

Product Brief

Zignal Labs Brand 360™

Marketing and communications teams are entrusted with protecting a company's brand reputation. Yet, accurately measuring and calibrating the value of a brand can become a complex exercise in data consolidation to achieve a view of data across business units, brands, corporate initiatives, geographies and other attributes. At the same time, many organizations lack a consistent methodology and framework to measure key media metrics. Zignal Brand 360 simplifies this challenging process by aggregating specific metrics across the enterprise to present accurate and complete reporting of reputation and brand performance.

Streamline

Eliminate errors and save time aggregating data

Zignal Brand 360 offers a fast and easy way for users to combine different datasets across the organization to create an aggregated, roll-up view. Easily create and distribute reports or export data for further analysis of sub-brands, global business units and regional departments to aid planning and decision making.



Combine data across regional offices to report on the enterprise

Key Benefits

- ▶ Reduce redundancy and time spent managing data
- ▶ Gain a consolidated view of the company's brand reputation
- ▶ Drill into metrics across the organization to gain insight into what is and isn't working

Combine

Understand your brand reputation

When trying to interpret and measure your company brand in relation to competitors, company objectives or across regions, the whole is greater than the sum of its parts. Zignal Brand 360 allows data to be combined from across the organization to provide a holistic picture of brand performance.

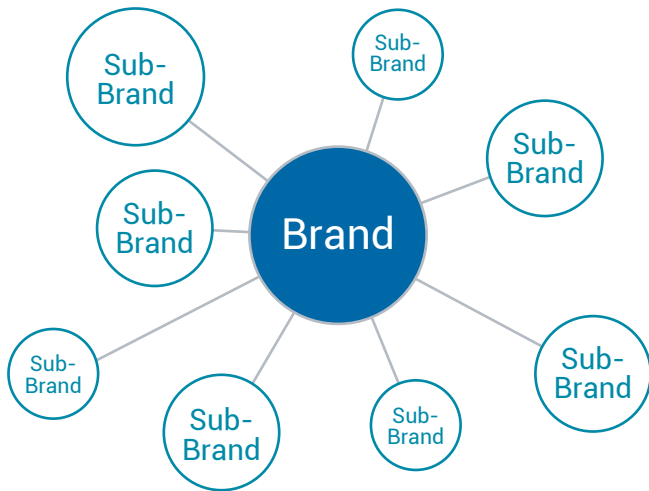
Compare

Organizational insights with the click of a button

Whether you are rolling up localized data to understand global trends or comparing brand advocates across various sub-brands, the ability to go broad in order to go narrow is required. Gain context and insights while saving time number crunching to better inform strategic business decision-making.



Roll up corporate data to measure brand performance



Go broad or narrow in your media assessments

Reveal

Use Zignal Brand 360 to:

- ▶ Combine data to report on global business units
- ▶ Aggregate metrics to compare the share of voice across brands
- ▶ Compare product launches across regions
- ▶ Understand trends across audience segments

Zignal Labs is trusted by the Fortune 1000



Zignal Labs is the world's leading media analytics company. With unparalleled expertise in big data, machine learning and media measurement, Zignal empowers communications and marketing teams to build trust and credibility in their brands. Insights from the Zignal platform help the Fortune 1000 measure the impact of their earned media programs, mitigate reputational risks and inform strategic decision-making. Headquartered in San Francisco with offices in New York City and Washington DC, Zignal serves customers around the world including IBM, NVIDIA, Airbnb, Citrix, DTE Energy, The Sacramento Kings, Uber and FleishmanHillard.



To learn more, visit: www.zignallabs.com

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