

COMMS AND MEDIA RELATIONS

Executive Daily News Briefs

[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

Financial Services Company Arms Themselves with Media Intelligence Using Ignite's Synoptos Nucleus Solution

COMPANY

Financial Services Company

ESTIMATED REVENUE

\$10 billion / year

INDUSTRY

FINANCIAL SERVICES

IGNITE SOLUTIONS

Synoptos Nucleus

DEPLOYMENT

SaaS

Summary

Synoptos is used at this financial services company for Daily News Brief with key media coverage of their brands and industry news. In addition, the Media Tracker Sheet is used to track company mentions across media sources. Synoptos' Quarterly Media Measurement and Analysis Report along with the Annual Brand Report for Social Media Highlights is also used.

Why Synoptos

Ability to tailor the News Brief content to what matters as well as consulting services.

Customer Benefit

Effectively monitor media and social coverage of their brands with the daily news brief, and track the bigger picture of their brand coverage and sentiment with the services-based consulting reports provided quarterly and annually.

Customer Outcome

The PR and Communications team is able to effectively monitor key media coverage and coordinate appropriate follow-ups and action, staying in control of their brand and its key influencers.

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