

**Get better results in less time—
with Nexis Newsdesk™**



Gathering, analysing and sharing media intelligence takes time. There's no getting around that. But MI tasks don't have to suck up your time like a high-powered industrial vacuum on overdrive. You can get better results in less time—with Nexis Newsdesk™.

Here's how:

DON'T FALL DOWN A RABBIT HOLE: The staggering volume of traditional and digital media can make one's head spin, right? You can spend hours (and hours!) gathering your company or brand's relevant media coverage and social posts. Your eyes go blurry, your head starts to hurt—and you still have that nagging feeling that you probably missed something. The remedy is Newsdesk. We wade through the nearly bottomless vessel of content for you and identify relevant items with speed and ease. In fact, we'll even deliver it to your inbox on a schedule of your choosing. With Newsdesk, you can leave the rabbit holes to, well, the rabbits.

FIND THE DIAMONDS IN THE ROUGH: Often, the media intelligence you seek is more about quality of content than quantity. But how do you sift through relevant content to separate the wheat from the chaff, to get exactly what you want and need? With Newsdesk's Simple Search and deeper Boolean search capabilities, you find your way right to the gems you seek, leaving you ample time to admire their brilliance—and your own.

STOP PLAYING DATA DESIGNER: So, your media intelligence has led you to some tasty insights sure to be of interest to your company or client. Thing is, now you have to spend time playing designer and putting your findings into charts and graphs with the help of, say, PowerPoint or Excel. With Newsdesk, you can quickly and easily capture your key metrics—reach, sentiment, volume, geographies, keywords, hashtags, and more—in good-looking charts and graphs that will capture and drive home the points you need to make. The time you save will be—you guessed it—off the charts.

SHARE WITH SUCH EASE IT WILL FEEL LIKE MAGIC: So, you have placements to share, and maybe some engaging analysis captured in charts and graphs. That's great, but how do you get these to the appropriate people? If you're doing a lot of pasting and cutting into emails and collaborative software, you're in a time suck for sure. You didn't get into this business to package up content for dissemination. Newsdesk makes sharing MI data and insights painless. It's not magic, it's Newsdesk.

Learn more about how Newsdesk can help you avoid those annoying and unproductive MI time sucks. Contact us today and start thinking about what you'll do with the extra time in your day.

CHEAT SHEET: IS YOUR MEDIA MONITORING A TIME-SUCK OR A TIME-SAVE?



TIME-SUCK

Compiling your organisation's media mentions can pull precious time away from other tasks more in keeping with your interests and talents. Let's face it: you didn't work hard to earn a degree in order to wrangle content.

Struggling with dozens of repetitive, off-the-mark "breaking news" alerts can junk up your inbox... and often end there. They likely don't represent the full spectrum of your coverage, and even if they do, you still have to find a way to capture all the data, analyse it and report results. Ugh!

Creating charts and graphs that summarize your media intelligence in a manner that colleagues and decision-makers can quickly grasp is no easy feat for those of us not trained as designers. Meanwhile, making the most of the graphic tools in PowerPoint or Excel is time-consuming. Remember your charts and graphs not only reflect the data... but you as well.

Sharing your MI data and insights can be an exercise in frustration: cutting and pasting from this place to that one, worrying about version control. It's difficult to resist the temptation to share less than more because it's such a hassle. But what doesn't get shared could make all the difference to those your colleagues. Sharing shouldn't be painful, right?

After all that time spent compiling, vetting and reporting your data, your MI must still offer meaningful insights. What has already taken more time than it should have is now taking yet more time. And when you present your findings, you have a pit in your stomach, wondering what questions you may not be able to answer, potentially leading you to invest even more time on a project that has seemingly taken on a life of its own. Need an aspirin?



TIME-SAVE

With Newsdesk, our LexisNexis® SmartIndexing Technology does the compiling for you; after all you have better things to do.

Use Simple Search or Boolean Search on Newsdesk to quickly find the precise content you want, and on-your-schedule newsletters to deliver it when you want it.

With a few clicks on Newsdesk, you can turn your MI intelligence into clear, good-looking charts that will make your points with clarity and conviction.

Newsdesk makes sharing data in all its varieties easy via email, newsletters, intranets, embeddable code and more.

Lean on Newsdesk and enjoy better MI—and more time in your day to act upon it.

 internationalsales.lexisnexis.com/Newsdesk

 information@lexisnexis.com

 +31 20 485 3456

