



Capture PR, Marketing & Comms insights with brand data research

PR AND COMMUNICATIONS PROFESSIONALS

Nexis Data as a Service

Are you ready to create stronger PR, Marketing and Communication efforts? Nexis® Data as a Service (DaaS) offers highly-relevant, global sources—from news data to social commentary—to power data analytics.

Integrate relevant licensed news and social media datasets into trend analysis applications and predictive analytics tools to conduct market data analysis, gauge brand performance and gain constructive competitor intelligence.

Bulk API

ATOM, XML-based
semi-structured data
feeds

Restful API

access to enhanced
functions; search,
retrieve, saved searches
and work folders

More than 80k
licensed news
sources



4.5 million
documents added
daily



80 million
companies covered



75 languages
covering 100+
countries





Create stronger campaigns with data-driven brand insights

LexisNexis has decades of experience as a content aggregator, enabling us to develop an expansive source universe. Use our easy-to-integrate APIs to deliver valuable, targeted media monitoring data to help conduct qualitative data analysis to inform PR and Marketing campaigns, evaluate effectiveness and ROI. Nexis DaaS enables you to:

- Leverage current and historical news articles for predictive analytics applications to better anticipate news cycles or track brand portfolio performance.
- Find out where PR, Marketing or Sales initiatives are performing best with geo-location metadata.
- Get a clear picture of messaging effectiveness by conducting data sentiment analysis across global news data.
- Analyse the origins of negative sentiment to identify media outlets and influencers you need to engage.



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FIRST LASTNAME

POSITION TITLE, CORPORATE COMPANY BUSINESS PARTNER

What types of data can LexisNexis offer?

- Print, broadcast, licensed news & 45 year archive from around the world
- Social commentary from industry blogs and influencer
- Industry information, company profiles and biographical sources
- Patents, legal and regulatory data

For more information, contact your Nexis Solutions representative or reach out to us directly:

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