Overview  A Changing Media Landscape

Brand reputation accounts for sixty percent of a company’s market value. Yet, the new rules of the digital economy are creating a challenging—and sometimes dangerous—playing field for building and protecting your company’s brand.

Enterprises now face a host of emerging digital risks that did not exist 24 months ago. In this new world, competitive communications and public relations have given way to disinformation, fake news and brand fraud.

Yet opportunities exist for brands to advocate purpose-driven values to their audiences. Gone are the days where a company solely pushed messages about its core products. Now, organizations are promoting positive brand attributes including sustainability, corporate responsibility, innovation, diversity and ethical sourcing.

Ultimately, building and protecting brand reputation requires a new approach. Existing tools, metrics and processes are no match for a fast-paced digital media landscape. Brands must reinvent how they manage and measure the impact of their communications programs across their various stakeholders.
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01 | Aggregate Data Sources
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02 | Leverage AI and Machine Learning
Leveraging cutting-edge machine learning and natural language processing techniques, Zignal uses proprietary techniques to provide an up-to-the-minute summary of brand reputation including bot-led disinformation campaigns against your brand.

03 | Empower the Enterprise
Data should not be tethered to the desktop. The versatile platform allows users to view dashboards in every corner of the enterprise. Zignal Enterprise runs on any screen, within existing BI tools through the Zignal API and creates shareable links so data is accessible to everyone within the organization.

04 | Provide Actionable Analysis
No other company provides the dashboards and visualizations for the enterprise like Zignal. Identify key trends and perform remarkable research across the enterprise.

05 | Furnish Real-Time Insights
Data is ingested and processed in real-time, providing the most up-to-date media metrics for your brand.
Brand Health and Reputation Management
Gain real-time awareness of your company’s brand across various stakeholder segments.

Competitive Intelligence
Glean competitive information and news to stand out in a crowded marketplace.

Event Coverage
Measure the impact and business value of your campaigns, messages, events and announcements.

Issues Management
Make data-driven decisions to counter or prevent your next crisis.

Influencer Marketing
Cut through the noise and identify the influencers can help you amplify your messages.

Centralized
Break down organizational silos and empower the enterprise with one source of the truth.

Modern
Real-time and predictive analytics support a fast-paced digital communications landscape.

Definitive
 Deliver accurate and timely brand reputation insights to the C-Suite with confidence.
Zignal Enterprise

The most advanced media analytics platform on the market, Zignal Enterprise culls millions of data sources every day and second—from traditional, digital and social media—to help organizations build and protect their brand, understand key stakeholder segments, and surface trends and competitive insights.

Dashboard

Select from over 65 customizable widgets to present data in a way that meets your needs.

Newsroom

Dive into the stories that drive conversation around your brand.

Reports

Schedule and send customizable reports, giving key stakeholders a real-time snapshot into brand performance.

Reading Lists

Curate a list of the most important stories impacting your brand to share with stakeholders or use it for concise responses to shifting media narratives.

Alerts

Never be left in the dark. Create custom alerts for unusual traffic around your brand or dramatic shifts in sentiment.

Zignal Discover™

Search through the entire history of Twitter to perform trend analysis with this optional add-on.

The customizable interface allows users to slice data in multiple ways, search the entirety of Twitter for ad-hoc research, generate alerts and create custom reports.
Portable Insights

From the Zignal Command Center, which brings together cross-departmental teams into a single, physical location through stunning visualizations of real-time media data, to shared dashboards that give team members a live look into curated dashboards, the versatile platform can be viewed on every device. The presence of Zignal throughout the enterprise allows teams to make faster decisions and plan strategically.

Zignal Command Center
Create a common operating model for teams to collaborate, make faster decisions and plan strategically.

Zignal Bot Protection
Proactively combat disinformation campaigns with social media bot detection and consulting.

Shared and Embeddable Dashboards
Spread insights throughout the enterprise with curated live dashboards that are accessible to everybody.

Mobile Dashboards
Access Zignal anywhere. Mobile dashboards put insights at your fingertips, wherever you are.

Zignal Data API
Quickly and easily integrate insights and analysis into existing business applications or products.

The Powered by Zignal integrative capability enables insights to be reflected throughout a company’s channels.
Zignal 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, Zignal’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, Zignal serves customers around the world including IBM, NVIDIA, Levis, Airbnb, Citrix, DTE Energy, The Sacramento Kings, Uber and FleishmanHillard.

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