



Media Monitoring and Analytics

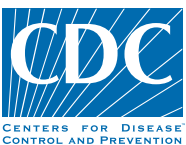
We work with the world's leading media monitoring and analytics platforms to provide tailored coverage and analysis concerning our clients, their lines of business, their brands, their messaging and any news relevant to their organization or mission.

- Crawlers go out every two to 15 minutes for near real-time coverage.
- 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



U.S. Small Business Administration



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
- Social media conversations

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

Contact Information

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