



Media Monitoring

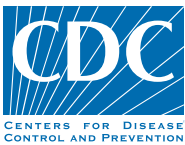
Through our media intelligence system, Vistra monitors and identifies all media attention related to federal government clients' networks, programs, facilities, public outreach, leadership, benefits, deployments, and more across traditional online and social media. Our comprehensive news database serves local markets around the globe.

- Crawlers go out every two to 15 minutes for near real-time coverage.
- Reporting imported into the media monitoring platform after publication.
- Content collected and archived in a searchable customer relationship management tool for easy reporting and analysis.
- More than 300 million unique social media websites monitored for all conversations.
- Fully-linked social accounts for publishing, scheduling, and analysis.

Past Performance



FEMA



Analytics Platform

On an ad-hoc basis clients can compare any media coverage on events, create share-of-voice breakdowns, and measure any keyword, phrase, or topic published since 2010; our analytics platform can create graphs and breakdowns to measure the impact of content such as:

- News releases
- Media advisories
- Press events

Vistra provides unlimited training sessions and consulting, offers regular onsite meetings for in-depth user training, and ensures users properly leverage every media monitoring feature provided.

Contact Information

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