

PMG MediaMeter

Digital, simple, direct: identify topics and opinion leaders and evaluate reach or tonality.

1. Monitor Keep an eye on all relevant news and reports: PMG MediaMeter provides a unique digital media analysis that is based on the largest up-to-date press database comprising more than 3,000 German and international print as well as online publications, which are evaluated on a national, regional and local level. It is thus unrivalled in the Germanspeaking area. By 7 a.m. at the latest you will have access to more than 200,000 up-to-date items for your digital media analysis.

2. Find With PMG MediaMeter, you receive consolidated insights emerging from the daily media frenzy on a 24/7 basis. Use ad-hoc searches to answer questions on current media developments and locate relevant items up to one month in the past.

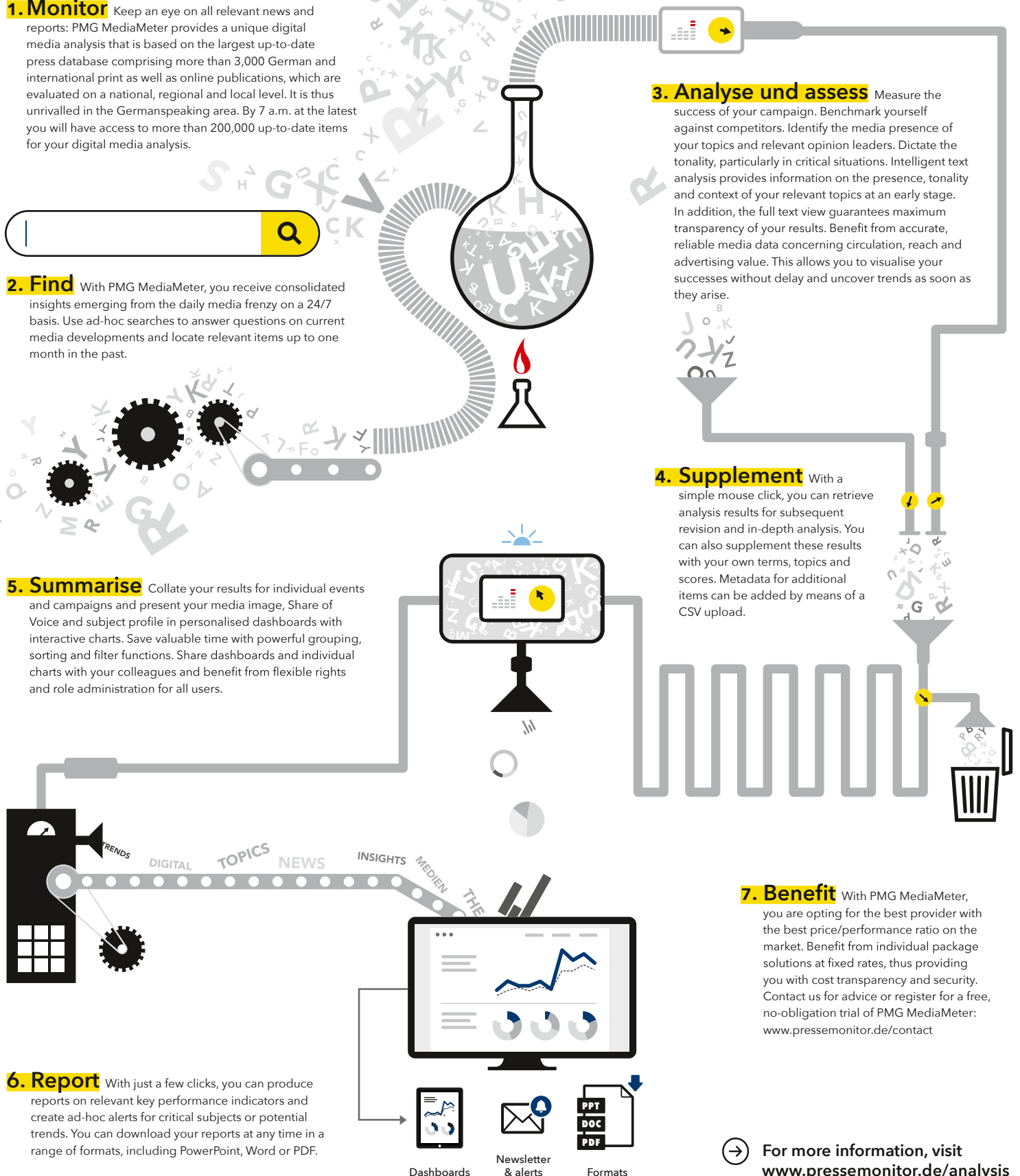
5. Summarise Collate your results for individual events and campaigns and present your media image, Share of Voice and subject profile in personalised dashboards with interactive charts. Save valuable time with powerful grouping, sorting and filter functions. Share dashboards and individual charts with your colleagues and benefit from flexible rights and role administration for all users.

6. Report With just a few clicks, you can produce reports on relevant key performance indicators and create ad-hoc alerts for critical subjects or potential trends. You can download your reports at any time in a range of formats, including PowerPoint, Word or PDF.

3. Analyse und assess Measure the success of your campaign. Benchmark yourself against competitors. Identify the media presence of your topics and relevant opinion leaders. Dictate the tonality, particularly in critical situations. Intelligent text analysis provides information on the presence, tonality and context of your relevant topics at an early stage. In addition, the full text view guarantees maximum transparency of your results. Benefit from accurate, reliable media data concerning circulation, reach and advertising value. This allows you to visualise your successes without delay and uncover trends as soon as they arise.

4. Supplement With a simple mouse click, you can retrieve analysis results for subsequent revision and in-depth analysis. You can also supplement these results with your own terms, topics and scores. Metadata for additional items can be added by means of a CSV upload.

7. Benefit With PMG MediaMeter, you are opting for the best provider with the best price/performance ratio on the market. Benefit from individual package solutions at fixed rates, thus providing you with cost transparency and security. Contact us for advice or register for a free, no-obligation trial of PMG MediaMeter: www.pressemonitor.de/contact



➔ For more information, visit www.pressemonitor.de/analysis