BrandsEye launches 360 media monitoring solution

BrandsEye, a global leader in data analytics and media intelligence, has announced the launch of a new service which will add to its present online intelligence solution. The new service will allow companies a full 360 service offering that tracks real-time social, print and broadcast, and multimedia engagements within their brand.

Image by 123RF

BrandsEye, a global player in data analytics and media intelligence, has announced the launch of its latest service offering, which will add print and broadcast media monitoring to its existing platform.

The product integrates into the company's present online intelligence solution and allows the user to monitor traditional media alongside online news and social conversations.

"Despite the global move towards social engagement, 'traditional' news still has a key role to play in the management of one's brand," said JP Kloppers, CEO of BrandsEye. "As a business you need to know what people are saying, when they are saying it and why."

Big data

"With the advent of big data, it is becoming increasingly important to be able to access all of your data from one central point. With so many different touch-points to manage, you need a solution that allows you to extract business-relevant data in a timeous fashion for a true media analytics solution," added Kloppers.

The product is ideal for corporates that need a full 360 service offering that tracks real-time social, editorial and multimedia engagements within their brand. The new service will allow companies to monitor print and broadcast media from across the globe.

"Using our advanced algorithm and combining it with insight from the crowd, we have been able to develop a truly worldclass analysis tool that is able to pull data from various platforms, allowing the user to make informed decisions, based on accurate and actionable business intelligence," said Kloppers.

The product is the first in a series of innovative solutions that BrandsEye will be rolling out over the next few months.