

# Executive Daily News Briefs

## Comms & Media Relations

Synoptos is a media intelligence solution providing news and social insights to help clients understand what's transpiring in the media, identify pathways to influence key stakeholders and improve operational decision making.

Customer Success

### Financial services company arms themselves with media intelligence using IgniteTech's Synoptos Nucleus solution

#### COMPANY

Financial Services Company

#### ESTIMATED REVENUE

\$10 billion / year

#### INDUSTRY

Financial Services

#### IGNITETECH SOLUTION

Synoptos Nucleus

#### DEPLOYMENT

SaaS

#### Summary

Synoptos is used at this financial services company for daily news briefs of key media coverage of their brands and industry news. In addition, the Media Tracker Sheet is used to track company mentions across media sources. The company also uses Synoptos' Quarterly Media Measurement and Analysis Report along with the Annual Brand Report for Social Media Highlights.

#### Why Synoptos

The company's ability to tailor news brief content to what matters most to the brand makes Synoptos a competitive advantage for their brands.

#### Customer Benefit

Synoptos allows this company to effectively monitor media and social coverage of their brands with daily news briefs, while tracking the bigger picture of their brand coverage and sentiment.

#### Customer Outcome

The PR and Communications team is able to effectively monitor key media coverage and coordinate appropriate follow-ups and action, staying in control of their brand and its key influencers.

#### Solution Benefits

- Access the stories shaping the day that are impacting your organization and industry
- Analyze social media activity impacting your brand
- Monitor public sentiment about your company and executives
- Get real-time updates on key news items impacting your business

For more information,  
visit [ignitetech.com/synoptos](https://www.ignitetech.com/synoptos)