In today’s data-driven world, most organizations are plagued by data silos. They struggle to integrate all of the various views of their business in order to draw correlations and identify important business trends. Zignal Data API integrates the rich data and insights gleaned from the Zignal platform with your own (or 3rd party) systems – like CRM and Business Intelligence systems – to paint a more holistic picture of what is going on with the business so that you can inform strategic decision making.

**Key Benefits**

- **Centralize your intelligence to align cross-departmental strategies**
  
  Create a single source of truth for your entire organization by layering earned media data from the Zignal Platform on top of your own (or 3rd party) data, driving coordinated action across departments.

- **Learn how to bend the curve**
  
  By layering otherwise disparate data sets on top of each other, you will be able to identify correlations between these data sets and understand true business drivers.

- **Lead & inform strategy**
  
  With a holistic, data-driven view of your business, you will be able to confidently lead and inform business strategy.
Available APIs

**Analytics API**

Endpoints that return counts or quantitative results for the queries you set up (ie: total mentions, total impressions, and sentiment).

Use the Analytics API to layer your earned media intelligence data on top of data from another business application to draw correlations, identify trends, and inform business decisions.

**Newsroom API**

A single endpoint that returns stories and metadata for the queries you set up.

Use the Newsroom API to export qualitative media intelligence into another business application so that you can analyze the data through a difference lens.

Technical Information

An easy-to-use, lightweight, cloud-based web service, designed to help developers build data-driven client applications quickly and easily using the REST framework. The data is delivered in JSON format and can be requested from any JSON-enabled development language including JavaScript, Python, Java, R or Ruby. All of your data is secured via SSL and oAuth2.

Contact

Contact us at api@zignallabs.com to learn more about the Zignal Labs Data API plans and pricing.
Zignal Labs turns media intelligence into a strategic asset for the world’s largest brands and enterprises. By analyzing the full media spectrum in real-time, Zignal’s centralized platform empowers public relations, communication and digital strategy professionals to analyze 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, PepsiCo, Speaker of the House Paul Ryan, The Sacramento Kings, Brunswick Group and FleishmanHillard.

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