

Solution Brief

Zignal Brand Health

Today, brands communicate a greater number of issues, narratives and messages to a complex universe of stakeholders and audiences. At the same time, fast-moving digital risks have created an unpredictable media landscape. As a result, organizations need to measure the real-time health of their brands to build trust while mitigating reputational risks. The Zignal Enterprise Platform incorporates powerful brand health analytics to accurately gauge the health of their brand using meaningful metrics so decision-makers across the enterprise can be more proactive, drive strategy and make informed business decisions.

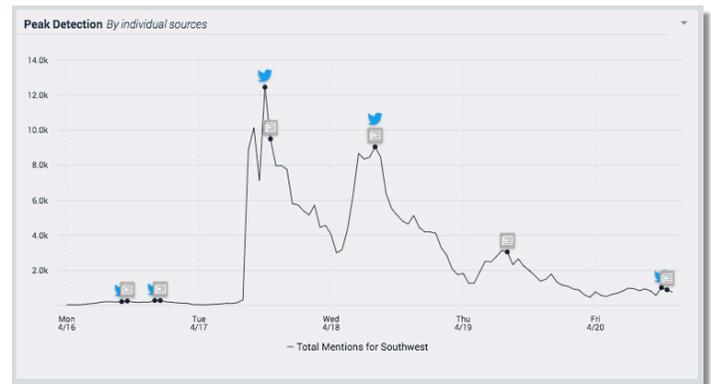


Inform

Seize opportunity and alleviate risk

Utilizing machine learning techniques, Zignal quickly sifts through massive amounts of data to summarize events that impact the health of your brand.

Similarly, stories are instantly surfaced so you better understand common conversations and the most representative topics associated with your brand.



Identify unusual conversations with automatic event summaries

Key Benefits

- ▶ Measure the impact of your messages in real-time
- ▶ Harness the largest set of media data, synthesized in rapid fashion
- ▶ Mitigate reputational risk



Measure

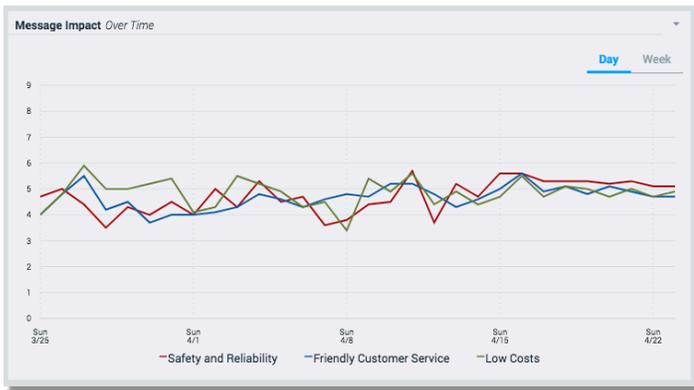
Go beyond vanity media metrics

Zignal Enterprise offers the first Message Impact Score to help organizations immediately measure the success of their content and amplification strategies to determine the health of their brand. Every news story and media mention is automatically scored to provide at-a-glance metrics that deliver instant insight into messages resonating with stakeholders.

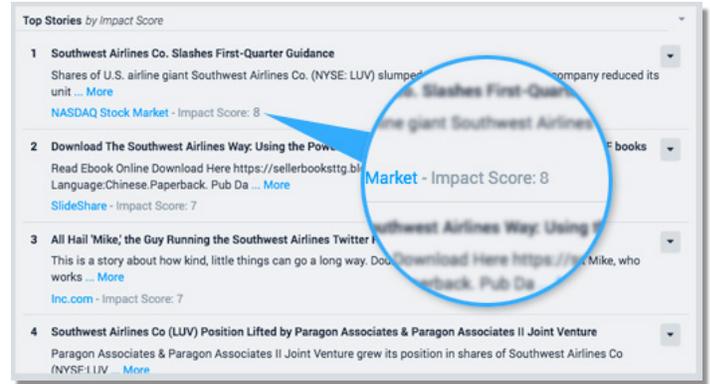
Analyze

Data at your fingertips

Signal analyzes millions of data sources every second of every day—across traditional, digital and social media—in order to surface the most crucial information to build and protect your brand. Define message strategy and proactively curtail the spread of negative information with the right insight at the right time.



Examine historical trends for your brands key messages



Impact Scores provide a quick summary of a story's significance

Reveal

Use Signal Brand Health to:

- ▶ Determine impact of communications activities
- ▶ Receive early warnings of unusual brand activity
- ▶ Correlate market trends with brand activity
- ▶ Understand brand performance compared to competitors
- ▶ Discover which company messages are resonating across key stakeholder segments

Signal Labs is trusted by the Fortune 1000



Signal Labs is reinventing how companies use media data to measure the brand and business impact of their communications. Through real-time and predictive analysis of the full-media spectrum, Signal's centralized platform empowers corporate communications, marketing and executive teams to build and protect brand reputation, inform strategy and take action. Headquartered in San Francisco with offices in New York City, and Washington DC, Signal serves customers around the world including IBM, NVIDIA, Airbnb, Citrix, DTE Energy, The Sacramento Kings, Uber and FleishmanHillard.

