

## Product Brief

# Signal Brand Reputation Measurement

Today, brands communicate a higher 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 Signal Enterprise Platform incorporates powerful brand reputation analytics to accurately gauge the health of your brand using meaningful metrics so decision-makers across the enterprise can be more proactive, drive strategy and make informed business decisions.



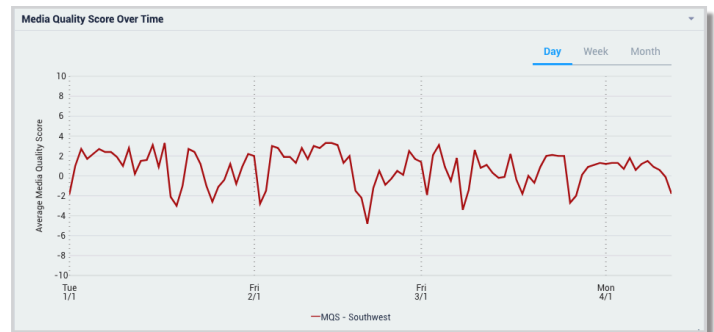
## Inform

### Seize newsmaking opportunities

Communication leaders often struggle to measure the impact of their communication strategy; some use only surface metrics, such as mentions or share of voice while others work with outside agencies to create bespoke measurement scores. Signal Labs' Media Quality Score lets communications leaders immediately gauge the impact of their newsmaking efforts with a standardized measurement method.

## Key Benefits

- ▶ Measure the impact of your messages in real-time
- ▶ Mitigate reputational risk by spotting negative stories early
- ▶ Eliminate the need for outside resources and data crunching



Track Media Quality Score over time to understand the stories impacting reputation



## Measure

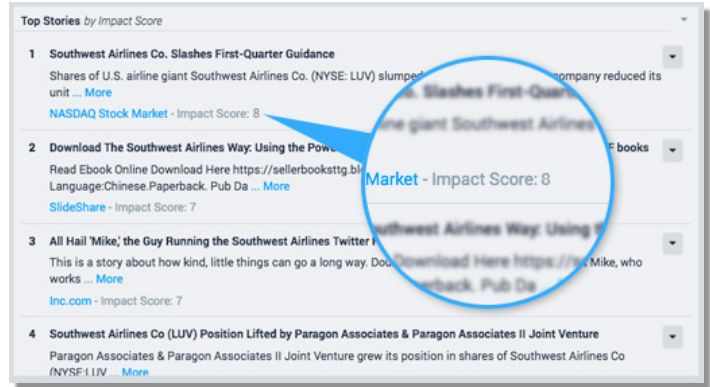
### Data to guide your brand strategy

Signal Enterprise offers the first Key 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.

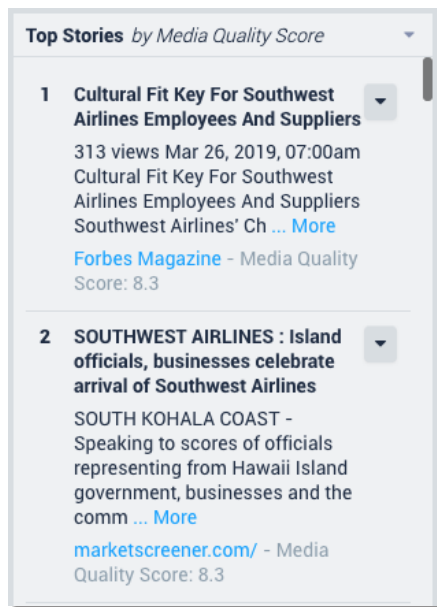
## Analyze

### Data at your fingertips

Signal analyzes millions of data sources every second to surface only the most crucial information to build and protect your brand. Define message strategy and proactively curtail the spread of harmful news with the right insight at the right time.



Impact Score provides a quick summary of a story's significance



Sort stories according to the attributes – Reach, Frequency, Sentiment, etc. – most important to you.

## Reveal

### Use Signal Brand Reputation Measurement to:

- ▶ Create dashboards to monitor and measure the success of earned media strategies
- ▶ Sort scores to spot weaknesses in media coverage and amplify positive coverage
- ▶ Contrast the success of your PR campaigns versus the competition
- ▶ Filter stories based on score to detect gaps in media coverage

## Signal Labs is trusted by the Fortune 1000



Signal Labs is the world's leading media analytics company, helping companies build and protect their most valuable asset: their brand. With unparalleled data veracity, speed to surface insights and a holistic view of the traditional and new media landscape, Signal empowers the most innovative communications and marketing teams across the Fortune 1000 to measure the conversation around their brands in real-time, rapidly identify and mitigate reputational risks and inform strategic decision-making to achieve mission-critical business outcomes. Headquartered in San Francisco, Signal serves customers around the world, including Expedia, GoPro, DaVita, Under Armour and Prudential.



To learn more, visit: [www.zignallabs.com](http://www.zignallabs.com)

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