

MediaMiser is a media analysis and public relations measurement solution that shows you how the news is affecting your business.

We call this Turning News Into Knowledge.



Founded in 2003, MediaMiser Ltd. has developed into Canada's leading provider of media analysis solutions. Our clients range from blue chip companies to government departments to non-profit organizations.

Our management team is made up of talented and dedicated professionals with experience in technology, public relations, business development, marketing and sales, and finance.

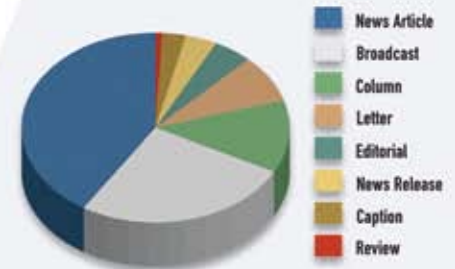
What we do

MediaMiser is an on-demand web-based solution designed for use by public relations professionals. Powerful built-in news analysis and measurement tools enable you to better analyze and measure news and issues that affect your business, rather than simply track results.

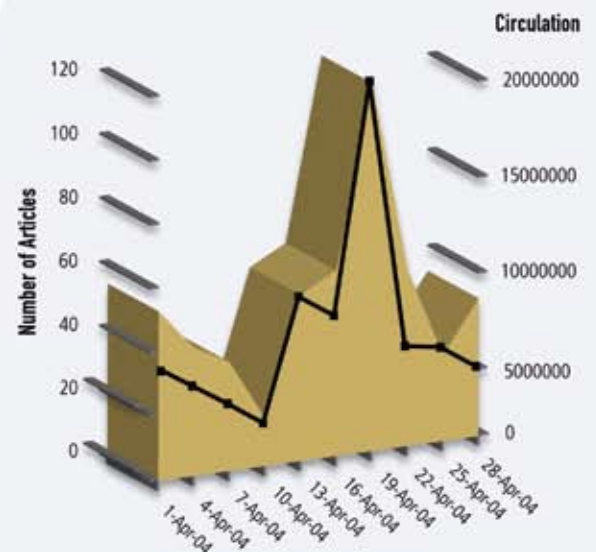
With MediaMiser Enterprise you can:

- Create a customized media tracking and analysis solution for your organization
- Increase the value of your media monitoring investment with improved data mining
- Integrate social media, such as blogs, with your traditional print and broadcast media
- Automatically alert members of your organization to articles and analysis of interest in real-time
- Generate meaningful, customizable and timely media analysis reports to quickly and thoroughly evaluate your communications efforts
- Create and share graphical analyses of your media coverage in seconds
- Provide in-depth competitive analysis
- Energize your communications, marketing and sales force with real-time information

MediaMiser turns news into knowledge.



Find out where your news coverage is appearing in real-time.



MediaMiser's circulation database can provide a real-time overview of how many people are reading your message.

TURNING NEWS INTO KNOWLEDGE



Key Analysis Features:

Our Analysis Helps Tell a Story

Our analysis solutions are with you every step of the way because results can be analyzed in real-time right on your desktop. There is no waiting for your report two months after your issue or campaign has ended. All of our analysis charts help tell a story and provide information that you can use and act upon – to build new and innovative strategies and tactics on the fly, when they're needed most.

MediaMiser is about more than software. We are a solutions company founded by PR professionals who believe there is a better way to collect and analyze media information. Our extensive industry experience gives us an intimate understanding of our customers' needs. In addition to our industry-leading software solution – MediaMiser Enterprise – our team can offer expertise in: determining what content providers best match your requirements; managing and monitoring your news coverage; tracking issues and campaigns in real-time; competitive analysis; and media analysis report writing.

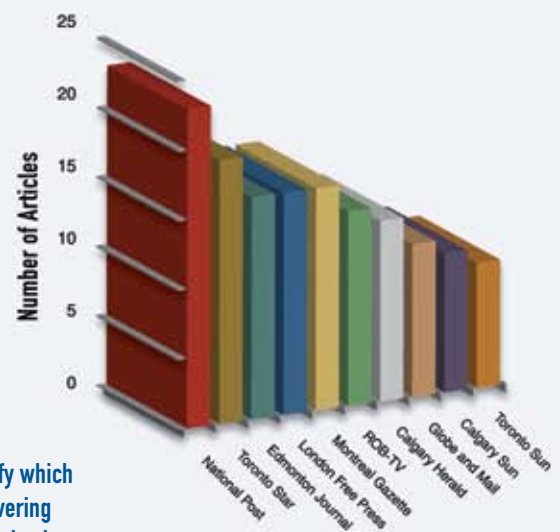
Call Us Today!

1 866 545-3745

sales@mediamiser.com



- Track success in key media outlets
- Evaluate key message penetration
- Track quality and tonality of coverage
- Success of spokesperson pick-up
- Determine campaign ROI
- Monitor coverage by geographic region
- Tabulate media impressions/audience numbers
- Compare key issues and/or product penetration
- Determine success vs. competitors
- Measure brand prominence
- Measure impact by demographics



Immediately identify which publications are covering you the most and map back to your campaign targets.

MediaMiser
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