



CISION COLLABORATES WITH LEXISNEXIS® TO DELIVER A POWERFUL MEDIA MONITORING SOLUTION FOR CUSTOMERS.

OVERVIEW

- Location: Chicago, IL
- Industry: Public Relations Services
- Customer Profile: Cision is the leading global media intelligence company, with offices in Europe, North America and Asia, and partners in an additional 125 countries.

Cision was founded in 1892 as a company providing press clipping services in Sweden. Over the years, the company expanded throughout Europe and North America, added a media database and media analysis to its offerings, and most recently expanded with the integration of Vocus, Gorkana Group, Visible Technologies, Viralheat, PRWeb, Help A Reporter Out (HARO) and iContact.

CHALLENGE

As the provider of the market's leading software platform for PR professionals, Cision looks for partners in the business information space that can help them deliver the best possible solution to its customers. One key ingredient in this strategy is to deliver robust media monitoring to PR professionals.

SOLUTION

Cision entered into a strategic alliance with LexisNexis to fully integrate news content into its online media monitoring software. This relationship seamlessly integrates LexisNexis worldwide content from more than 17,000 news sources with Cision's media monitoring software.

RESULTS

- Combining LexisNexis content with Cision's technology enables Cision to deliver the most comprehensive media monitoring solution available to PR professionals.
- Collaborating with LexisNexis gives Cision users confidence that the content they receive is compliant with all relevant copyright laws and permissions requirements.
- LexisNexis has demonstrated a major commitment to meeting customer needs with innovative product development and a flexible approach to problem solving

SITUATION

Cision's award-winning software solutions are used by 97 of the top 100 PR agencies. The software brings together all the elements that PR professionals need to engage the right influencers, get coverage, achieve measurable results and manage their campaigns.

// Deep, accurate media monitoring for our customers with the rights they need is paramount to our insights, services and software. //

– Heidi Sullivan

Senior Vice President and Product Lead for Cision

"For PR professionals, shaping what the media is going to say tomorrow starts by knowing what they're saying today. It's strategically important to us that our solutions allow our customers to monitor media coverage all over the world, from newspapers and social media to TV networks and bloggers," Sullivan said.

To build the most robust media monitoring software, Cision relies on strategic alliances with respected business information solutions providers and integrates that "best in class" content into its solutions.

// We look for partners that have existing brand recognition that will be immediately trusted by our customers. But it's also important to us that we're working with a partner that shares the same core business values as Cision and has a similar focus on keeping the customer first in its product development efforts. //

– Heidi Sullivan

ACHIEVEMENTS

According to Sullivan, Cision's alliance with LexisNexis has been very successful by a number of measures.

1. More robust product offering

With the LexisNexis content, Cision provides the industry's most comprehensive monitoring solution, seamlessly integrating content from all media channels into a single online software application. Cision features real-time access to thousands of LexisNexis traditional news sources as well as online news, broadcast news and multiple social media platforms. The combination of LexisNexis content with Cision's social, broadcast and Internet monitoring capabilities provides marketing and PR professionals with the background and insights they need to manage their campaigns more effectively.

2. Confidence in compliance

"Partnering with LexisNexis gives us a high degree of confidence that the content we provide our customers is compliant with all appropriate copyright laws and permissions requirements," Sullivan said.

// By working with LexisNexis, we know we're abiding all governing regulations associated with publisher rights and copyright protections. //

- Heidi Sullivan

3. Innovative and flexible product development

LexisNexis has demonstrated a major commitment to meeting customer needs with innovative product development and a flexible approach to problem solving.

"A great example of this is a situation we had where one of the LexisNexis product offerings lacked the precise solution that our customers needed in order for them to share content in their internal management reports with embedded links to online press clippings," Sullivan recalled.

"LexisNexis quickly modified its offering to make it possible for our customers to create the reports they wanted, with embedded links that could be clicked-through to go directly to the underlying news story. That flexibility and commitment to meeting customer needs is what sets our companies apart."

4. Sales

The bottom line is always the bottom line—and by that account, the partnership has been a success as well. Cision's alliance with LexisNexis has driven a measurable increase in sales of its media monitoring service.

"Cision's relationship with LexisNexis has brought together two respected brands in the B2B information solutions category to deliver an even more robust offering from Cision to our customers," Sullivan said. "We benefit, LexisNexis benefits, and, most of all, our customers benefit from this excellent partnership."

COLLABORATORS IN INNOVATION

In 2009, Cision entered into an alliance with LexisNexis to integrate content from the vast LexisNexis news databases into Cision's software. This relationship seamlessly integrates LexisNexis worldwide content from more than 17,000 news sources with Cision's media monitoring software, giving Cision's customers worldwide access to the extensive archive of LexisNexis content to monitor and analyze their news coverage.

"LexisNexis was a very attractive partner to us first and foremost because of the tremendous brand strength they have in the business information industry," Sullivan said. "Cision has been in North America for over 80 years and has built a strong reputation in the public relations space, so it's important for us to partner with other companies that also have a solid reputation for excellence. For purposes of delivering a powerful media monitoring solution to our customers, LexisNexis was clearly the best brand available to us as a partner."

Once the two companies began working together and collaborating on various innovations in the service they offered to Cision customers, another key lesson was learned.

"LexisNexis and Cision clearly share the same vision for the kind of product innovation that will benefit our customers," Sullivan said. "We are not just partners, but great collaborators in innovation."

// LexisNexis content is now fully integrated into the end-to-end media monitoring solution we offer our customers. //

- Heidi Sullivan

"Our users are able to search the LexisNexis content database, receive alerts as new content is posted and quickly understand what's being said about their organization, brands and competitors or virtually any topics they choose across the globe."