

## Paine Publishing's Common Measurement Needs and the Best Vendors to Solve Them

Need:	Recommendation:	The best vendors for it:	What to double-check:
1) I need a good way to manage my media lists.	You'll want a good customer relationship management (CRM) system that can keep track of all your media contacts, what you've pitched them on, and whether they've run any stories.	<ul style="list-style-type: none"> <li>-Cision</li> <li>-Salesforce</li> <li>-GlobeNewswire (Nasdaq)</li> <li>-MarketWired</li> <li>-Muck Rack</li> </ul>	It's not the size of the media database, it's about how accurate it is and how often it's updated. For example, if you are selling spectrometers, you don't want to be sending releases to The Measurement Advisor. If you're constantly bombarded with irrelevant pitches, ask them what database they use.
2) I need a good way to distribute my press releases.	You'll want a wire service or press release distribution service. Read <a href="#">Greg Jarboe's piece</a> on which one is best.	<ul style="list-style-type: none"> <li>-Business Wire</li> <li>-MarketWired</li> <li>-BurrellesLuce</li> <li>-GlobeNewswire (Nasdaq)</li> </ul>	You need a service that does more than send out a release. You need one that can send out the right kind of content to the right influencers.
3) I need daily alerts from media outlets around the world so I know what's being said about us.	You'll want a monitoring company.	<ul style="list-style-type: none"> <li>-CyberAlert</li> <li>-CARMA</li> <li>-Cision</li> <li>-GlobeNewswire (Nasdaq)</li> <li>-BurrellesLuce</li> </ul>	For daily alerts, timing is often as critical as content. Make sure they can deliver the alert when you need it and that they get the key media outlets you need.



<p>4) I need to know what people are saying about me on Twitter and other social media platforms.</p>	<p>You'll want a social listening platform with high quality Natural Language Processing and/or human-analysis.</p>	<ul style="list-style-type: none"> <li>-CyberAlert</li> <li>-NetBase</li> <li>-Salesforce Social Studio</li> <li>-Sysomos</li> <li>-Crimson Hexagon</li> <li>-TrendKite</li> <li>-Talkwalker</li> <li>-HootSuite</li> </ul>	<p>Make sure that they have good filters. The problem isn't getting all the posts, it's getting the right ones. If they don't have easy ways to filter out spam, porn, and dreck, then run in the opposite direction.</p>
<p>5) I need to know what local dailies and other traditional print media outlets are saying about us.</p>	<p>You'll want a traditional print media clipping service.</p>	<ul style="list-style-type: none"> <li>-BurrellesLuce</li> </ul>	<p>Other companies provide it but chances are good the data comes from BurrellesLuce.</p>
<p>6) I need to capture all my actual on-TV broadcast coverage and be able get broadcast quality videos I can save and show to my boss.</p>	<p>You'll want a broadcast monitoring company.</p>	<ul style="list-style-type: none"> <li>-TVEyes</li> <li>-Critical Mention</li> </ul>	<p>Most people are happy to just get links to broadcast coverage on their monitoring feed. But if monitoring broadcast is important, and you may want to download a real video, you'll need to go with one of these two.</p>
<p>7) I need to capture what's on TV but I don't need the actual video.</p>	<p>You will probably get online version of the video, but that's all most people need and it's a heck of a lot cheaper.</p>	<ul style="list-style-type: none"> <li>-CyberAlert</li> <li>-BurrellesLuce</li> <li>-Prime Research</li> </ul>	<p>Make sure that the outlets you need are captured by the service you selected.</p>



<p>8) I need help analyzing and evaluating my media and social media coverage.</p>	<p>You'll want a real measurement company.</p>	<ul style="list-style-type: none"> <li>-CARMA</li> <li>-CyberAlert</li> <li>-Cision Global Insights</li> <li>-MediaMiser</li> <li>-Prime Research</li> </ul>	<p>You want to find someone with highly trained analysts who can code relevant coverage accurately. You should demand a minimum 88% accuracy in a Scott's Pi intercoder reliability test. (Call Katie Paine, 603-682-0735, she'll be happy to run the test for you.)</p>
<p>9) I need to hire a company that can provide detailed social media metrics.</p>	<p>You'll want a company that can take the API from a variety of sources and automatically extract all the data that Facebook, Twitter, etc., compiles.</p>	<ul style="list-style-type: none"> <li>-Simply Measured</li> <li>-UnMetric</li> <li>-CyberAlert</li> <li>-TrendKite</li> <li>-Talkwalker</li> </ul>	<p>Make sure that whatever channels matter to you are tracked by the vendor you select.</p>
<p>10) I need to hire a company that has pledged to support published industry standards.</p>	<p>You'll want to check the measurement standards <a href="#">pledge list</a> before you begin your search.</p>	<ul style="list-style-type: none"> <li>-BurrellesLuce</li> <li>-BuzzMonitor</li> <li>-CyberAlert</li> <li>-CARMA</li> <li>-Research+Data Insights</li> <li>-Prime Research</li> <li>-SeeDepth</li> <li>-Universal Information Services</li> </ul>	<p>The rest will probably push you to use AVEs and other dubious metrics (which is why we don't recommend them).</p>

