



Does Your MI Solution Have Your Back? Judge Against these Seven Characteristics

Before you invest in a media intelligence solution, you, of course, want to know that you're making the absolute best choice. After all, to add the most value and help your company or organization reach its goals, you rely in no small measure on the quality of your MI solution. Simply put, this is why you should think twice before choosing any solution other than Nexis Newsdesk™. Here are seven ways you can lean really hard on us—but not so much on the other solutions.

- 1 VOLUME:** You don't want to run the risk of missing out on crucial content, a piece of the media intelligence puzzle that could make all the difference in your analysis and strategic recommendations. At the end of the day, an MI solution can only be as good as the volume of media in its database. Newsdesk monitors nearly 100,000 news sources and about 2.5 million social media feeds! We add about four million articles and posts daily! And that includes some proprietary and licensed content you won't have access to with other solutions.

2 REACH: It's a great, big, flat world out there. As such, monitoring and analyzing news from one country is rarely enough these days. But, don't worry, Newsdesk's reach is global. Our unmatched database includes content from 235 countries and regions in 90 different languages! This reach will have you shouting "Yes!" or "Si!" or "Ja!".

3 BRAINS: All of the content within Newsdesk would matter little if it wasn't categorized in a way that's easy to grasp. Our content is structured within nearly 3,500 industry and subject terms. Using the impressive power of LexisNexis SmartIndexing technology™, you can garner spot-on results, whether you choose to start quickly with our Simple Search or go deeper with a [Boolean query](#). [NOTE: [Link to Boolean for Beginners blog post.](#)]

4 CUSTOMIZATION: Your job is unlike any other, including those of people who may have the same title. That's because you have your preferences, approaches, hacks, etc. Newsdesk respects that and allows you considerable customization power so you can tailor your dashboards, newsletters and alerts in a manner that looks and feels like, well, you.

5 TEAM PLAYER: As a business tool, the insights gained from media intelligence are meant to be shared with company executives, the sales team, product development pros, legal counsel and others. Newsdesk's good-looking, clear charts and data visualization tools make it easy to share and act up key insights. Newsdesk makes it easy to share these visuals: you can easily embed them in emails, newsletters and more.

6 MOBILE: You're not tied to your desk, and your MI solution can't be either. The user-friendly and robust Newsdesk mobile app is ready whenever you need to search, analyze and share on the go.

7 SUPPORT: Not only does our solution have your back, so do our people. With Newsdesk you get a dedicated Customer Success Manager to provide unlimited training during your onboarding period. Beyond that, a dedicated tech support team is available via phone and email. In addition, we offer a whole host of expert, fee-based services should you need assistance customizing sources, translating searches, analyzing data and more.

No other MI tool has your back to the extent and degree of Newsdesk. But don't just take our word for it. Newsdesk is a multiple CODiE award-winner, recognizing the brilliant technology that makes our MI solution easier, faster, and yes, all-around smarter than lesser offerings. You can read more about Newsdesk in the independent reviews recently completed by [Jinfo](#) and [LAC Group](#). **Learn more and start a conversation!**

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