

Follow the media trends!

We provide you with orientation for monitoring online media and social media networks. Your advantage: You receive early alerts on topics with opportunity and risk potential along with valuable information about the dynamics of how your topics spread online, and you have access to a professional instrument for supporting your Issues Management.

The newest technology for more perfection

- | Starting immediately, we utilize technologies developed in-house which are capable of more precise research, 24/7.

The comprehensive basis of our sources

- | We monitor over 7,074 German and foreign language online media, over 436,577 weblogs microblogs, including about 1,000 A and B blogs. We will tailor an individual programme to your requests.

The professional quality test

- | Our team of editors test the delivered search results for relevance and correctness and make revisions so that you only receive truly significant results.

Perfect reporting

- | Already included in the subject line of your e-mail are the topic and publication type. You receive a list of links with direct access to the sources, including search term environment and media data: media title, media sector, country, date and time of search result, page impressions, page visits and editors' contact data.
- | Your search terms and booked topics are marked in the text.
- | Every mentioned search term in the text is shown.
- | Via e-mail, you are informed of your results twice a day. Parallel to this, your search result data is available in the AUSSCHNITT portal. On request, also via Mobile News Alert on your smart phone and in different data formats.

Recognize trends early, better manage communication

- | We read between the lines for you and follow your issues, new trends and arguments, and identify friends and foes. On the basis of online and social media monitoring and other social media formats, we provide you with informed situational analysis and support your communications work with Opinion Monitoring every step of the way.

We are happy to advise you in designing your PR evaluation. Call us at **++49 30 2039870** or email to sales@ausschnitt.de.



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