

# 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

Informed data-led analysis directs your organisational goals and objectives along an audience-first path. Target messaging, strategy and risk scanning through a more focused lens.

## Select the report you want to hear more about

### 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.

### 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.



### 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.

