

newsdesk corporate

Why conduct social and news media monitoring if you can't turn results into superior, actionable intel?

Newsdesk Corporate delivers **single-service** access, analysis and sharing to transform data into right-on decision-making. **Advanced analytics** provide tools for both in-depth assessments and on-the-fly snapshots. Proven, industry-leading news coverage makes Newsdesk Corporate—built on the award-winning Newsdesk platform—one of the most comprehensive social and news media monitoring and analysis services available.

Advanced analytics

- Charts show Share of Voice/Theme, Geo Heat Maps, Time Trends
- Analytics feature Full Data Export
- Conduct on-the-fly analysis of companies, people, products, events
- Intuitive search tools enable finding of the most relevant intel fast

Sharing enterprise-wide

- Coordinate media analysis among top strategic decision-makers, marketing executives, public relations staff, corporate communications specialists, research departments, and social media managers—among others
- Share across the company using –
 - Email manager to facilitate company-wide distribution
 - Customizable newsletters
 - RSS newsfeeds to share selected headlines on intranets and portals
- Use full data export to integrate into corporate business intelligence tools

Premium print and broadcast

Combines with these other performance-plus features:

- Advanced search options for highly-targeted topics
- 50-plus languages with article translation
- Frequent feature enhancements and expanding media base
- Live client support
- SaaS social & news media monitoring and measuring service

**Sign up for a FREE 2-Week
Newsdesk Corporate Trial**



Awards and accolades accrue.

“Easy to understand and master... access to a rich collection of global news and content...”

—Comments from CODiE Awards judges representing the Software and Information Industry Association (SIIA), which voted Newsdesk “Best Information Solution” and “Best Content Aggregation Solution” in 2011

“...Strength lies in its near real-time access to news...easy to navigate...powerful search tool... myriad of social media sources... numerous filters result in targeted results...”

—FreePint independent review authored by Penny Crossland

“Moreover Technologies’ Newsdesk 4 wins Stevie® Award. American Business Awards winner prevails among 2,800 nominations in 40-plus categories”

—San Francisco Chronicle (sfgate.com)

www.moreover.com

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