For PR and communications agencies, it’s a constant challenge to keep your finger on the pulse of every client’s business and industry. In today’s always-on news cycle, that means staying completely connected to every media source, from social media and blog posts to online news, competitors’ websites and broadcast reports. Be the first to inform your clients of up-to-the-moment media intelligence and analysis, to keep them ahead of competitive conversations and ready to confront negative news and potential crises.

Key Challenges

- Be the first to identify issues and opportunities for clients and implement an actionable plan.
- Keep in tune with all of your clients’ markets and stay one step ahead of relevant news and trends.
- Packaging relevant and timely media data, analysis and insights.
Zignal Enterprise continuously scans both traditional and digital media sources, instantly surfacing the trends and issues that matter most to your clients, strengthening your account plans for your clients and positioning you as a thought leader. You’ll generate extensive media intelligence to be a trusted advisor to your clients, share dynamic insights and plan and execute more strategic engagements.

**Relevant Use Cases**

### Issues Management

It’s inevitable that bad news or a crisis will strike your client’s business, and it’s up to you to lead the effort in protecting their reputation. Collect and analyze data in realtime to neutralize negative scenarios, craft a rapid and relevant response and be armed with the right data to put out fires before they can spread.

### Key Influencers

Influencers play an important role in defining how the public and prospective customers view your clients’ brand. Zignal Labs helps you identify key influencers (both advocates and detractors), understand how public sentiment drives them, build the right relationships and generate media coverage that surpasses client expectations.

### Dynamic Reporting

Good agencies keep a constant line of communication with their clients, sharing every media development and providing analysis and insights. Create client reading lists that include relevant notes and recommendations; present visually appealing, easy-to-interpret reports that change dynamically to provide up-to-the moment data; and build a workflow that automatically pushes alerts and reports to your clients.

### Schedule and Manage Briefings

Agencies are often tasked with managing client media briefings and controlling the buzz around earnings releases, annual reports and major announcements. Keep everyone on the same page with the same media data to schedule coordinated hourly, daily or weekly briefings and stay on top of industry developments to keep messages on target.
Key Capabilities and Benefits

Become a Trusted Advisor
Companies rely on their agencies to be the early warning system of vital news and potential trouble on the horizon. Arm yourself with the right media data to properly advise your client and show them you’re on top of your game.

Show Your ROI
Track sentiment scores, total mentions, impressions, influencers, competitive mentions and keywords relevant to your client’s business. Learn your clients’ “share of voice” in the industry and measure how their messaging and content are resonating.

Save Time on Client Reporting
Significantly reduce the manual time it takes to assemble reports and deliver them to clients. Generate reading lists rather than pouring over Google alerts manually, and include relevant clippings, notes and recommendations.

Centralize Your Workflow
Consolidate multiple manual tools and rely on Zignal Enterprise to show you everything that’s happening across every media source. Leverage one source of information for your team and your client and keep everyone armed with the same data and insights so they can march in lockstep.

Generate Alerts
Targeted alerts let you know when to pay attention to developing stories and how your brand is performing across different media in your industry.

Gain Geographic Insights
Use geo-location and geo-enrichment demographics to map trends, gain location-based insights and track how your client’s brand is performing for different regions and audiences.
Zignal Labs turns media intelligence into a strategic asset for the world’s largest brands and enterprises. By analyzing the full media spectrum in realtime, Zignal’s centralized platform empowers public relations, communication and digital strategy professionals to understand trends, pinpoint issues and make informed decisions. Headquartered in San Francisco with offices throughout the country, Zignal serves customers around the world including Airbnb, IBM, Citrix, Bacardi, Speaker of the House Paul Ryan, The Sacramento Kings, Brunswick Group and Fleishman Hillard.

To learn more, visit: www.zignallabs.com.