

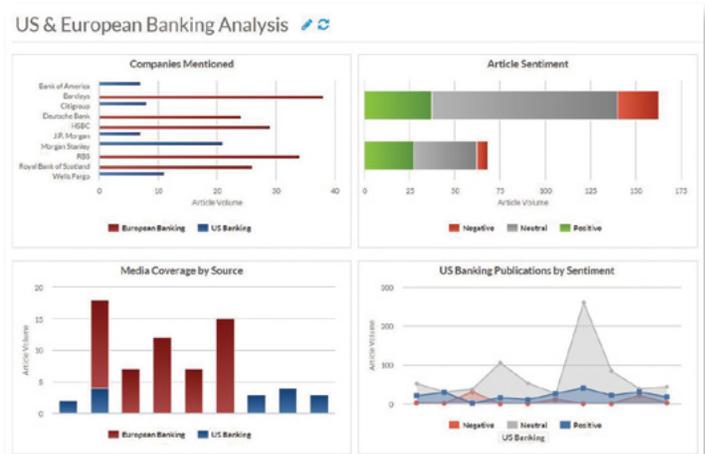
Analyze Media Coverage

Make Confident Decisions with
LexisNexis® Newsdesk

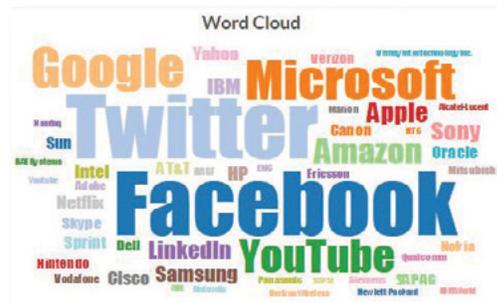
Turning data into easy-to-digest charts is key to gaining usable insight. See the complete picture of your media coverage with the Analyze feature within LexisNexis® Newsdesk.

From the Analyze tab in LexisNexis Newsdesk, you can create data visualizations from your media feeds in just a few clicks, and download the results as an image file, feed statistics or article data. Create breakdowns by country, language, source rank, media type and other metadata. Refine searches on the fly and watch charts instantly render the new results. Select pre-defined templates to speed insights on market trends, industry developments and competitors, or create custom analysis to report performance metrics such as media exposure, sentiment and share of voice the way your organization needs to see it.

Advanced analytics enhance your ability to share timely, insightful information and make confident, business decisions related to reputation management, crisis management, competitive intelligence and strategic planning.



Evaluate media coverage by companies, sentiment, source and more



Track dominant companies, people, organizations, products and stock tickers using Themes word clouds



Searches

To build a chart starting with your searches



Charts

To build a chart starting with a specific metric



Templates

To build an analysis starting with a pre-defined set of charts

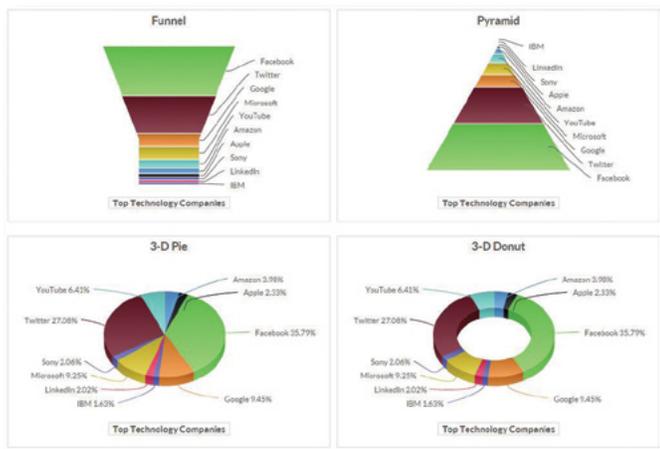


Saved

To start from an analysis you've previously created and saved

Analyze Key Business Information, Track Trends, Measure Results

LexisNexis Newsdesk is designed to help you discover market intelligence with the most comprehensive global content collection in the industry. Built-in analytics tools let you visualize news and business information as it relates to the market and your industry, customers and influencers, conversations and developments, competitors and regulators. Near real-time charts, that automatically update when new information is available, enable actionable insights and faster response times to what the market is saying, who is generating the buzz and how your company is performing relative to competitors within the media universe.



Improve visibility with versatile charting capabilities including funnel, pyramid, 3D pie and donut charts

Turn Data into Insight, Insight into Action

Reporting and dashboards can be customized to inform executives on how you are meeting business objectives. The ability to export and embed live charts on company portals, intranets and CRM systems accelerates sharing of market intelligence and keeps co-workers and cross-functional teams in the know.

LexisNexis Newsdesk Analyze enables you to:

- **Be confident** your visualizations and insights are based on comprehensive, relevant data from the unmatched, global content collection from LexisNexis.
- **Speed insights** with templates that automatically populate the best chart for market, industry and competitive intelligence analysis.
- **Conduct clear analysis** by location, social media, sentiment, share of voice, coverage over time, MozRank, tag breakdown, news source category, topics, broadcast, stock symbols, Klout® Score and other metrics.
- **Identify brand and market reach** across the globe, uncover trends, spot opportunities, pinpoint key influencers, size up social media conversations and measure PR effectiveness.
- **Provide actionable business information** when and where it's needed. Easily share live charts and visualizations and integrate them with company portals, intranets and CRM systems.
- **Compete more effectively** by arming your entire organization with timely analysis for data-driven decision making that leads to success.

For more information

 lexisnexis.ca/newsdesk

 800-255-5174

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