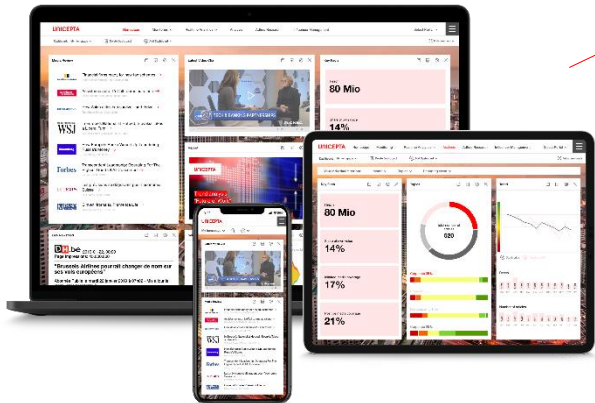


Smart insights.

Strong performance.

UNICEPTA provides best insights for successful decision-making.

- ✓ High value services catered to multinational and mid cap companies
- ✓ Currently serving 2/3 of all DAX-listed companies
- ✓ Offices in Europe, USA and APAC
- ✓ 700+ experts on analytics & insights, media monitoring and digital information management
- ✓ High-end technology configurations that we set up individually with you as our partner
- ✓ Data from over 200 million web sources worldwide – plus traditional media
- ✓ Communications and marketing data hub via APIs



Any data in any configuration on any display and device

Insights

- > Strategy and positioning
- > Topic analysis
- > Players and multipliers
- > Reputation checks
- > Market and competitors analysis

Analytics

- > Corporate reputation
- > CEO reputation
- > Event analysis
- > Issue analysis, real-time analytics, social media analysis
- > Communication controlling

Media Monitoring

- > Media review
- > Real-time monitoring: all media, worldwide, 24/7/365
- > Broadcast monitoring
- > Editorial services
- > Translations in 26 languages

Portals & Dashboards

- > Development and custom configuration of digital dashboards
- > Digital information management for corporate newsrooms
- > Global training / support for communications management, as well as a wider group of users

What we do:

- > Newsroom data management and active listening for Allianz, Bayer, BMW, Bosch Deutsche Bank, Lufthansa, Siemens, UBS etc.
- > Worldwide influencer and stakeholder identification for Bayer
- > Worldwide reputation analysis, monitoring and social listening for UBS
- > CEO reputation measurement, e.g. for Allianz and Siemens
- > Integrated 360° reputation analysis for Deutsche Bank, including market research and brand reputation data
- > For all clients mentioned in this information: comprehensive analyses and monitoring services

Selected global clients:



Customer examples: Videowall (Lufthansa) and Newsscreen (Allianz)



Customer example: Portal (Lufthansa)

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