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Perhaps you're already certain that Nexis Newsdesk™ is the best media intelligence tool for you and your company, but your boss or other influencers need some convincing. Here are a few facts and pointers to help you make—and close—the investment.

TIP 1   Save Time and Money

Media monitoring can literally be a full-time job. Every day, more than 2.5 million articles are published online. Combing through that content is a huge undertaking, and Newsdesk can help you work smarter, not harder. We offer you unparalleled insights from 77,000 news sources and more than 2.5 million social media feeds in 235 countries and regions.

Our media intelligence data allow you to leverage the information that is most important to your business. Customized dashboards help you take advantage of content that we automatically process and organize for you – giving you access to more than 120 editorial topics and 25 social categories. LexisNexis® SmartIndexing Technology™ ensures your team can quickly and easily examine key industry topics with depth and breadth. A bevy of reporting templates can help you organize, identify, track and share important metrics in just a fraction of the time. This sophisticated tool arms you with a lot of power! And it allows you and your team to dedicate time and resources to more pressing business.

TIP 2   Protect Your Brand

It can be hard to put a price on your brand, but it is no doubt priceless to your company. Your brand equity is established by the years you've been in business, the successes you've achieved with and for your customers, and the reputation your company holds in the marketplace.

Consider these ways you can protect your brand through proactive media intelligence:

- **Monitor Sentiment:** Stay on top of what others are saying about your brand. Take advantage of personalized searches and alerts to instantly know when your company name is mentioned – and whether the context is positive or negative.

- **Benchmark Your Brand:** Compare your brand against your peers and competitors. What media sources are mentioning your brand? Where are your peers and competitors earning coverage? Where do you want your brand to show up?

- **Respond Swiftly:** By monitoring your brand, you can quickly mitigate crisis situations as they arise. Respond to negative feedback or social media comments. Newsdesk can help you plan your next steps and react to a negative situation involving your customers or the community.

TIP 3 Mind the Competition

Competitive intelligence is difficult to uncover. Are you truly "in the know"? Is your information accurate and current? Newsdesk helps you monitor important key words including competitor names and industry terms. With Newsdesk, you can read between the lines to anticipate your competitors' product launches or discover when they are considering entering a new market.

What does competitive intelligence look like? Here are some examples of what you can monitor:

- **Competitor names**
- **Targeted industry terms**
- **Key editorial topics**
- **Industry influencers**

TIP 4 Make Informed Decisions

Make decisions based on fact, not feelings. You might have a hunch about trending topics or new opportunities for your business, but sometimes those hunches can be hollow. The intelligence you gain by using Newsdesk is rooted in data: cold, hard, facts. We can help you recognize media trends and implement new strategies accordingly—and have confidence in knowing those strategies are based on advanced analysis.

TIP 5 Prove Your Value

Sometimes the C-Suite just wants to know the bottom line. Newsdesk can help you deliver valuable data to top executives who want to dig into the details. Need a report on KPIs? Prove your ROI with our exclusive interactive charts and visualizations to show the results and tell the story. With Newsdesk, you can create meaningful reports that show trends, measure campaign successes and prove the results of your department's hard work.

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