



We provide the **smart** in media intelligence

UNICEPTA: a leader in global media intelligence

Experience your communications impact

- Communications departments face new challenges
- Larger data volumes with online news & social media
- Comprehensive management of information flows across different departments, entities and regions
- New topics, new influencers, faster pace
- Our services enable our clients to make well-informed decisions and to improve real-time and strategic communication
- Based on reliable data, smart insights and clear recommendations

Our offering

Media Monitoring

- ✓ Press review for all needs
- ✓ Real-time monitoring, all media, worldwide, 24/7/365
- ✓ Issue monitoring
- ✓ Editorial services
- ✓ Translations from 26 languages

Digital Consulting

- ✓ Configuration of digital dashboards
- ✓ Development of big size digital desktops
- ✓ Full newsroom concept
- ✓ Attractive visualizations on any screen size

Analytics & Insights

- ✓ Realtime, automated and/or manually coded
- ✓ Corporate reputation
- ✓ CEO reputation
- ✓ Product images hotspots & events
- ✓ Issue analysis, social media analysis, KPI measurement

Communication Consulting

- ✓ Strategy & positioning
- ✓ Research-based communications consulting
- ✓ KPIs for communications controlling
- ✓ Campaigns conception & evaluation

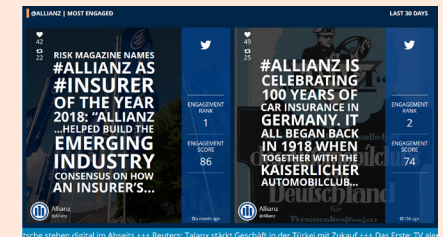
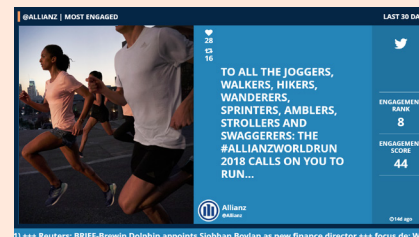
Smart insights & latest technologies

- High value services for 300 top clients worldwide
- For multinationals and mid caps
- Highest quality standards
- Serving 2/3 of all DAX-listed companies
- Offices in USA, APAC and Europe
- 700 experts for analytics, monitoring, research services, data management, newsrooms, process consulting
- Any data in any configuration on any display and device
- High-end technology configurations that we set up individually with you as our partner
- Continuous technology reviews and upgrades to ensure high-end service
- Data from over 200 million web sources worldwide – plus traditional media
- Communications and marketing data hub via APIs

What we do for our clients

- 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

Our selected global clients



Please check out here our latest newsroom client case: [Link](#)

Contact us here

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