



# MediaXperts

Intelligence + Insights

● What's better than information?  
Getting it before everyone else.

● Need to enhance your customer value?  
Engage with MediaXperts

### CONTACT US

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## ABOUT US

MediaXperts, a subsidiary of GlobalXperts, is a full-service media monitoring and intelligence company offering a wide range of services for print, broadcast, online and social media solutions focused on keeping organizations informed as to how their brand is being represented among all media outlets. Our team of experts have been providing PR organizations with help in determining what is being said about their company's brand that is both fast and accurate for over 15 years.

Our services include monitoring, analytics and reporting which involves ad tracking, conducting specific word and phrase searches, analyzing captured mentions, measuring sentiments and preparing detailed reports to quickly keep our clients informed and provide a competitive advantage.

**"In a nutshell, we offer clients the ability to access information crucial to their business and their competitors in near real-time."**

## SOLUTIONS & SERVICES

### Media Monitoring Support Services (News & AD Clipping & Segmentation)

- Print Media Monitoring
- Online Media Monitoring
- Social Media Monitoring
- Broadcast Monitoring

### Media Intelligence

- Business Data Analytics
- Reporting

## A QUICK LOOK AT OUR SOLUTIONS:

Tracking broadcast coverage, locating requested content, organizing clips, editing preview video and organizing content into graph & chart reports.

Recording, archiving, indexing, retrieving and analyzing multimedia content originating from TV, Radio and Internet audiovisual feeds in real time.

Detecting positioning of ads, verify and document scheduled ad playout details, monitoring ad campaigns and conducting competitive analysis.

Quantitative and qualitative metrics critical for making informed decisions. The focus for critical decision making could include marketing, branding, advertising, product development and consumer targeting strategies.

Development of lists of key influencers and opinion leaders in the digital space. This is ideal information for developing advocacy groups and engaging with potential evangelists.

Measure and Evaluate your presence online

Monitor online and Social media via Real time Alerts

Your decisions are only as good as the information at hand and we let you focus on those decisions, rather than worry about cleaning your data.

Our rich navigational experience and interactive reporting allows you to constantly discover new things about your brand, your competition and your consumers.

Measure visibility, sentiment and the impact of any marketing campaigns.

**"OUR APPROACH IS TO TAILOR MEDIA MONITORING, MEASUREMENT AND REPORTING EFFORTS AROUND OUR CLIENT'S UNIQUE COMMUNICATIONS OBJECTIVES AND MEDIA ENVIRONMENT."**

## FEATURES

- Cloud based workflow solutions with 90% automation
- Mediaperts delivery team has delivered over 70M clips to their customers at a rate of 1.5M clips per month. Clips are both Live and Non-Live with a turnaround time of 20 minutes.
- Monitoring, processing and delivery operations managed by PMP certified professionals.
- Broadcast monitoring, logo detection and proactive/predictive sentiment analysis.
- Multiple locations of GlobalXperts Inc with one to one BCP & DRP systems.
- Intuitive and easy to understand dashboard and custom reports.
- A delivery system based on low CAPEX/OPEX and no licensing fee.

