



Solution Sheet Executives and CXOs

The executive team needs to remain one step ahead of the market – understanding changing consumer sentiment, protecting brand reputation and exploring key areas for revenue growth. Signal Labs provides a powerful platform to monitor markets, news and social media activity in real-time, uncovering key insights that can drive corporate strategy and your response to negative press. You'll keep your marketing, corporate communications and other departments marching to your instructions in lockstep.

Top Brands Use Signal Labs



Winning the fight against cancer, every day.



Comprehensive Media Intelligence

Zignal Labs ensures that your teams won't miss critical news or developments that have direct impact on your company and shareholder value. Monitor activity across the entire media spectrum, from social media and blog posts to online news stories, competitors' websites, and TV reports.

- ▶ Monitor and filter news on any relevant subject to prioritize your coverage and response.
- ▶ Keep up with your "share of voice" in the industry and the impact of your messaging to investors and shareholders.
- ▶ Become as informed as possible at a moment's notice to articulate your vision and strategy.

Centralized Source of Media Intelligence for the Entire Company

Zignal Labs gives your entire organization a single, centralized platform to monitor, review and analyze media and market developments. The data you surface can be deployed strategically to improve workflow and decision-making across departments.

- ▶ Centralize information and responses for external media and financial analyst consumption.
- ▶ Have up-to-the-moment data at your fingertips to make more informed decisions.
- ▶ Keep all supporting groups armed with the same media data and insights.

Intuitive and Easy to Use

Executive teams don't have time for complex analyses or reading lengthy reports. Our highly intuitive graphical visualizations reveal data, trends and insights that show you the connection between data points and stories. Your PR and marketing teams will show you exactly what you need to read and how you can respond.

- ▶ Follow data and trends yourself on dashboards that update dynamically in real time.
- ▶ Effective cross-departmental workflow automatically pushes alerts and reading lists to executives.
- ▶ You'll receive easy-to-interpret reports that change dynamically to provide up-to-the moment data.

Challenges for Executives and CXOs

- ▶ Staying constantly in tune with market developments that impact your company.
- ▶ Articulating financial strategy and direction with shareholders and the financial community.
- ▶ Controlling the conversation when negative news or crises pose a risk to company reputation.
- ▶ Keeping valuable data at your fingertips that guides your decisions.

Protect Reputation and Minimize Risk

You can't stop bad news from happening, but you can ensure that your response is informed, thoughtful and fast. Rapid response can reduce the impact on your brand and reputation.

- ▶ Collect and analyze data in real time to quickly neutralize negative scenarios.
- ▶ Put out fires before they spread, or prevent them from happening before they even start.
- ▶ Stay ahead of potential damage and plan effective messaging after a crisis.

Be Informed When You Communicate Publicly

Every statement you make publicly is parsed and examined by financial analysts, the press and shareholders. Signal Labs arms you with accurate data and analysis to help you control the conversation and articulate corporate and financial details with confidence.

- ▶ Be sure your key messages are on target during earnings releases and major announcements.
- ▶ Stay on top of financial and market developments the moment they happen.
- ▶ Know who the most positive and negative media influencers are and what motivates them.

Data Impacts Your Strategy

Events transpire at lightning speed in today's business world. Executive teams must be able to leverage media intelligence to keep pace with news, market developments and competitive announcements – and evolve corporate strategy accordingly.

- ▶ Stay constantly updated on news and information to keep your strategy nimble.
- ▶ Monitor hot-button issues that directly impact your company and your brand.
- ▶ Understand fluctuations in the market and how to react.

How Executives Use Signal Labs

Receive streamlined "reading lists" that include relevant clippings, notes and recommendations.

Monitor how your brand is performing across all media in real time.

Keep pace with competitor announcements and news to improve your position.

Create consistent messaging across all stakeholders that clearly communicates the company's progress.



Signal Labs turns media intelligence into a strategic asset for the world's largest brands and enterprises. By analyzing the full media spectrum in realtime, Signal'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, Signal 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.