



**media monitoring  
and reporting**



## Monitoring, Metrics & More

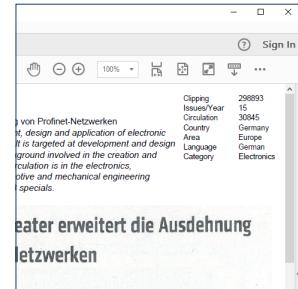
To provide clients with a comprehensive overview of media coverage and, if required, insight into competitive and other relevant information, EMG has developed a proprietary media monitoring and reporting service.

Media monitoring The EMG Way™ is different from conventional press clipping services. We focus on trade media, online and offline, as well as relevant social media channels across a wide range of industrial markets in the Americas, Asia Pacific, Middle East and Europe.

EMG manages the complete trade and social media monitoring and clipping process in-house to ensure optimal quality. For programs that require the monitoring of mainstream and business media we utilise external press clipping services and incorporate these into the EMG system.

We report media coverage tailored to the needs of our clients' media relation programmes and our system also offers electronic newsletter and alert functionality to inform communications managers and the wider organisation about company as well as industry news as required.

*Each clipping is enriched with information about the publication and, if relevant, linked to the press release or spokesperson.*



Press coverage is made available to clients on a discrete, registered access basis.

EMG's regional offices and partners across the world have access and can efficiently process local clips directly into our central database.

The EMG media monitoring and reporting service is integrated with EMG's other online tools such as [PressReleaseFinder.com](http://PressReleaseFinder.com) and the EMG Media Information Centre ensuring that meta-information is always up-to-date.



## Analysis & Reporting

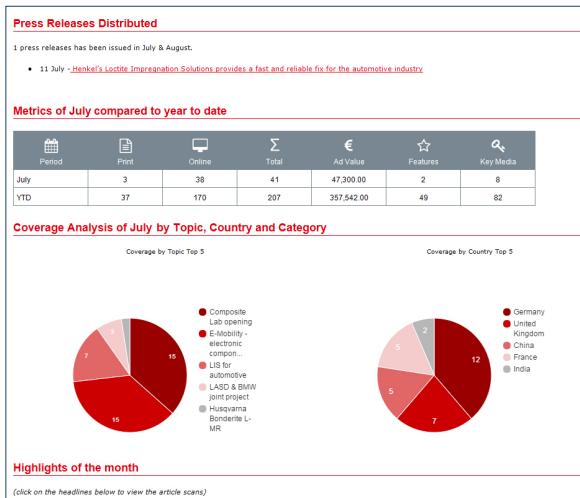
**Online reports use customised tables and charts based on the latest dataset for the continuous analysis and refinement of media campaigns.**

EMG reporting helps to assess which campaigns are successful, identify which topics, applications, business units and/or product groups need more exposure and measure which corporate messages are getting across.

The metrics and reports can be tailored to fit the organisational and campaign structure allowing users in different geographies and business segments to retrieve information as and when required.



*Dashboard charts visualise the key results, but also allow to drill down to the underlying coverage to better understand the metrics.*



*All media activity in a concise format*

The EMG reporting includes sophisticated HTML newsletter functionality to supply industry executives – wherever they are – with their daily, weekly or monthly dose of pertinent media coverage including analysis against KPIs, various statistics and links to key articles.

Contact EMG to request a demonstration of the wide range of analysing and reporting tools available.



**EMG**

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