



PR Measurement

Measuring the Influence of your PR Efforts

PR professionals are under more pressure than ever to demonstrate the contribution of their activities to sales, revenue, and ROI. Closing the gap between a great story placement and business results is challenging. Fortunately, new technologies and techniques are enabling this sophisticated analysis.

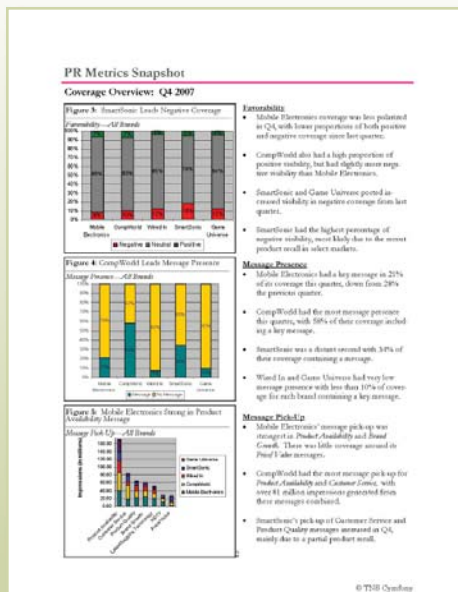
At the same time, top bloggers have emerged as influential voices and a negative reaction in the blogosphere may turn a great traditional media placement against you. This complex environment demands an understanding of the consumer's reaction to your message, not just traditional tracking of key message pickup.

TNS Cymfony PR Measurement reports answer questions like:

- How is my brand being covered in the media today compared to last quarter and against my competition?
- What is the influence of social media on traditional media?
- Is my recent PR or viral marketing campaign producing results?
- What media outlets are most influential to my customers and prospects?
- Who are the most important media influencers?

TNS Cymfony quantifies your media coverage and provides expert interpretation of how your messages are picked up in traditional and social media sources.

And with Cymfony's proprietary Verismo methodology, you can communicate your success in clear, simple language.



Capture the voice of the media

With TNS Cymfony's PR Measurement Reports, you'll have almost unlimited flexibility to define exactly what you want to track. These tracking options include:

- > publications
- > messages
- > companies and/or brands
- > spokespeople

You'll receive a monthly report on the specific issues and buzz driving media coverage making it easy to demonstrate the impact of your PR and marketing efforts.

In addition, the reports will provide you with a list of the top 25 most influential blogs and social media sites. We present these findings along with recommendations on how you can leverage strengths and overcome potential weaknesses.



TNS Cymfony Advantages

Access the greatest breadth of content

TNS Cymfony provides you with the greatest breadth of content from over 200,000 local, regional, and international media outlets, in addition to over 50 million blogs and tens of thousands of message boards, usenet groups and online opinion/review sites.

Customized for your needs

Of course, every organization's needs are unique. TNS Cymfony's team of experienced analysts will work with you to customize a tracking and measurement strategy for your specific business requirements. As your business needs evolve, your dedicated account manager will make sure these reports continue to provide the valuable data and insights you need.

Award winning technology and expert analysis

Maestro, Cymfony's 3rd generation listening and influence platform, integrates innovative Natural Language Processing (NLP) technology with expert analysis to identify the people, issues and trends impacting your business – at the speed of the market. Maestro's online dashboard gives you instant access to up-to-the minute reports and TNS Cymfony analysts will assist you in interpreting the findings to help you meet your business goals.



Start with a program that's right for you

Choose an audit for a one-time snapshot

TNS Cymfony's three month audit scans a select group of top traditional and social media sources to provide a baseline view of your current position in the market.

About TNS Cymfony

TNS Cymfony, a market influence analytics company, scans and interprets the millions of voices at the intersection of social and traditional media. TNS Cymfony works with marketing, research and PR professionals worldwide, offering a range of packaged services that address areas such as social media strategy, consumer opinions and trends, customer satisfaction, PR measurement, and reputation management.