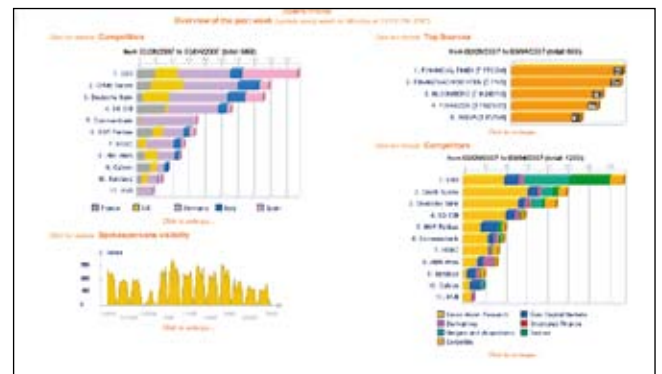
LexisNexis® Analytics combines premium and web-based content with market leading analytics technology to generate insight into the business issues most important to you.

▶ Gain Valuable Insight

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

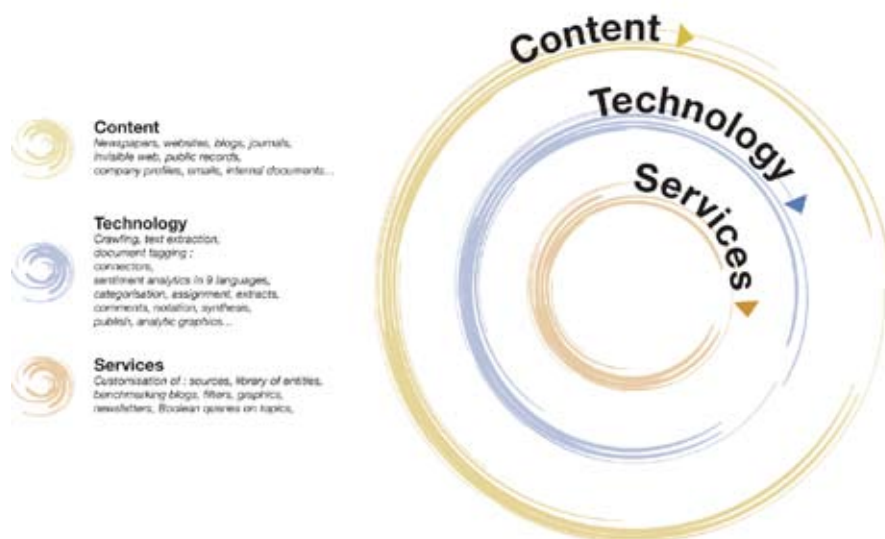
▶ With state-of-the-art text mining and sentiment analysis techniques, LexisNexis Analytics can:

- **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, and your competition, 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 blogs, web sites, forums, internal content and press coverage 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 marketing initiatives.
- Categorises and sorts information by volume, source, topic, company, person and region.
- Allows you to pinpoint the source and track the spread of information that may affect your products and your target market.
- Presents sentiment analytics in nine different languages
- Ensures that you are able to take a global view of your products and brand and measure your companies' impact and reputation.
- Synthesises information with easy-to-read graphics that enable you to make a quick assessment of what is happening with specific products, companies, people or within an 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 one of our sales people.

FOR MORE INFORMATION CONTACT:

LexisNexis UK (London)
Halsbury House
T +44 (0)20 7347 3588
www.lexisnexis.co.uk

0707-069/LR/KB/CDDL/0707

SOLUTIONS FOR KNOWLEDGE-DRIVEN PROFESSIONALS

Client Development Research & Knowledge Solutions Practice & Productivity Management Risk & Compliance

 LexisNexis®