

# News & Market Insight Digests for Customers

## Comms & Media Relations

Synoptos 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.

Customer Success

### Association uses IgniteTech's Synoptos Nucleus Solution to provide industry updates to its member audience

#### COMPANY

Technology, Health,  
Entertainment, Public-Sector

#### INDUSTRY

Education & Non-Profit

#### IGNITETECH SOLUTION

Synoptos Nucleus

#### DEPLOYMENT

SaaS

#### Summary

This association uses Synoptos to provide industry updates as well as drive and measure audience engagement. Member firms and individuals gain access to daily curated news briefs through the association rather than purchasing the solution directly. The association is also able to run ads and drive audience engagement.

#### Why Synoptos

There was a need for a platform that delivers tailored daily news briefs to members. Synoptos not only met the requirements but also offered several other features such as advertising and an expert services team that customizes the solution based on association requirements.

#### Customer Benefit

Synoptos provides news updates to association members. The daily delivery maintains regular engagement with the association's members without the need for the association to generate new content directly. With Synoptos, the association can maintain daily service to its members without any ongoing effort.

#### Customer Outcome

The association can include its own messaging in the reports to communicate with its members, generate revenue through ad sales and monitor member engagement. The daily reports also ensure association staff stays on top of happenings within the industry.

#### Solution Benefits

- 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

For more information,  
visit [ignitetech.com/synoptos](https://ignitetech.com/synoptos)