

COMMS AND MEDIA RELATIONS

News & Market Insight Digests for Customers/Members

[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

This Association uses Ignite's Synoptos Nucleus Solution to provide industry updates to its member audience.

COMPANY

Technology | Health |
Entertainment | Public Sector

INDUSTRY

EDUCATION & NON-PROFIT

IGNITE SOLUTIONS

Synoptos Nucleus

DEPLOYMENT

SaaS

Summary

Synoptos is being used to provide industry updates as well as drive and measure audience engagement. It helps provide updates to member firms and individuals, who gain access to the daily curated news briefs through the association rather than purchasing the solution directly. The association is also able to run ads and drive audience engagement.

Why Synoptos

There was a need for a platform that delivers tailored daily news briefs to members. Synoptos not only met the requirements but also offered several other features such as advertising and an expert services team that customizes based on association requirements.

Member Benefit

Synoptos provides news updates to association members. The daily delivery maintains regular engagement with the association's members, without the need for the association to generate new content directly. With Synoptos the association can maintain daily service to its members without any ongoing effort.

Customer Outcome

The association can include its own messaging in the reports to communicate with its members, generate revenue through ad sales, and monitor member engagement. The daily reports also ensure association staff stays on top happenings within the industry.

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