



With 18 offices across Australia, New Zealand and Asia, Isentia provides more than 5,000 clients, including most of the world's leading brands, with media intelligence content, software and services that help drive more informed and timely business and communication decisions.

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From its beginnings as an Australian family business more than 30 years ago, through growth across the Asia Pacific and becoming a publicly listed company in 2014, Isentia has become a global leader in delivering crucial business intelligence. Our reputation is built on our passion for client experience through providing highly relevant and personalised services delivered by an enterprising team constantly striving to do things better.

The evolution of our products has culminated in today's cloud-based, software-as-a-service solutions including the award winning Mediaportal platform, along with a number of value-added services such as media influencer databases, social media consultancy and custom media analysis.



## ISENTIA KEY SERVICE AREAS

### MEDIA MONITORING

Custom built technology and our search experts work with our clients to ensure a highly relevant monitoring service based on your issues and sourced from our comprehensive broadcast, print and online news and social media database, and delivered in real-time. Flexible access via a cloud-based website or pushed alerts, as well as live analytics and report functions, make data compilation and stakeholder reporting highly efficient.

### MEDIA INSIGHTS

Our media analysis service has demonstrated the effectiveness of communications programmes to Boards, C-level executives as well as other stakeholders. We ask the right questions, use the deepest content sources, the right measurement techniques and the industry's best people to provide our clients with compelling, bespoke reporting related to business objectives.

### SOCIAL MEDIA STRATEGY

Two Social is Isentia's social media creative agency, which offers a complete range of services designed to engage businesses with strategic community management and digital content creation. Through a consultative audit of online conversations in order to assess risks, challenges and opportunities, Two Social works with clients to implement important business strategies relating to effective channel management, digital content creation and community management.

### MEDIA RELATIONS

Isentia's Connect is a comprehensive media database and distribution service that enables our clients to get their messages to the right media influencers. Maintained by a dedicated team of researchers and industry connections, Connect is continually updated on the many movements across the media landscape.



## THE ISENTIA DIFFERENCE

### ACCOUNT MANAGEMENT

Isentia provides clients with the most comprehensive support in the industry, with service teams dedicated to specific client accounts. This personalised service ensures that our team understands which issues are important to you, they live and breathe your news ensuring the timely delivery of highly relevant news and essential support in times of crisis.

### ALL MEDIA ALL THE TIME

Isentia captures, enriches and interprets data from over 5,500 mainstream media outlets, 55,500 online news sources, and 3.4 million user-generated content sources, across 12 languages in real time. We're the only provider of ALL media – broadcast, print and online news and social media – and with by far the greatest reach.

### INTEGRATED OFFERING

Isentia.Mediaportal is the market-leading, cloud-based software that delivers clients news as it happens across both news and social channels, provides live updated analytics, keeps clients connected via a constantly updated media database, and enables you to export branded reports – all online, with one login and in just a few clicks.

### EXPERIENCE

30 years' experience and a dedication to product innovation based on customer feedback means we're the media intelligence experts. No other provider can offer you the media expertise and attention that are essential in delivering critical business intelligence on an every day basis.