

Insights reports framework

Your stakeholders are not one-sided. Widen your lens and tailor your communications with Isentia Insights. Audience and media intelligence reports enable you to refract messaging and organisational objectives.

Planning

Media analysis

How are media reporting on a certain topic? Hyper-focused on how news understand an issue where you understand the opportunities available and any bias you need to navigate.

Topic analysis

Use media as a lens to understand the bigger picture. Designed to give a broad understanding of what and who. Know the range of engaged communities and their affinities and differences.

Message analysis

Understand an audience for future communication. Identify audience behaviours towards certain topics. Find the connections between groups and know what you need to navigate and how to connect with audiences.

Advocate identification

Get a tailored view of voices that are relevant to you and your teams e.g, opinion leaders, detractors, journalists. Understand their activity, their focus and their content that generates discussion.

Reputation analysis

Use social conversation and public conversation to understand long-term impact and be aware of early warning signs. Customisable data that's structured around perception and reputation drivers.

Performance

Social pulse report

Quantitative view of how a topic is discussed on social media. About language, it's dependant on your purpose for analysis.

Media space report

On a time crunch? This report is a quick and easy way to drill-down and observe how stories evolve. Get the priority information for your organisation with a focus on volume, reach and ASR.

Snapshot report

Get an independant observation of how a story is evolving. Ensure you're seeing everything by getting an objective third-party analysis and verify your stance within a 24 hour period.

Media impact score

Assess the return on your proactive communication. Isentia Insight's scoring system determines the quality of a media story and whether your communications have been seen.

Campaign analysis

Deep-dive into online behaviour, awareness and response during your organisation's campaign period.

