



## MAKING YOU THE SMARTEST PERSON IN THE ROOM

IgniteTech's Synoptos solution is a media intelligence solution providing news and social insights to help clients understand what's transpiring in the media, identify pathways to influence key stakeholders and improve operational decision making. Applications include executive daily news briefs and news and market insight digests for customers.

### MEDIA MONITORING AND INTELLIGENCE

Synoptos' advanced influencer mapping and monitoring solutions have helped organizations around the world to launch products in new markets, obtain international agreements, win ballot initiatives, obtain drilling rights and adrenalize public health campaigns.

- Access the stories shaping the day that are impacting your organization and industry
- Analyze social media activity impacting your brand
- Monitor public sentiment about your company and executives
- Get real-time updates on key news items impacting your business

- **Never Get Blindsided Again:** With a dedicated team of media analysts and statisticians feeding you data, you'll never walk into a meeting unprepared again. Know every critical development so you're always the most informed person in the room.
- **Keep the Pulse of the Situation:** From community activism to billion-dollar mergers, Synoptos monitors key players who are shaping the narrative to uncover important mentions, notable engagements and relationship signals in the news and social media.
- **Look Savvy:** Get the news, trends, insights and analyses to inform recommendations that will make you shine in front of the people that matter.
- **Achieve Success:** Uncover clean communication pathways to your key stakeholders, and pull back the curtain on influencer relationships to understand the balance of power.
- **Always Be Ready:** From last-minute media inquiries to unexpected leadership requests, our data is designed to ensure you're never caught off guard. Spend less time researching and more time responding.

# HOW CAN EXPERT MEDIA INTELLIGENCE HELP YOUR ORGANIZATION?

## Executive News Briefs

### Access the stories shaping the day

- **Save Time:** Free up valuable resources that would otherwise be allocated
- **Stay Informed:** Ensure total situational awareness with a single brief
- **Manage Reputation:** Discover and correct false narratives
- **Measure Impact:** Understand the impact of your messaging at home and around the world
- **React Quickly:** Scale up monitoring effortlessly during major events or crises

## Social Media Briefs

### Analysis of top social media activity in one brief

- **Early Warning Intelligence:** Be the first to know when big news is about to break
- **Influencer Activity:** Track individuals who impact conversations in the media, opposition, government and beyond
- **Human-Coded Sentiment:** Analysts understand the nuances of human communication better than a computer
- **Key Drivers:** Know when new voices emerge and new messages take shape
- **Customized Look and Feel:** Executive-ready reports tailored to your organization's professional design

## Brand Monitoring

### Total situational awareness

- **Media Coverage and Sentiment Analysis:** Ensure complete accuracy and understanding of your issues and brand
- **Theme and Issue Breakdown:** Segment news coverage by theme to make better decisions with better data
- **Share of Voice Measurement:** Determine how well your message is breaking through the noise of media activity
- **Message and Content Analysis:** Evaluate how specific words and phrases resonate with your target audience
- **Emerging and Influential Voices ID:** Highlight the most influential voices and outlets shaping the issues that most affect you

## Special Reports

### Laser-focused on your priorities

- **Quarterly Earnings:** Media insights into your financial results
- **Investor Research:** Data-driven findings for improving stakeholder relations
- **Event Reporting:** Special coverage of important events, tailored for your staff
- **Twitter Audience Analysis:** Understand demographics, geography and industry makeup of followers
- **Opposition Research:** Evaluate competitive messaging and launch counter-narratives

## Breaking News Alerts

### Real-time and always relevant

- **Human Editorial Judgment:** Avoid the overwhelming irrelevance of automated crawlers
- **Assess the Situation:** Quickly determine the impact on your organization
- **Anticipate the Narrative:** Identify early questions and guide the conversation
- **Target Information:** See and stop false messages before they spread
- **Recognize Allies:** Capitalize on favorable coverage and maximize your message

## FOR MORE INFORMATION

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