

Product Brief

Media Quality Score

The veracity-driven, future-thinking measurement metric built for innovative PR and communications professionals.

When it comes to measuring the success of your brand's communications strategy, relying on just one or two traditional measurement metrics (like impressions or SOV) is quickly becoming a thing of the past. The world – and media landscape – is becoming more complex, blended and fast-paced by the second. And in an era of widespread misinformation and confusion, you need a cutting-edge measurement metric powered by speed, veracity and context to help you build and protect your brand.

Enter Media Quality Score (MQS), a new product from Signal Labs that's designed to quickly, accurately and automatically measure the impact of your PR and communications efforts.

What is Media Quality Score?

MQS leverages natural language processing and artificial intelligence to measure the impact of each piece of your brand's media coverage, producing a score ranging from -10 to +10.

To determine this score, MQS takes into account **five key dimensions** central to modern media coverage:



Prominence

How prominently is your brand positioned in the piece?



Frequency

How frequently is your brand mentioned in the piece?



Sentiment

What is the sentiment of the piece in which your brand is discussed?



Reach

What is the potential reach of the piece in which your brand is mentioned?



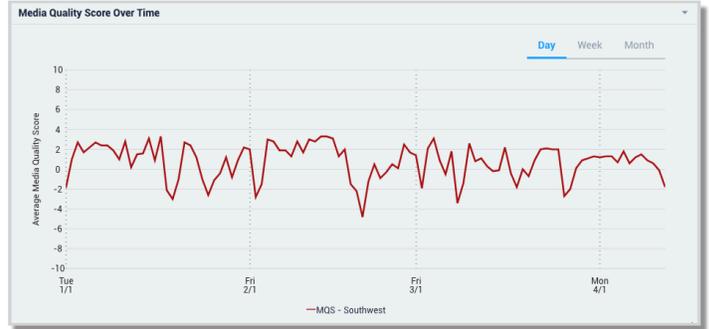
Redistribution

How many times was the piece in which your brand is mentioned redistributed (shared) on social media?

Insights to Power Your Brand

To help you better set the baseline of where your brand should be, and then benchmark success against that standard, MQS gives you the power to:

- ▶ Monitor and measure the success (or failure) of earned media efforts in real time
- ▶ Identify upward or downward reputational trends and take corrective action
- ▶ Understand the true perception of your brand across traditional, digital and social media
- ▶ Demonstrate earned media impact to the C-suite

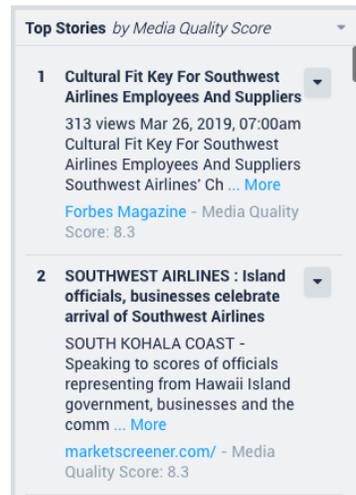


Track Media Quality Score over time to understand the stories impacting your brand's reputation

Key Benefits

Designed with the increasingly fast-paced and complex realities of the modern world in mind, MQS is:

- ▶ **Explainable** – MQS is transparent and easy to understand, making internal buy-in, adoption and day-to-day use a breeze.
- ▶ **Automated** – Forget about hand labeling. Once you set up your filters, MQS works for you, allowing you to focus on analyzing and leveraging insights valuable to your brand.
- ▶ **Customizable** – Your brand is unique, so your measurement solutions should be too. You decide which publications matter most to your team, stakeholders and company goals.



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

Ready to take the next step towards modern measurement? Contact us today to request a demo.

Zignal 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, Zignal 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 with offices in New York City and Washington D.C., Zignal serves customers around the world, including Expedia, GoPro, DaVita, Under Armour, Synchrony, Prudential, DTE Energy, The Public Goods Project and Uber.