



Earned Media Suite

Track. Measure. Share. Grow.

The fastest, most reliable all-in-one PR and earned media platform featuring global media monitoring, a media contact database and robust analytics.





Track. Measure. Share. Grow.

Critical Mention's industry-leading Earned Media Suite provides users with real-time TV, radio, online news, social media, podcast and licensed content monitoring, as well as an extensive Media Contact Database. We're focused on continuously improving the way you can track, share, analyze and grow media coverage so you can build your brand and its reputation.

PR and digital agencies, educational institutions, healthcare organizations, not-for-profits, financial organizations and government entities use Critical Mention. Why? Because we offer the fastest, most reliable all-in-one platform in the industry and pride ourselves on client support.

REAL-TIME MEDIA MONITORING

Broadcast

Online News

Social Media

Licensed Content

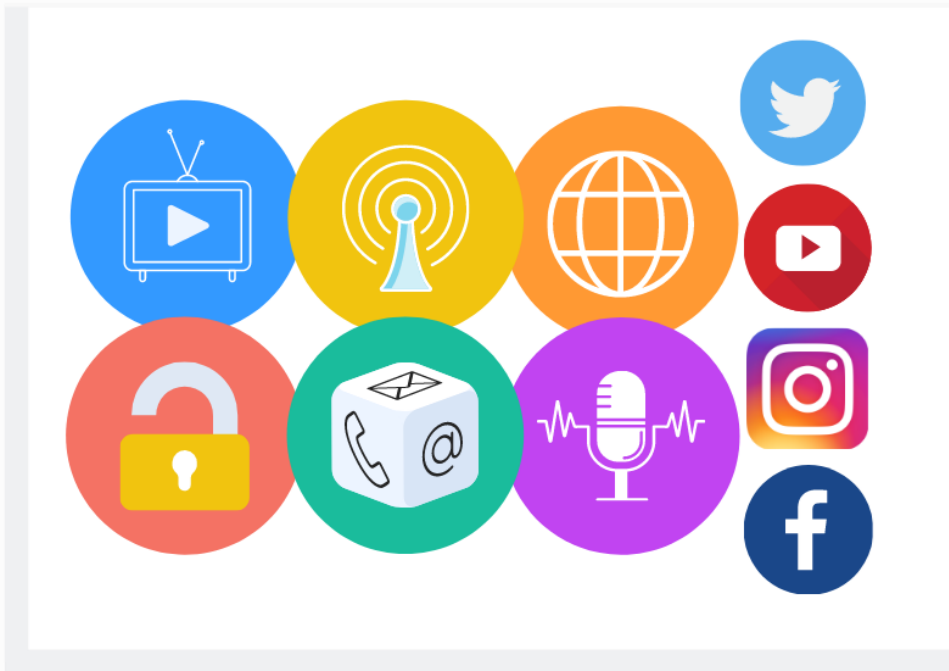
Podcasts

Custom Reporting

Media Contact
Database

Comprehensive Media Monitoring

Critical Mention's global reach across various media types ensures you'll never miss a mention that matters to your brand, organization or industry.

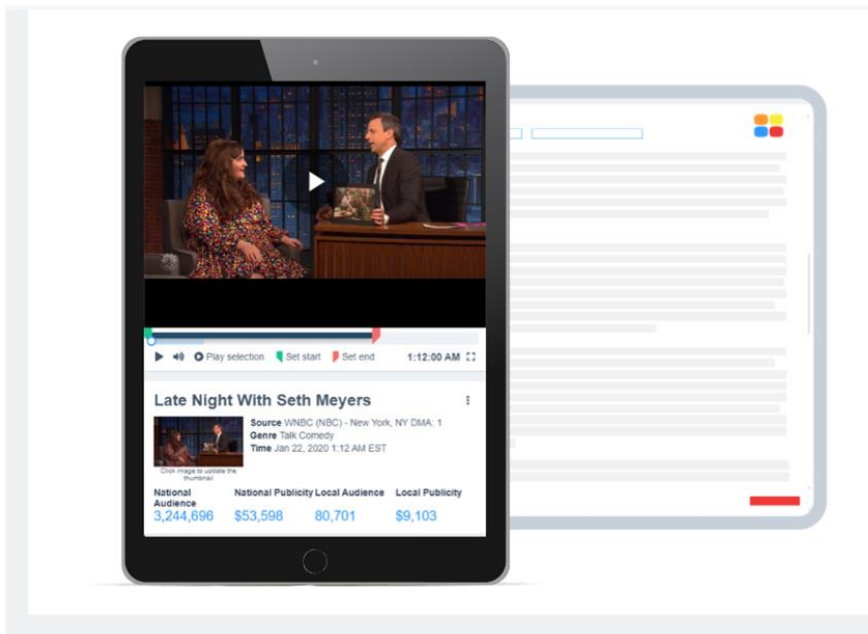


Quickly and easily track and measure all of your earned media, including:

- Thousands of global and local TV channels and radio stations
- Millions of online newspapers, magazines, trade publications, forums and blog pages
- Licensed print content behind online paywalls
- Thousands of podcasts across a wide variety of verticals
- Twitter, Facebook, Instagram and YouTube coverage and analytics
- Metrics like sentiment analysis, mention count, Google Analytics and more

Real-Time Broadcast Monitoring

Track more HD broadcast content in the U.S. and Canada than with any other provider in the industry, captured 24/7/365. Leverage real-time alerts and critical metrics like share of voice, audience and publicity values, and sentiment analysis from 2,500 channels. Monitor international coverage from across the globe to get a full picture of your earned media coverage.



TV & Radio

The undisputed broadcast leader:

- All US Nielsen DMAs
- Major cable networks
- The most coverage in the U.S. and Canada
- International channels, including in the UK, Germany, Italy, France, Spain and Mexico
- Popular radio stations in all top 100 markets
- U.S. Spanish language stations
- Direct links to contact info with Media Contact Database

Social Media

Monitor your brand in real-time and respond immediately to the trends, sentiments and conversations that impact you. Use online social media monitoring to track Facebook, Twitter, Instagram and YouTube to follow the most important information as it develops. Track all mentions and keywords, not just handles and hashtags. Add social mentions to reports.

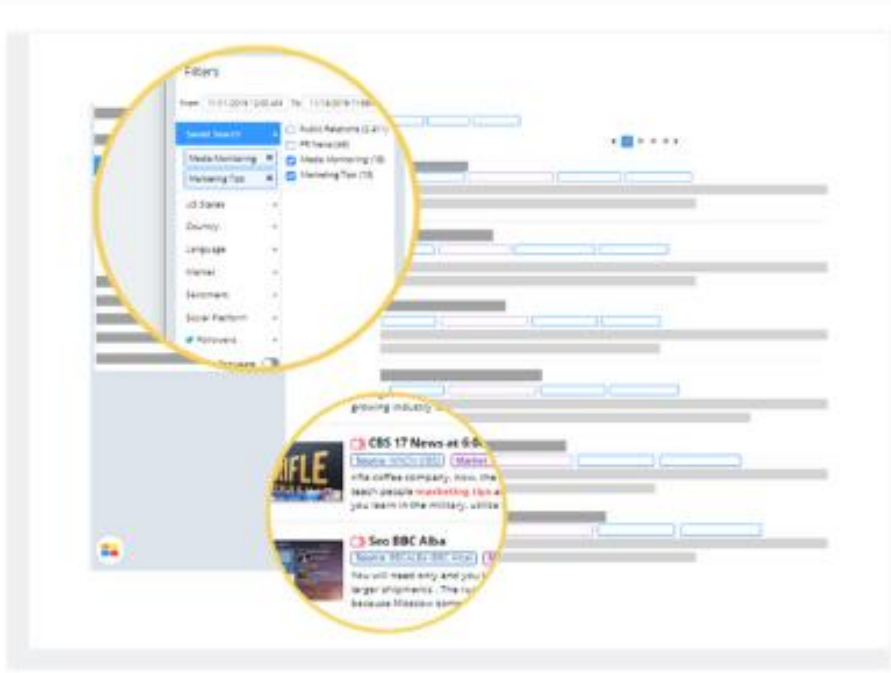


Use Social Media Monitoring to:

- Track important pages & influencers
- See all Twitter mentions, retweets, favorites and followers
- Monitor thousands of YouTube channels, including major news networks and popular podcasts
- Understand the context of mentions with sentiment analysis
- See publicity and audience values

Online News

Track millions of local and international online news sources in nearly 100 languages. Monitor coverage across newspapers and magazines, blogs, review sites, forums and more. Filter out irrelevant or duplicate articles and see metrics like share of voice, audience values, publicity values and sentiment.



Use online news monitoring to:

- Understand how your brand is being discussed online
- Measure the sentiment of your coverage
- Build and share reports
- Stop missing crucial mentions
- Ensure you have a real-time view into your coverage
- Direct links to contact info with Media Contact Database

Licensed Content

Access premium and print-only content behind paywalls from many of the world's most popular publications, as well as popular trade publications across verticals like finance, law, media, business and more. Combine the licensed content offering with Critical Mention's broadcast, social and online news coverage to get a full earned media picture.

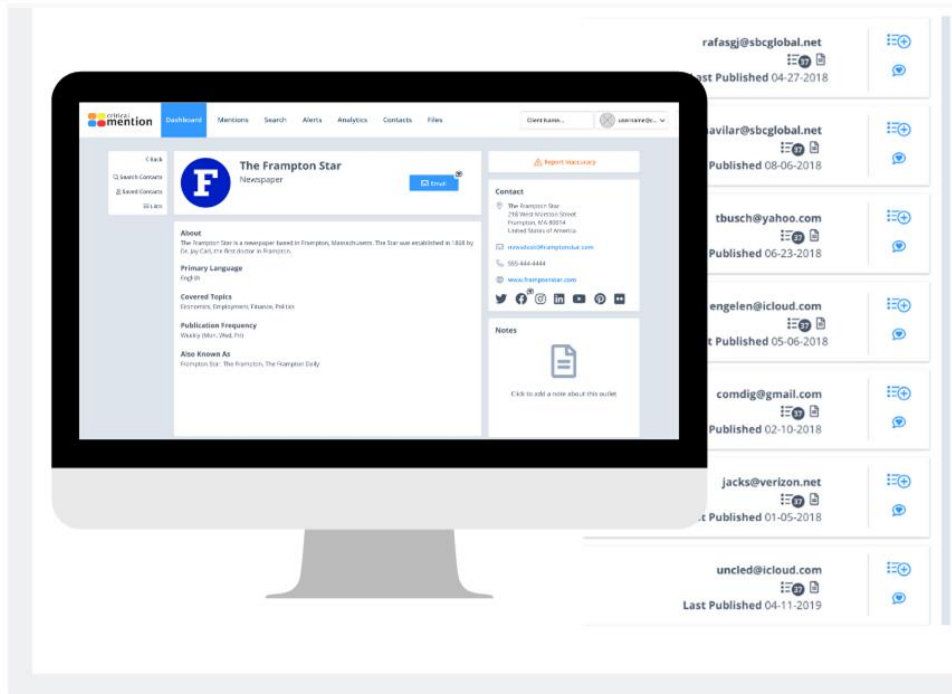


Access the content and analytics you need from:

- Licensed news sources normally hidden behind paywalls
- Industry sources
- Trade publications
- Global news sources
- Magazine & program transcripts
- Print-only content

Media Contact Database...

Our media contact database makes Critical Mention a true all-in-one tool that helps clients manage the earned media lifecycle from pitch all the way to tracking and reporting. Search over a million outlets, journalists and influencer records from the broadcast, print, online news, blogging and influencer media landscape.

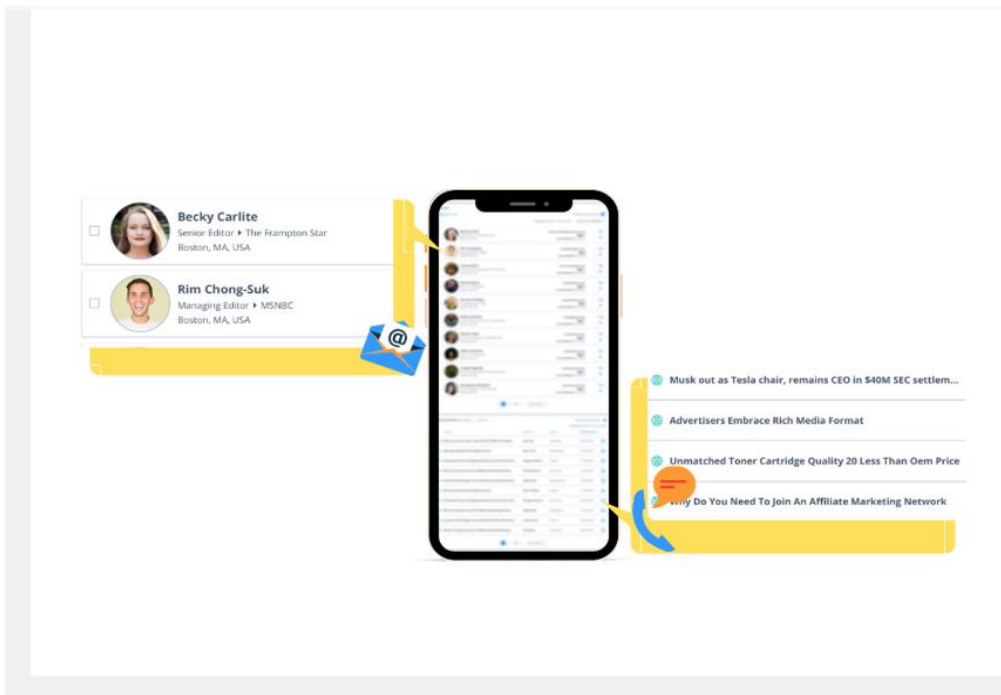


Access the contacts and outlets that matter to you:

- Accurate data from over a million local and national sources
- Records updated more frequently than any competitive product
- Database built from the ground up for a seamless platform experience
- Search records by name, outlet, media type, language or location

Media Contact Database

Quickly search contacts by topics and easily build lists to download and share with colleagues. Get timely responses from our support team on requested changes and updates to contact information.

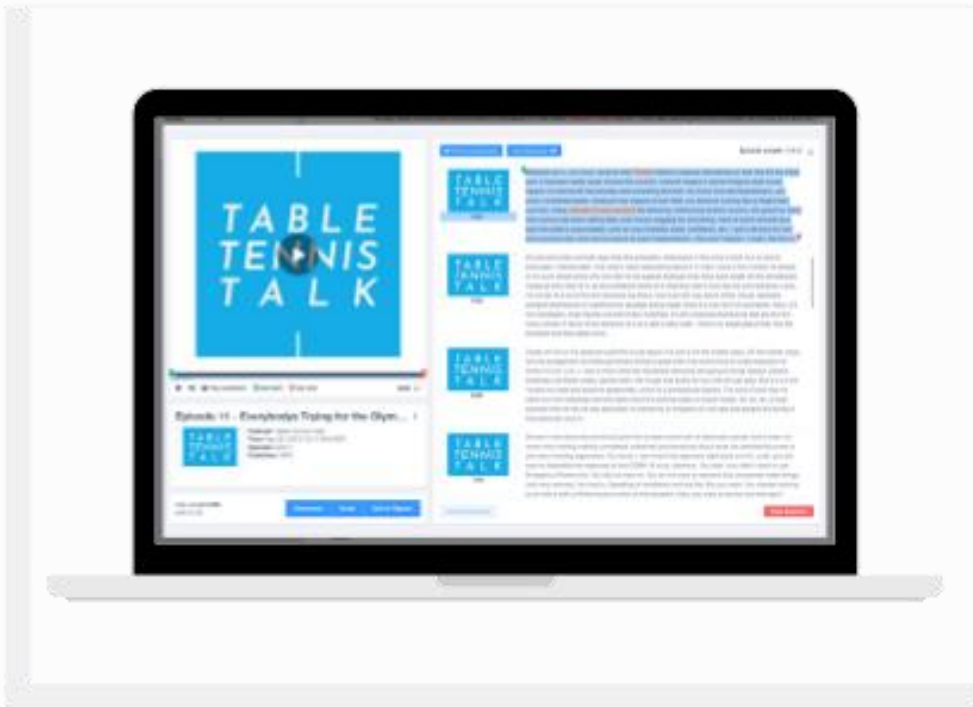


Get easy-to-access data for your media pitches:

- Seamlessly connect to your media monitoring results
- Explore recent stories and associated outlets
- Acquire preferred contact details; phone number, email, social handles
- See journalists and program info from TV/Radio broadcasts
- Direct links from the Media Contact Database to contact's recent Broadcast and Online News stories

Podcast Monitoring

Critical Mention's Podcast Monitoring gives PR and communications pros the ability to search, edit and save audio clips and transcripts from thousands of podcasts. Podcast Monitoring provides podcast analytics, and users can organize mentions by setting real-time and/or digest alerts.

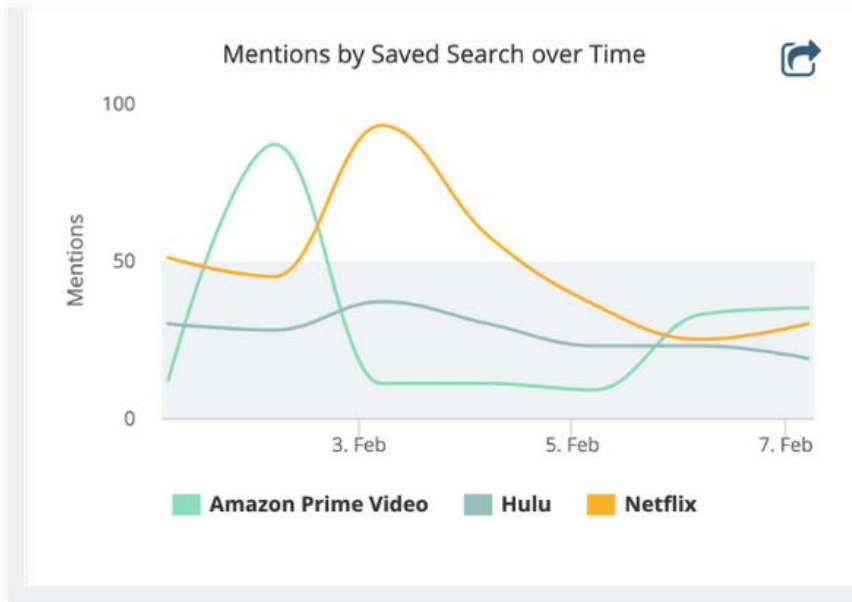


Additional Features:

- Download and edit podcast clips from the Critical Mention Wordplay tool
- Access podcasts covering a wide variety of topics including, news, politics, business, entertainment, sports, healthcare and more
- Leverage advanced speech-to-text technology

Analyze Critical Metrics...

With Critical Mention you can track important metrics like total mentions, share of voice, sentiment, mentions by region, sentiment over time, mentions by media type and more.

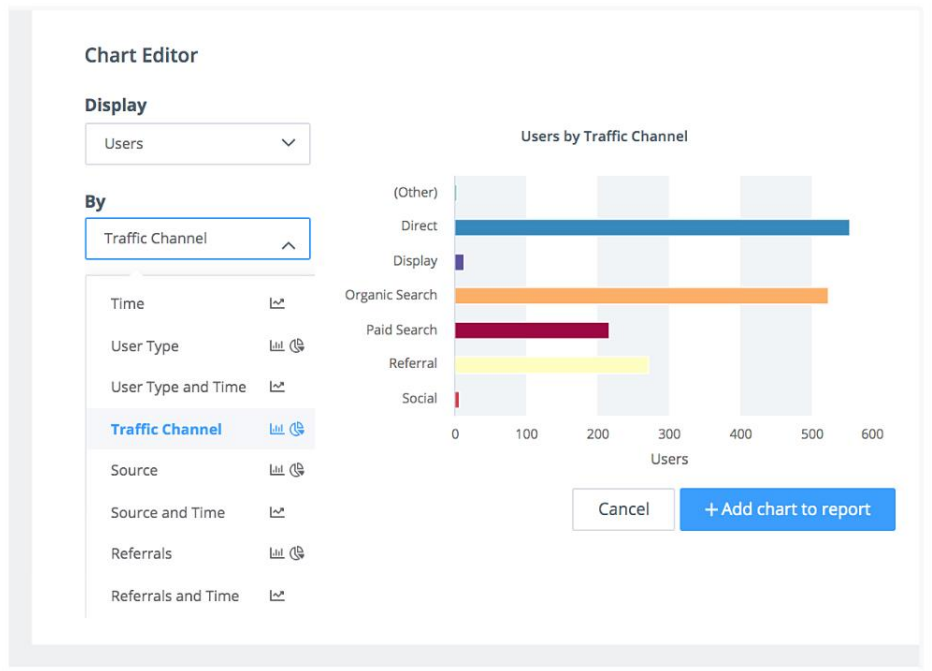


Understand the true value and impact of your coverage:

- Benchmark against competitors
- Understand earned media value
- Create year-over-year reports with archived search
- Identify sentiments and trends
- Visualize coverage on density maps and word clouds

Track Google Analytics Metrics

Users can track important Google Analytics metrics by Time, User Type, Source, Traffic Channel and more in the Reports section of the the Critical Mention platform.




Track, Measure and Share your Google Analytics metrics:

- View Google Analytics website metrics alongside mentions to understand the impact of your earned media on web traffic and conversions.
- Customize which Google Analytics charts you want to add to Reports
- View search Display by Users, Sessions, Pageviews, Goal Completions, Goal Values and much more
- Display Charts by Time, User Type, User Type and Time, Traffic Channel, Source, Source and Time, Referrals, and Referrals and Time

Share With Colleagues

Seamlessly share content and reports to keep the whole team up-to-the-minute.

Entertainment Tonight



Source CICT (Global) - Canada
Genre Newsmagazine Entertainment
Time Dec 20, 2019 4:31 AM EST
Local Broadcast Time Dec 20, 2019 2:31 AM MST

*** Recipients**

Message

Send me a copy

Include Sentiment Score

Quickly organize and share coverage and reports:

- Share video and podcast clips from the cloud with ease
- Instantly send edited content or trend analysis
- View from any device with mobile and tablet-optimized reports

Simple-to-build Reports

Impress your team or clients with presentations and reports that are as attractive as they are informative. Include the metrics that matter to you, like share of voice, sentiment, audience value, publicity value and more.

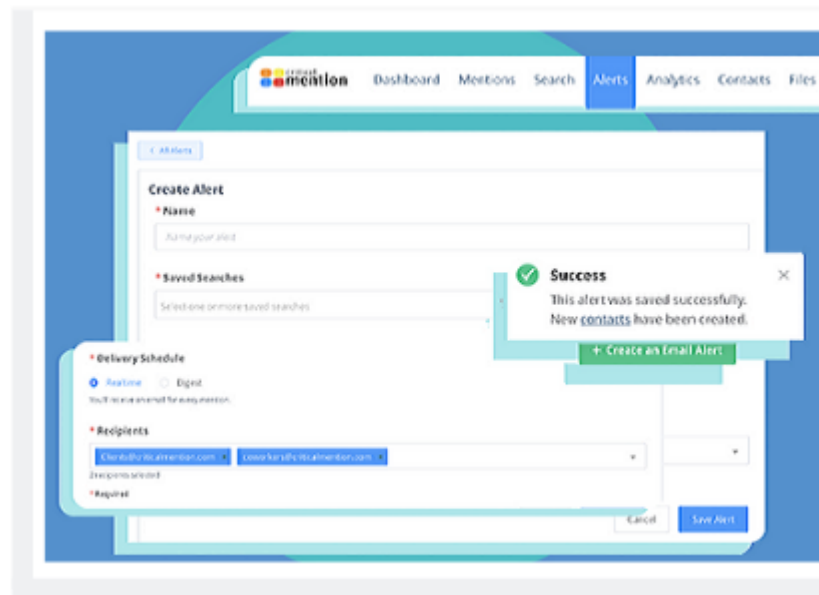


Intuitive tools for powerful reports, complete with customizable logos and color schemes:

- Create reports with custom templates, graphs, charts, Google Analytics metrics and more
- Include specific clips, tweets or articles
- Save portfolios to your account

Get Real-time Alerts

Like the search engines you use every day, Critical Mention lets you save keyword searches and set up real-time alerts. You can choose to be notified by email for any keywords hits or set up a daily digest of all of your coverage. You can also customize alerts to contain specific media types or markets.



Automate your everyday tasks:

- Customize by terms and media markets or types
- Create competitor and industry alerts
- Choose real-time notifications or daily digests

Edit Clips Easily

Use our proprietary editing tool, Wordplay, to drill down to precisely the coverage that is important to you. Use Wordplay to edit like a pro and add specific clips to reports to give colleagues context for your broadcast coverage.



Leverage Wordplay to:

- Refine clips down to the microsecond
- Easily share clips with colleagues or clients
- Add clips to reports in sections
- Get sentiment analysis for specific sections of clips

Support

Critical Impact: Feel confident knowing that you're never alone, 24/7/365 whether it's a simple question or a full-blown emergency.



Dedicated account manager for set-up and training



Assistance finding clips and maximizing platform tools



Support and unlimited training included for entire subscription period

Talk live to a Critical Mention representative who knows the platform inside and out and can provide immediate assistance 24/7/365.



TV - Full CM Content Set



Radio - Full CM Content Set



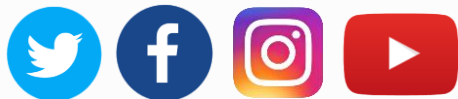
Online News - Full CM Content Set



Licensed Content - Full CM Content Set



Podcast Monitoring - Full CM Content Set



Social Media - Full CM Content Set

Package A

- 20 Saved Searches, unlimited ad hoc searching
- Dedicated Account Manager – 24/7 Account Support
- Training: Included both initial and on-going as needed
- Full report building and sharing capability
- Full Analytics Package including: media type, geographic breakdown sentiment, audience and publicity values, and Google Analytics
- Unlimited searching, reporting, alerting, emailing
- Editing for radio and TV clips

Service Terms: One Year

Pricing: **\$14,000/year**
Pricing valid until 5/30/2025

Signing Incentives:

If an executed agreement is received by 11/28/2024, the following incentive(s) will be applied:

\$5,800/year

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