

Precise.

The media intelligence company that gives you the information you need.

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The information you need

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In a fast-moving and diverse media world, accurate, relevant and immediate media intelligence is essential in managing the reputation of your organisation and informing and advising your colleagues and stakeholders.

Our services are designed to provide you with everything you need to effectively support your PR and communications activity – press, online, broadcast and social media monitoring; media analysis and forward planning; expert guidance and advice.

Who we are

02/03

Precise: the media intelligence company that gives you the information you need

We started in 1996 and are now the market leader.

We work with businesses and **organisations** of every size and **in every sector**. Our 5,000 clients include multi-national brands, government departments, financial companies, corporates, PR agencies and charities. We are retained by over 75% of the FTSE 100.

Based in the City, our business operates 24 hours a day, 7 days a week and we employ 400 specialist researchers, editors and analysts to deliver our unique range of services to your specific requirements.

In the next 24 hours we will:

- Search 200,000 news stories, programmes and blogs
- Deliver over 300,000 news items to 25,000 users
- Analyse 20,000 news items for sentiment and message
- Publish 250,000 future news events



What we do

Our service is unique. We provide immediate access to media coverage relating to your organisation, your sector or specific interests. We deliver in a format and time-frame that enables you to identify quickly what is most important, take appropriate action and brief your colleagues and advisors.

Our Media Portal allows you to view and evaluate coverage from every media source – print, broadcast and online – in one place. You can also access forward planning data, giving you a clear view of the future media agenda.

Our intelligent approach **gives you the edge.** We don't rely on technology alone – our skilled and experienced people deliver unrivalled accuracy and reliability. And we continually develop our services by listening and responding to your changing needs.

Media analysis

We can help you reach more of your target audience, demonstrate the value of PR activity and contrast your media reputation with your competitors. The immediacy of our service allows you to respond rapidly to opportunities.

Monitoring

We monitor all media channels – newspapers, newswires, websites, television, radio, magazines and social media – and continually research the media to ensure our service remains the most comprehensive. We deliver in every digital and hard copy format – email, website, PDA/BlackBerry, RSS, SMS/text alert, voicemail and podcast, courier, fax and post.

Broadcast media

We deliver breaking news from all digital and online TV and radio sources, providing you with immediate awareness of broadcast coverage.

Social media

We can advise you how to track what's important in this fast-changing environment. Our continuous research and highly effective methodology identifies the most influential commentators, tells you what's being discussed and tracks its significance and impact on the wider media.

Forward planning

Understanding the media agenda before it unfolds allows you to identify opportunities to contribute to news and features, maximise message pick-up and avoid clashes – the majority of the UK national and broadcast media rely on our service to plan their editorial content.



06/07

Why Precise?

Exceptional service and support, at all times

We use our experience to advise you on what to monitor and what to evaluate so that you get the coverage and reports that meet your requirements.

News is continuous and live. By **operating around the clock**, we're able to deliver coverage as news breaks or to your deadline. **We're also here whenever you need us** to make a service change or ask a question. You'll get an immediate response from your account team – from someone who understands your sector and your service.

Simplicity and a better client experience

We are straightforward and easy to work with. Whilst **our services** are delivered independently, they **integrate seamlessly**. So, as and when your requirements change, we can bring together whatever you need, effortlessly. And if there's anything you need that isn't outlined, just ask us – we'll find a solution.

Unique insights

Covering all media and every sector means we can provide you with a range of value-adds – news feeds, sector reports, event updates and social media reviews – so you stay one step ahead.

Contact us

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Get in touch to talk about your requirements and how we can meet them. **We'll be pleased to help.**

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