



Media Monitoring and Intelligence

Saving a major pharma company 50% of its media monitoring & analysis costs

How Fullintel's centralized monitoring and reporting provides economies of scale, improved data quality, and an accurate view of each business unit's performance



The Client

A major international pharmaceutical company, founded several decades ago, that performs R&D activities and product development based on a range of medical disorders including neurological, hematological, and oncological issues. This means the company has several distinct therapeutic lines, each with their own unique set of products, branding, and PR/communications requirements.

The Challenge

The client's several different therapeutic lines means it must track several distinct business lines and their brands simultaneously, along with its corporate brand and competitor mentions. But its prior approach to media intelligence services was fractured, with each business unit employing a different PR agency for media monitoring, analysis, and daily news briefs.

This approach resulted in:

- High costs
- Inconsistent outputs and erratic scheduling
- Inaccurate and siloed media data
- Inconsistent methodologies, metrics, and design
- Multiple points of contact
- A lack of objectivity
- Difficulty comparing KPIs
- Erratic scheduling

The Solution

Fullintel's approach to the client's challenge was simple: Consolidate the company's media monitoring and media intelligence activities under a consistent methodology, in order to produce consistent media data and analysis insights across the entire enterprise.

Fullintel implemented a consistent methodology and report design across the business; economies of scale through centralized monitoring and reporting; unbiased reporting by AMEC-certified media analysts; an automated SaaS dashboard; one point of contact for all business units and deliverables; consistent scheduling; and a flexible master services agreement for easy ad-hoc requests.



The client now receives:

- A single source of truth for media data
- Consistent metrics, insights, scheduling, methodology, and design
- Unbiased reporting by AMEC-certified media analysts
- An automated SaaS dashboard
- One point of contact for all deliverables
- Economies of scale through a centralized process
- Flexible master services agreement for ad hoc reporting

"Fullintel's media briefings and reports are so thorough and well-prepared, I read them first thing each morning before I start my day. We've even had a few instances when Fullintel analysts found important news that our team had to respond to, but that we weren't aware of prior to receiving Fullintel's media briefings. Without their help we would have completely missed it and been caught flat-footed."

Senior executive
Major pharmaceutical company

The Result

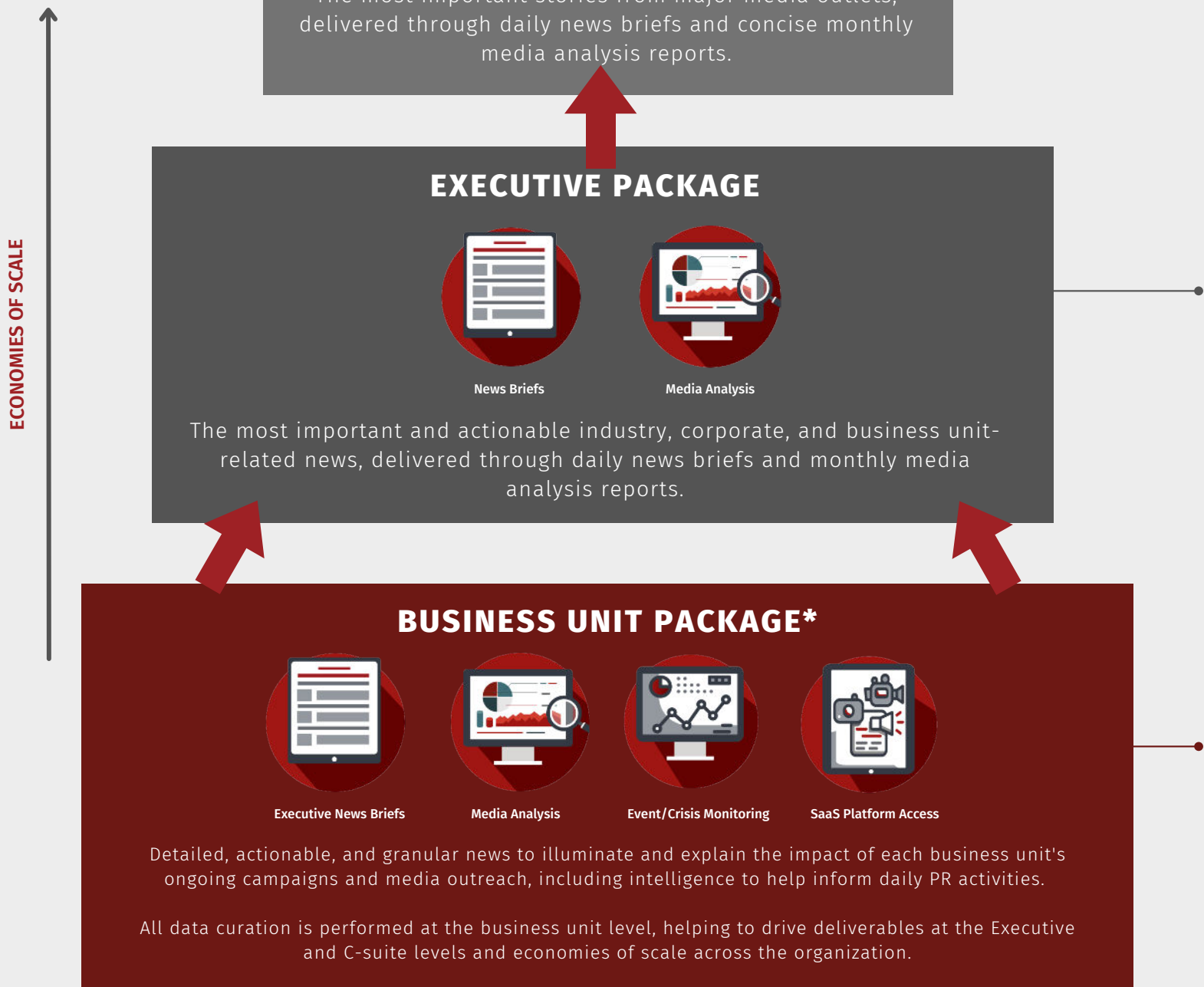
The client's new, consolidated approach to media monitoring, executive news briefs, and media analysis reporting implemented by Fullintel now saves them more than 50 percent of their previous costs – the equivalent of hundreds of thousands of dollars. Fullintel's expert curation means the client now receives niche content from licensed, paywalled, and hard-to-find sources such as medical and industry journals.

Fullintel's expertly-curated news briefs provide the most important news stories or social media posts requiring action, and are used each morning to drive the PR team's activities for the day. These briefs inform their monthly analysis reports, which are leveraged by PR agencies for each business unit to guide communications strategy.

The client's media intelligence deliverables are also now more cohesive and effective, with each containing standard, agreed-upon metrics and a consistent look and feel. These reports are built from a single source of truth across the enterprise, alleviating the client's ongoing data discrepancies from its former process. This has led to more consistent and translatable results for its corporate office to evaluate, helping the client make better business decisions thanks to a strong data foundation and predictable processes.

For more information on how Fullintel can help you gain more actionable insight from your media monitoring and influencer research, email
sales@fullintel.com

SERVICES DELIVERED TO EACH ORGANIZATIONAL LEVEL



*Fullintel can monitor as few or as many business units as required.

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