

# The Four Pillars of Media Intelligence, Explained

Presented by LexisNexis®

Media intelligence is more than just media monitoring—it's about transforming media data and observations into insight. It finds meaning in metrics and recommends actions you can take in the future. It adds important context to the media landscape of your brand, organization, or campaign—and can often ladder up to your overarching company KPIs, goals, and expectations. By deriving powerful, actionable insights through media intelligence, your communications strategy will inform and impact future business decisions. Media intelligence comprises four interconnected pillars, all of which must be present to be successful:

## PILLAR 1:

### Monitoring and mining raw content

Think of mining and monitoring raw news content as the foundation for building media intelligence about a brand, organization, or campaign. It can include people, competitors, industry trends, and suppliers.

#### OUTPUTS

Media searches and sources

## PILLAR 2:

### Measuring and analyzing the data

Once you have a strategy in place to mine for and monitor media mentions, you're ready to start measuring and analyzing the data being collected.

#### OUTPUTS

Analysis, data visualization dashboards and on-the-go monitoring

## PILLAR 3:

### Evaluating the data and formulating insights

This is when powerful insights usually emerge about your brand's reputation and bottom line.

#### OUTPUTS

Brand health, competitive landscape, industry, and social media insights

## PILLAR 4:

### Using insights to inform next steps

This is where you use media coverage analysis of your brand, organization, or campaign to determine the effectiveness of communications efforts against your objectives and offer actionable recommendations to improve for the future.

#### OUTPUTS

Outcomes, impacts, ROI, opportunities to assess and refine

For even more media intelligence insights from the Nexis® Media Intelligence team, download our ebook, **Mastering Media Intelligence: Essential Skills for the Future of PR**

You can also speak with one of our experts at: **1-888-466-3947**