Top 10 Media Monitoring Platforms for PR Professionals (2025)

Public relations teams rely on media monitoring software to track press coverage, social conversations, and industry news in real time. This report provides an in-depth analysis of the top 10 media monitoring platforms targeted at PR professionals evaluating tools for purchase. Each section covers company background, key features (especially PR/media monitoring capabilities), pricing information (if available), customer sentiment (with emphasis on North America customer reviews), unique value propositions, and a summary table of pros, cons, and best-fit business type.
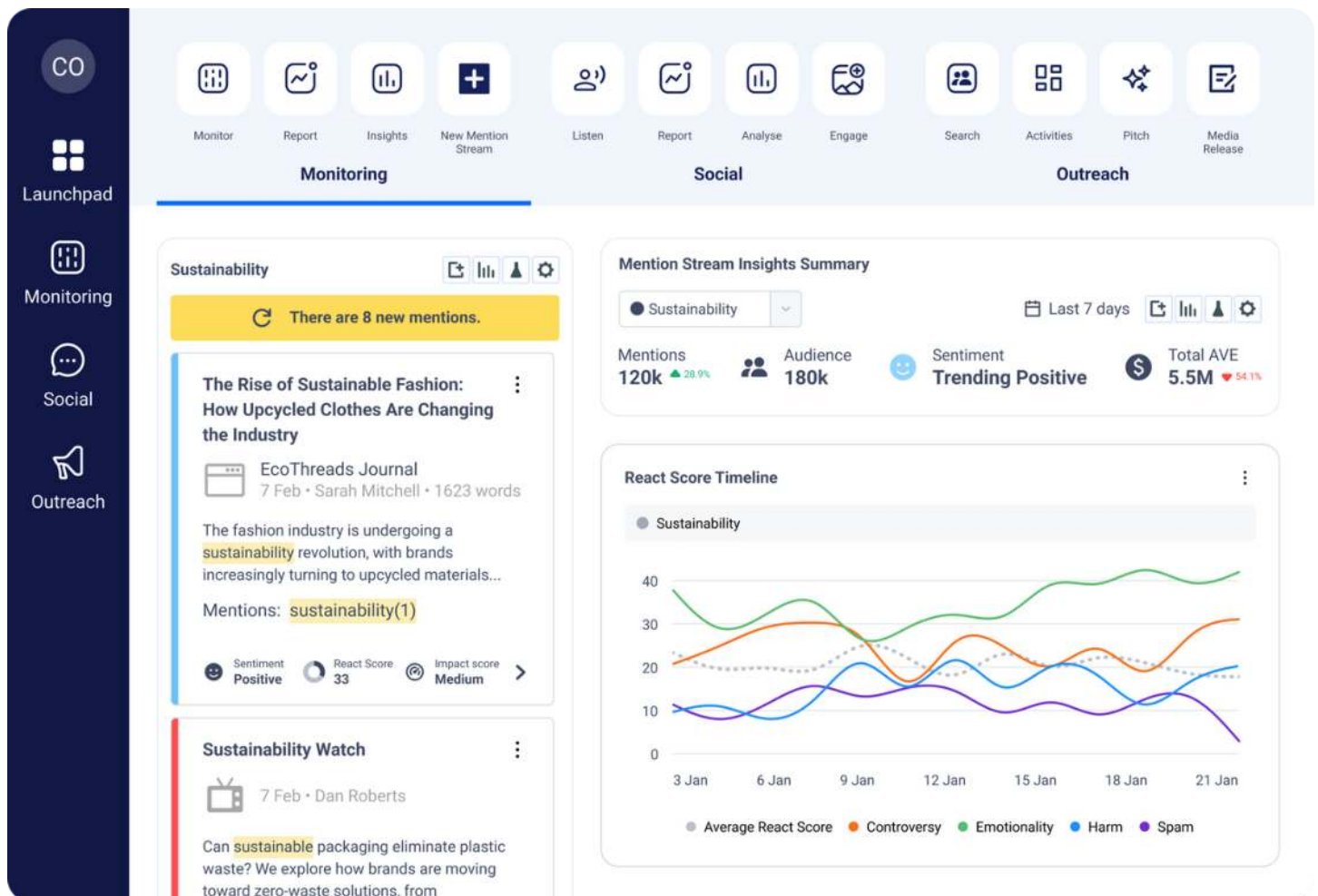
Meltwater

Company Background

Meltwater is one of the pioneers of media intelligence. It was founded in 2001 in Oslo, Norway, by Jørn Lyseggen, and later moved its headquarters to San Francisco. The company has grown to over 2,200 employees and ~27,000 clients worldwide. Meltwater expanded aggressively through acquisitions – for example, it acquired social analytics leader Sysomos in 2018 and influencer marketing platform Klear in 2021. In 2020 Meltwater listed on the Oslo stock exchange, and in 2023 it was taken private by Marlin Equity Partners (with Altor Equity). Key leadership includes founder Jørn Lyseggen (Executive Chairman) and John Box (CEO). Meltwater's long history and global presence make it a heavyweight in media monitoring.

Key Features

- **Comprehensive Media Monitoring:** Meltwater's cloud platform monitors 270,000+ online news sources, print publications, TV/radio broadcasts, 15 social media channels, and even podcasts (20k+ podcasts) globally. Users can track unlimited keywords with real-time alerts and AI-driven filtering.

- **Social Listening & Analytics:** Advanced social media listening is built in, enhanced by acquisitions like Linkfluence and Sysomos. Meltwater applies AI for sentiment analysis in 200+ languages using models like Google's BERT, helping PR teams identify trends and sentiment shifts across markets.

- **Media Database & Outreach:** Meltwater includes a media contacts database of over 450,000 journalists and outlets, with integrated press release distribution and outreach tools. PR users can build media lists and send personalized pitches via the platform.

- **PR Reporting & Analytics:** The platform offers interactive dashboards and automated PR reports. Users can measure share of voice, sentiment, trending themes, geographic reach, and even web traffic driven by earned media (through Meltwater's PR Attribution feature). AI Insights highlight notable coverage automatically.

- **Collaboration & Integrations:** Meltwater supports custom email briefings, branded newsletter reports, and integrates via API, RSS or Slack for workflow. It also provides account managers and 24/7 support for enterprise clients.

Pricing

Meltwater pricing is tailored to each client's needs and not publicly posted. It is generally considered an enterprise-grade, premium solution. One reference point is a U.K. public sector procurement listing that cites a Meltwater package at £22,800 per year for a software license (approx. $30k USD), with custom quotes for specific feature bundles. Meltwater typically requires annual contracts and pricing can vary widely based on the number of users, monitoring scope, and add-ons. Free trials may be available for qualified customers.

Customer Reviews and Sentiment

Meltwater earns generally positive reviews for its powerful capabilities. It holds about a 4.0 out of 5 stars average on major software review sites. Users frequently praise Meltwater's extensive media

coverage and data – it's known for finding more mentions across global sources than many competitors. One user noted *"it allows me to get valuable information about the performance of my campaigns and better understand my audience"*. Another highlighted that Meltwater *"saves time by feeding daily and weekly reports directly to my email"*, underscoring its efficiency for PR monitoring.

Common pros include the comprehensive scope (news + social in one platform) and robust analytics. However, customers also point out some cons. Meltwater's richness comes with a learning curve – *"There are so many features… they require training and time to use"* said one reviewer. Small teams can find it hard to utilize all tools. The service is also relatively expensive, which is a frequent complaint especially among smaller businesses.

Some users mention the interface could be more intuitive and that customer support quality has occasionally been mixed (excellent for some, lacking for others). Overall, North American PR professionals view Meltwater as a powerful but premium solution – ideal for those who need breadth of coverage and are willing to invest time and budget.

Unique Value Proposition

Meltwater's differentiator is its all-in-one, global reach. It offers one of the largest monitoring datasets (from niche social apps to international news in many languages). This makes it uniquely suited for PR teams with worldwide or multilingual media needs. Meltwater has also been a leader in integrating social media intelligence into PR monitoring – thanks to AI and acquisitions, it surfaces insights from social trends alongside traditional media. Another key value is continuous innovation: Meltwater regularly adds AI features (like spike detection alerts and an AI search assistant). It was among the first to enable PR ROI attribution, connecting press hits to web traffic and conversions.

In short, Meltwater stands out by offering breadth (all media types globally) + depth (advanced analytics) in one platform. This makes it especially attractive for large enterprises and agencies that manage complex, international PR programs.

Meltwater Summary Table

Pros	Cons	Best Suited For
Extremely comprehensive media coverage (global news, social, broadcast). Powerful analytics and AI insights (sentiment in 200+ languages, trend detection). Integrated PR workflow (media database & outreach + monitoring in one).	High cost; premium pricing is a barrier for small organizations. Steep learning curve due to wide feature set. Interface can feel complex, and support quality has been inconsistent at times.	Large enterprises and global PR agencies that need broad media coverage and advanced analytics. Ideal for teams with international PR campaigns and the budget/resources to fully leverage a comprehensive platform.

Cision

Company Background

Cision is a long-established leader in PR software. The company's roots date back to the 1800s in news clipping services, but its modern form emerged from a 2014 merger of Cision AB (Sweden) and Vocus (USA). Now headquartered in Chicago, IL, Cision operates globally. Over the past decade, Cision aggressively expanded by acquiring many complementary firms. Notable acquisitions include PR Newswire in 2016 (giving Cision a premier press release distribution network), Gorkana in 2015 (UK media database), TrendKite in 2019 (PR analytics), Falcon.io in 2019 (social media management), and Brandwatch in 2021 (social listening).

These moves transformed Cision into a one-stop PR solution. In 2020, Cision was taken private by Platinum Equity; more recently in 2025 a new CEO, Guy Abramo, was appointed to lead the company. With its extensive history and integrations, Cision remains one of the most recognized names in PR tech.

Key Features

- **Media Monitoring (News & Social):** Cision's platform (often referred to as the Cision Communications Cloud or CisionOne) provides real-time monitoring of online news, print media, broadcast, and millions of social posts. It uses AI-driven analytics for granular insight into campaign impact. Users can track brand mentions and breaking news across the web and social networks in one dashboard.

- **Media Contacts Database:** Cision boasts one of the largest media databases – over 1 million journalist and influencer profiles – thanks to acquisitions like Gorkana. Users can search contacts by beat, outlet, location, or topics they've covered. The database is continuously

updated, and Cision's tools help build targeted media lists.

- **Press Release Distribution:** Through PR Newswire, Cision offers unmatched press release distribution to newsrooms worldwide. PR pros can send news via the wire service directly in the platform, reaching tens of thousands of outlets. Cision also supports multimedia press releases and provides analytics on pickup.

- **Integrated PR Workflow:** Cision provides tools for the entire PR process – from drafting press releases and managing campaigns to contacting journalists and monitoring coverage. Its platform includes email pitching tools, press release templates, analytics dashboards, and even a branded online newsroom for organizations to host press content.

- **Analytics & Attribution:** With the addition of TrendKite's technology, Cision offers advanced PR measurement. Users can see share of voice, sentiment, reach, and PR ROI metrics like website traffic and conversion tracking from earned media. The platform's AI helps tie PR outcomes to business results (e.g., which press hits drove the most site visits or sales leads). Reports are customizable and can be exported for stakeholders.
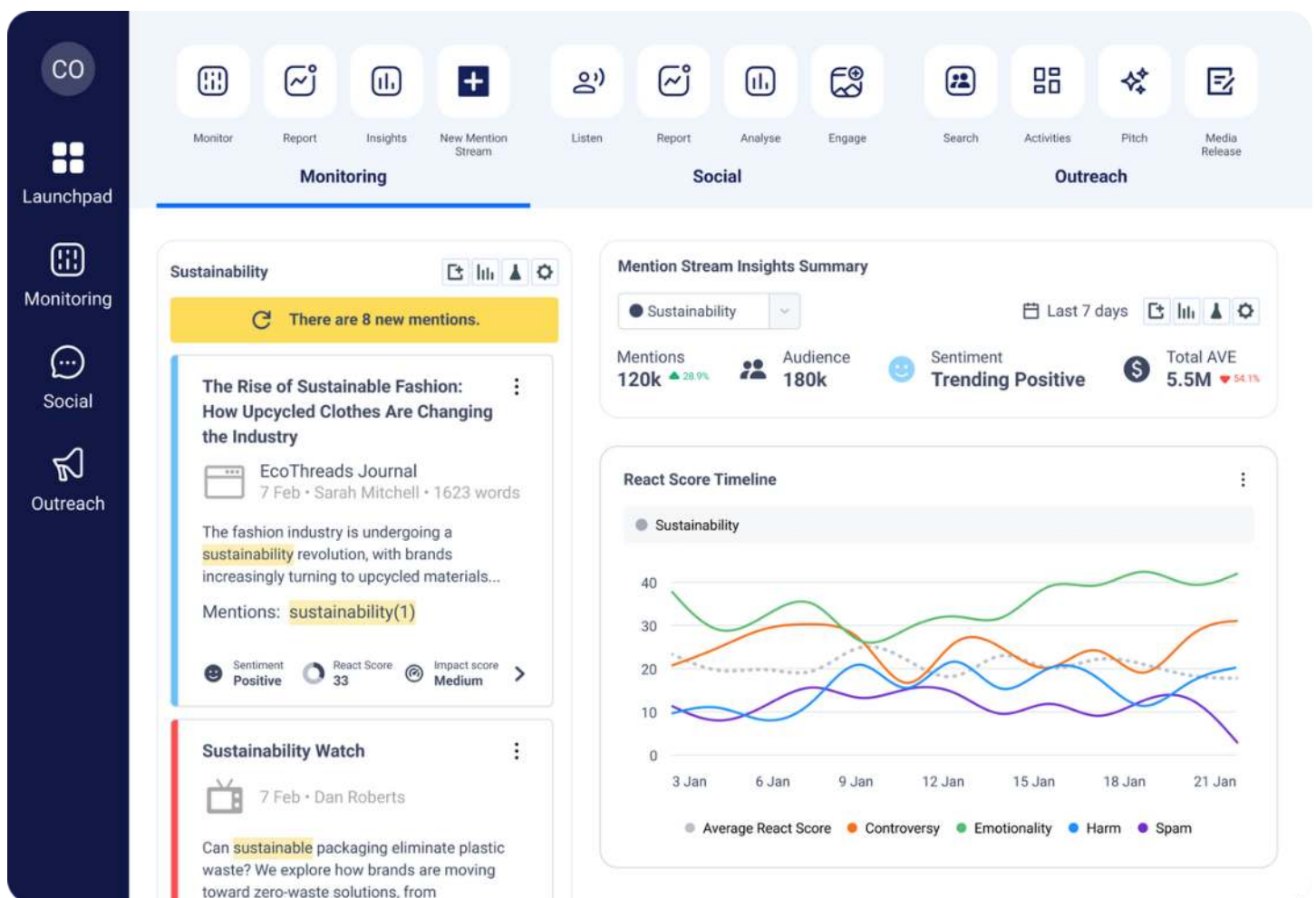
Pricing

Cision's pricing is enterprise-oriented and quote-based. The company does not publish standard rates; contracts are customized based on modules (monitoring, database, distribution, etc.), number of users, and regions covered. Historically, Cision is known to be one of the pricier options. Estimates by industry analysts put Cision's typical annual cost in the range of $5,000 up to $25,000+ per year for mid-sized clients, and significantly more for large enterprises. (For example, one competitor estimated Cision around ~$7,200/year for a basic package, though actual prices vary.) Cision usually requires an annual subscription.

Potential buyers should be prepared for a sales process and negotiation – and note that some users have reported "onerous contracts" and auto-renewal terms that warrant careful review. In summary, no public price list is available; expect a premium quote commensurate with Cision's comprehensive offerings.

Customer Reviews and Sentiment

Cision's user ratings are mixed-positive. On TrustRadius it scores around 6.9/10, roughly equivalent to 3.5–4 stars, while on other platforms it's around 4.0/5 stars in 2025 data. Pros: Users appreciate Cision's all-in-one nature and data depth. Many reviewers call Cision the "gold standard" due to its reliable media data and reach – *"the platform remains the most reliable product out there to get the job done… excels at obtaining contact information and list building"* . North American PR pros often laud the breadth of Cision's media database and distribution. Having PR Newswire built in is a big advantage for those who send many press releases.

However, Cision also receives notable criticism. The most common complaint is about cost and contracts: some users feel *"held hostage with…onerous contract"* terms and have noted difficulties with cancellation. Additionally, the software's interface has been described as less modern or user-friendly compared to newer competitors – *"many will say the platform is a bit dated"* yet still effective. Ease-of-use is a concern, especially for new or smaller teams (Muck Rack and others are rated easier). Customer service experiences vary; some praise their account reps, but others have reported slow support responses.

Overall, sentiment in North America recognizes Cision's capabilities (particularly the wire service and massive database) but warns that the user experience and cost may not be ideal for everyone. Longtime users who learned on Cision often stick with it, whereas some newer users seek more agile alternatives.

Unique Value Proposition

Cision's unique value lies in it being a true end-to-end PR solution at scale. It is the only platform that combines a top-tier global media database and a major newswire service (PR Newswire) and robust monitoring. This makes Cision a one-stop shop for PR teams – you can find journalists, send your press release out on the wire, and monitor the results all within one system. Its press release distribution network is an exclusive differentiator (Meltwater and others must partner for similar

reach). Additionally, Cision's sheer size of media contacts and partnerships (covering not just journalists but influencers and analysts) is a key differentiator.

The platform is tailored for enterprise PR workflows – with compliance features, multi-client management for agencies, and integration with other marketing systems. Cision's recent integration of Brandwatch also gives it strong social listening capabilities, making it more comparable to social intelligence specialists. In summary, Cision's value is in being the "industry standard" comprehensive platform – ideal for organizations that want everything in one ecosystem and the credibility of a longstanding PR technology leader.

Cision Summary Table

| Pros	Cons	Best Suited For
All-in-one PR platform: media monitoring + largest media contacts database + PR Newswire distribution in one solution. Extensive global media database (1M+ contacts) with detailed journalist profiles. - Powerful press release reach via PR Newswire – unmatched distribution network for news releases. Robust analytics (share of voice, PR ROI, etc.) after TrendKite integration, tying media hits to business impact.	High cost & contract lock-in: Premium pricing and annual contracts; some users report strict auto-renewals and difficulty canceling. Platform interface can feel outdated and less intuitive; learning curve for new users is steeper than some modern tools. Mixed customer support experiences, and smaller teams may find it overwhelming relative to their needs.	Large and enterprise PR departments, and PR agencies managing many clients. Best for organizations that need comprehensive PR workflow tools (media list building, distribution, monitoring) and are prepared to invest for a full-featured solution. Particularly suited to those who heavily use press release wires and require a proven, all-in-one system.

Muck Rack

Company Background

Muck Rack is a PR software company that has rapidly gained popularity. It was founded in 2009 by Gregory Galant and Lee Semel in New York City. Unlike some competitors, Muck Rack started as a small bootstrapped venture – it initially launched as a free journalist directory on Twitter, then expanded into a PR platform by 2011. The company remained privately held and grew steadily; in 2022, Muck Rack received a notable $180 million Series A investment (its first major funding) from Susquehanna Growth Equity. This funding has fueled further growth, with Muck Rack's staff

quadrupling from 2018 to 2021 (now 200+ employees) and thousands of customers across brands, agencies, nonprofits, and government. Headquarters are in New York, with a fully distributed workforce as of 2021.

Muck Rack is led by CEO Greg Galant. The company has not grown through acquisitions but rather through product innovation and a strong reputation among PR professionals. It's often seen as a nimble, journalist-friendly alternative to legacy platforms.

Key Features

- **Real-Time Media Monitoring:** Muck Rack offers integrated monitoring of online news and social media. Its "Listen" tools allow users to set up keyword alerts for brand mentions across news sites, blogs, and social platforms. Coverage includes most web publications and Twitter; Muck Rack curates relevant results and can send email alerts or build reports.

- **Media Database (Journalist Profiles):** A core strength is Muck Rack's extensive, real-time updated media contacts database. It contains detailed profiles for journalists, including their latest articles, beats, biographies, and social media links. Uniquely, journalists can claim and update their own profiles on Muck Rack, so contact info is often very current. Users can search by keywords to find which reporters have written about a topic recently, rather than relying only on static "beats".

- **Media List Building & Pitching:** PR teams can build media lists within Muck Rack and send personalized pitch emails to one or many journalists. The platform tracks when journalists open or click on emails, helping users gauge interest. Muck Rack also provides email templates, collaboration notes, and campaign management features for outreach.

- **Coverage Reporting:** Muck Rack automatically links media mentions to the journalist and outlet profiles. This means when you get a piece of coverage, you not only see the article, but also which journalist wrote it (and can click to view their profile). The platform offers tools to create coverage reports and share of voice analytics. It also can generate metrics like potential reach and social shares for media hits.

- **Collaboration & Workflow:** Designed with PR teams and agencies in mind, Muck Rack supports multi-user collaboration. Agencies can manage multiple client news feeds and media lists in one account (with permissions per client). The interface is entirely web-based, intuitive, and known for its speed. Customer support (via chat and email) and onboarding are highly regarded by users.
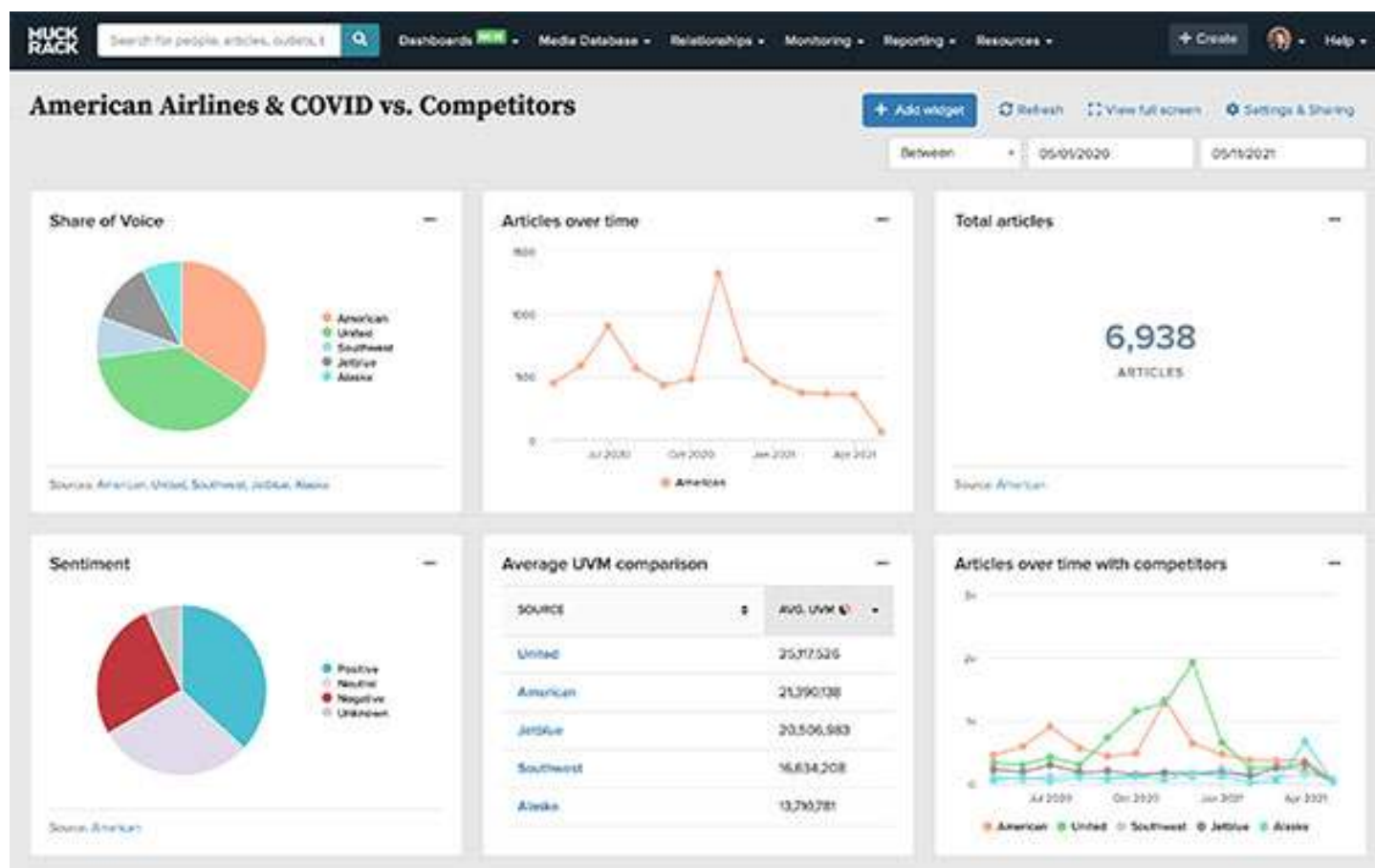
Pricing

Muck Rack uses a subscription licensing model, and pricing is provided via custom quotes. While they don't publish prices, third-party analyses have estimated Muck Rack's cost at around $5,000 per year for a single-user license, with averages around $10,000/year for typical team packages, scaling up for larger teams. The company offers three plan tiers (for different team sizes and feature needs) but all require contacting sales. According to one estimate, additional user seats cost roughly $1,500 each per year on top of base pricing.

In 2022, reported price ranges for Muck Rack varied widely – from ~$3.5k up to $25k annually – depending on the number of users and contacts needed. In general, Muck Rack's pricing is considered mid-to-high range: more affordable than legacy giants like Cision, but still a significant investment for a small business. There is no free tier. Prospective buyers can often get a tailored quote based on their organization's size (e.g. one user vs. an agency with 5+ users). Muck Rack often positions itself as "worth the cost" given the time saved in media research.

Customer Reviews and Sentiment

Muck Rack enjoys very positive sentiment, especially among PR teams at agencies and mid-sized businesses. It's frequently praised for ease of use, quality of data, and customer support. On G2, Muck Rack is rated about 4.6 out of 5 stars (with ~79% 5-star reviews), one of the highest in the PR software category. Users love the accuracy of its media database and the modern interface. A PR user on Capterra wrote, *"Of all the platforms that do what Muck Rack does, it's the best option. The database results are as good as you can get… and the customer service is both responsive and*

friendly.". Another highlighted that tailored pitching is a standout: Muck Rack provides recent articles and specific beats for each journalist, making it *"easy to figure out how to pitch them from an angle that will resonate"*.

North American users specifically appreciate Muck Rack's close ties with journalists. Because many journalists use Muck Rack (the company offers free tools for journalists), the contact info and media lists tend to be very current. Reviews frequently mention the benefit of seeing what each reporter last wrote about. In terms of cons, criticisms of Muck Rack are relatively mild. Some users wish for more customization in coverage reports or slightly deeper analytics.

A few note that the monitoring, while good, is not as exhaustive as dedicated monitoring platforms (for example, it may miss some niche forum mentions or extensive historical content). Also, Muck Rack doesn't handle press release wire distribution, which is a feature some larger organizations need (requiring a separate service). Overall, customer sentiment in NA indicates Muck Rack is beloved for its simplicity and effectiveness in media outreach, and many PR teams have switched to it from older tools. It has a strong reputation for *"making PR pros' lives easier."*

Unique Value Proposition

Muck Rack's unique value is its focus on journalists and media relationships. Unlike some competitors, Muck Rack was built with the philosophy of bringing PR and journalists closer. Its journalist profiles (updated in real-time and often by the journalists themselves) are a key differentiator. This means PR users can trust the contact info and also gain insight into what topics each journalist cares about *right now*. The platform's user-friendly design and speedy search have also set it apart – it feels more like a modern SaaS tool than some legacy PR databases. Muck Rack has also cultivated a community; it publishes a daily newsletter ("Muck Rack Daily") and invests in customer training (Muck Rack Academy), reflecting a modern approach to PR software.

Another differentiator is transparency and support. Users frequently note that Muck Rack's team is responsive to feedback and very helpful in onboarding. The company even raised its large funding round in 2022 to further improve the product rather than through aggressive sales tactics. In essence, Muck Rack's value prop is being a "journalist-friendly PR platform" that delivers high-quality results without the bloat. It uniquely bridges media monitoring and journalist outreach in a seamless way: when a story appears, you immediately know who wrote it and can add them to a media list or thank them. For PR pros prioritizing media relationship-building and looking for a tool that feels current, Muck Rack stands out. It's especially powerful for small to mid-sized PR teams and agencies that need to do more with less – offering a strong ROI in time saved on research.

Muck Rack Summary Table

| Pros	Cons	Best Suited For
Up-to-date journalist database with detailed profiles and recent articles, enabling highly targeted pitching. Easy to use, intuitive interface – minimal training needed; praised for quick setup and fast search. Responsive support and customer service, with personalized onboarding and a company that listens to user feedback. - Integrated monitoring + outreach: see a mention, identify the journalist, and pitch or add to media list in one workflow.	Monitoring breadth is good but not as expansive as specialized monitoring-only tools (may miss less common sources or very deep historical archives). Lacks a built-in press release wire service (users need a separate wire if required for broad news distribution). Coverage report customization is somewhat limited (e.g. some fixed sections in exported reports). Pricing, while simpler than enterprise competitors, can still be a hurdle for very small teams or solo practitioners (no free tier).	PR agencies and in-house teams (small to mid-size) focused on proactive media outreach and relationship-building. Great for organizations that want a modern, efficient tool to find and pitch journalists and monitor coverage. Also ideal for PR pros who value accuracy and freshness of media contacts over having a giant but static database.

Onclusive

Company Background

Onclusive is a newer entity formed from the merger of several established PR tech providers. In January 2022, Onclusive was created by combining Kantar's Reputation Intelligence business, the PR software company PRgloo, and the original analytics firm Onclusive (which started in the US as AirPR). This merger instantly made Onclusive a global player, blending Kantar's media monitoring heritage (especially strong in Europe) with Onclusive's AI analytics. Onclusive is backed by Symphony Technology Group (STG). Later in 2022, Onclusive acquired Critical Mention, a leading U.S.-based media monitoring service known for TV and radio monitoring. In 2023, Onclusive continued expanding by acquiring social listening platform Digimind, enhancing its AI and social media capabilities.

Onclusive's headquarters is in London, UK (with major offices in New York and other cities). The current CEO is Manuel Moerbach, who took leadership with the 2022 merger. By combining these companies, Onclusive now has around 1,100 employees globally and serves thousands of customers, including many in Europe and North America. The inclusion of Critical Mention means Onclusive often goes by "Onclusive (formerly Critical Mention)" in the US market, leveraging Critical Mention's brand recognition in broadcast monitoring. Overall, Onclusive's background is one of consolidation, aiming to offer a next-generation, all-in-one PR platform that challenges the likes of Cision and Meltwater.

Key Features

- **Omni-Channel Media Monitoring:** Onclusive provides comprehensive monitoring across online news, print, broadcast, and social media. It inherits Critical Mention's specialty in broadcast media – users can monitor TV and radio clips from global stations and get searchable transcripts in near real-time. The platform also tracks millions of online news sources and blogs (augmented by Kantar's content partnerships). With the Digimind integration, Onclusive includes advanced social media listening, covering platforms like Twitter, Facebook, Instagram, YouTube, forums, and even regulatory/political content.

- **Media Database & PR Workflow:** Via PRgloo's technology, Onclusive offers a media contacts database and PR workflow tools. PR teams can manage journalist contacts, maintain press distribution lists, and send press releases or pitches. The platform includes a newsroom module (a "brand content hub") to publish press releases and visuals for media. It also supports handling inbound media inquiries and managing PR tasks, which was a PRgloo strength.

- **Advanced Analytics & Measurement:** Onclusive differentiates itself with strong analytics. The original Onclusive (AirPR) brought AI-powered PR measurement – for example, it can automatically quantify share of voice, sentiment, coverage trends, and even provide PR attribution (tying media coverage to website traffic or conversions) similar to what TrendKite did Onclusive's dashboards allow slicing data by publication type, geography, reach, etc. They also offer human-curated analysis: clients can receive executive-ready daily briefings and custom reports with insights added by Onclusive's analyst team (media analysts who "separate signal from noise").

- **AI and Predictive Insights:** Given its focus on innovation, Onclusive incorporates AI in multiple areas. It features automated earned media briefs and alerts (the system learns which stories are high impact). It also introduced predictive media insights – for instance, helping PR pros identify emerging issues before they escalate. The integration of Digimind adds an AI engine that can merge traditional media data with alternative data (like regulatory updates or consumer discussions) to assess reputational risk.

- **Services & Support:** Onclusive offers not just software but also managed services. For clients with complex needs, dedicated media analysts can run the monitoring and produce tailored reports (this is analogous to legacy Kantar media analysis services). Support is available 24/7, and Onclusive has teams in North America, Europe, and APAC, reflecting its global scope.
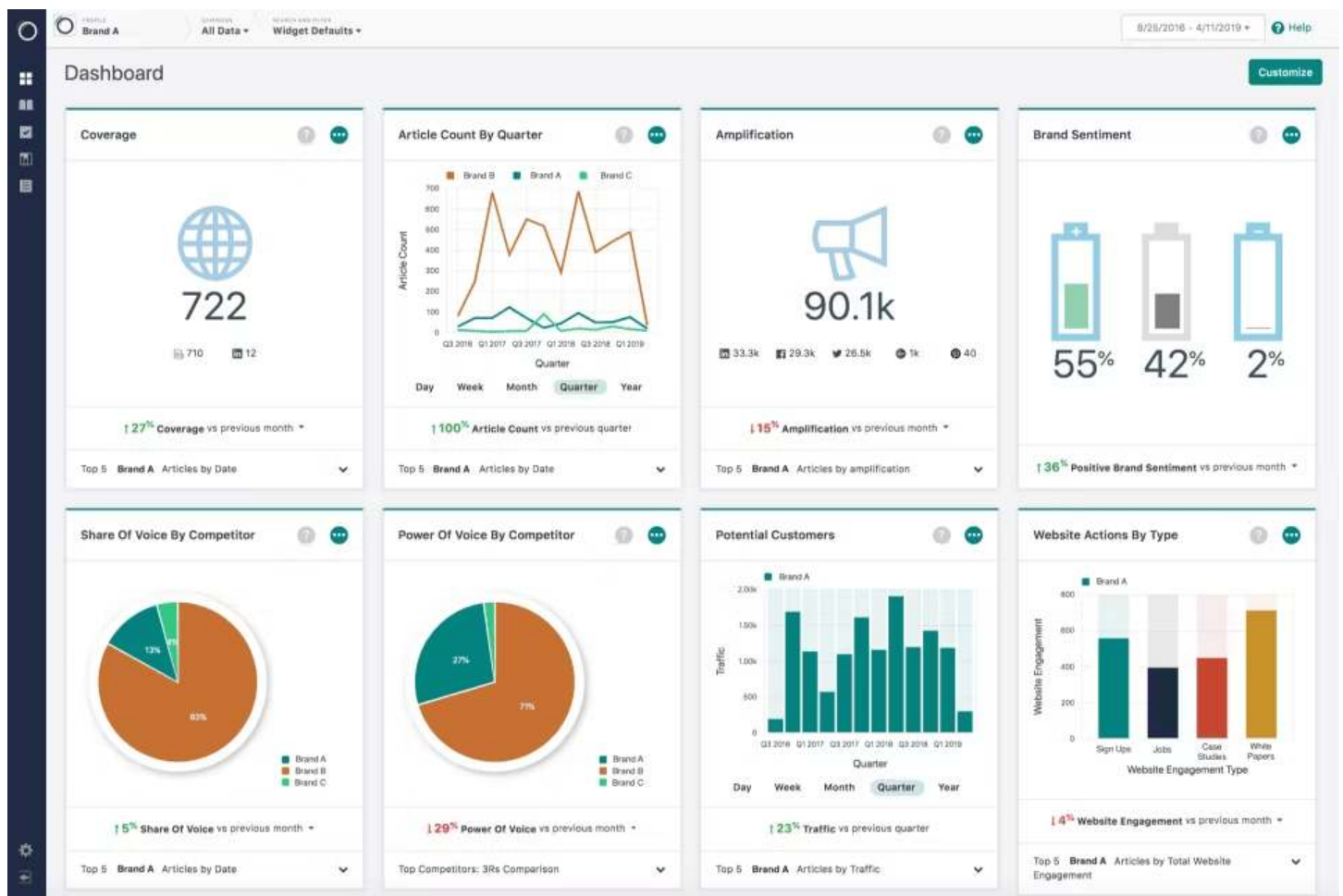
Pricing

Onclusive's pricing is enterprise-level and customized. As the product is an amalgamation of multiple services (monitoring, database, analysis), pricing often depends on which components a client uses. Generally, Onclusive is considered a premium solution, with pricing comparable to other top-tier providers like Cision. Industry chatter suggests that costs can climb quickly as you add comprehensive services. For example, PRWeek has noted "Onclusive's pricing can get quite high, quite fast," often resembling the pricing of veteran tools (i.e., in the same ballpark as Cision's). Smaller packages (e.g., just Critical Mention broadcast monitoring) are likely cheaper and may start in the low five-figure range annually, whereas full-suite enterprise deals (global monitoring + database + custom analysis) could run in the mid-to-high five figures or more per year.

Onclusive does not publish pricing publicly; prospective buyers should expect a consultative sales approach. It may offer modular pricing – for instance, an organization could subscribe only to the media monitoring module or only the media database module, or the combined platform. North American mid-market customers report that Onclusive's costs were justifiable for the depth of insight but caution that it's not a budget tool. In summary, no fixed price list is available; Onclusive's pricing is tailored and generally on the higher end, reflecting its enterprise focus and hybrid software-service model.

Customer Reviews and Sentiment

Because Onclusive in its current form is relatively new (post-2022 merger), customer feedback is still emerging. Early reviews, however, are positive about the platform's capabilities and support. Many users transitioned from Critical Mention have noted improvements after integration with Onclusive. For example, Onclusive is often praised for its quality of support – G2 users rate Onclusive's support around 9.3/10, higher than most legacy platforms. Clients appreciate having a dedicated account manager or analyst who understands their goals.

Users also highlight Onclusive's strong analytics and reporting. Some reviews mention that the dashboards and reports are very useful for showcasing PR's impact (a nod to the original Onclusive's analytics strength). One G2 reviewer specifically lauded the monitoring features: the "Listen" media monitoring allows filtering by keyword and even auto-identifies some content attributes, calling it *"particularly laudable"*. Another aspect noted is ease-of-use: despite having many components, the interface is described as user-friendly once learned, with one user stating *"the user interface is simple to operate… customer service is top-notch… pricing is fair"*. This suggests that some find Onclusive a good value relative to its offerings.

For North American customers, the inclusion of Critical Mention's broadcast monitoring has been a big plus. PR teams that need TV/radio mentions find Onclusive's broadcast coverage very reliable (Critical Mention was a market leader in that area). They also benefit from the "smarter media database" Onclusive offers (though smaller than Cision's, it's enhanced with AI suggestions). On the negative side, a few users note that because the platform has "a lot of components," it can feel overwhelming or that support can occasionally be stretched thin while integrating everything. Some features from legacy systems are still being unified, so there may be minor rough edges as the products fully converge. Overall, sentiment is that Onclusive is an emerging leader: customers are impressed by the combination of tech and service, and many see it as a forward-looking upgrade to their prior tools.

Unique Value Proposition

Onclusive's unique value proposition is that it blends cutting-edge AI technology with human expertise across all media types. It effectively rolled up specialized tools (a best-in-class broadcast monitor, a media relations CRM, a social listening tool, and a PR analytics engine) into one offering. This gives it a compelling one-stop advantage for PR teams who previously had to juggle multiple vendors. Onclusive puts a strong emphasis on outcomes and insights: rather than just counting clips, it aims to show PR's impact on reputation and business, providing C-suite level intelligence.

Another differentiator is its global and multilingual capabilities, inherited from Kantar's international monitoring network – Onclusive can monitor local media in many countries with either automated or human analysis, which is valuable for multinational companies. Also, the flexibility of service is a selling point: clients can self-serve on the platform or lean on Onclusive's analysts. This is appealing to organizations that want to outsource the grunt work of monitoring and focus on strategy.

Finally, Onclusive is positioning itself as a next-gen alternative to the more established players – leveraging AI for things like automatically highlighting only the "need-to-know" news each day (cutting

through noise). Its recent acquisitions (Critical Mention, Digimind) show a commitment to innovation in areas like broadcast and social AI, potentially outpacing older competitors technologically. In summary, Onclusive's value lies in integration and insight: it brings together the full spectrum of earned media data and makes it meaningful through AI and expert analysis. It is particularly valuable for enterprise clients and agencies who want a single partner for all their PR monitoring and measurement needs, with the option for high-touch service.

Onclusive Summary Table

Pros	Cons	Best Suited For
No agency model. Holistic media coverage: All-in-one monitoring across online, print, broadcast (TV/radio), and social media – especially strong broadcast coverage via Critical Mention. Advanced analytics & AI: robust dashboards, automated insights, and PR attribution linking media to outcomes. Offers human-curated reports for executive briefing. Integrated PR workflow: includes media contact database, press release distribution, and a newsroom, inherited from PRgloo. Global service with human support: able to provide analyst support and customized reporting in addition to software, plus highly rated customer support.	Enterprise-level complexity: The platform has many modules (monitoring, database, social, etc.), which can be overwhelming to learn or under-utilized if needs are simple. High cost: Pricing is on the premium side (comparable to top-tier competitors) and may not suit small budgets. Ongoing integration: As a merged product, some features from legacy systems are still being unified; minor quirks as tools fully integrate (e.g., differences in UI between components). Media database size is solid but not as extensive in some regions as Cision's (though augmented by AI suggestions).	Large enterprises and global organizations needing a comprehensive, insights-driven PR platform. Especially useful for firms that want to consolidate multiple tools into one (and value having expert analysis available). PR agencies with big clients also benefit, as Onclusive can handle high volumes of coverage across all media types. Ideal for those who require broadcast monitoring and advanced measurement to demonstrate PR value.

Signal AI

Company Background

Signal AI is a London-headquartered company founded in 2013 by David Benigson (CEO) and Dr. Miguel Martinez, among others. It began as "Signal Media" in a North London garage and has since become a prominent AI-driven media monitoring and intelligence provider. Signal AI has attracted significant venture capital: it raised a $25M Series C in 2018 and a $50M Series D in late 2021, bringing on high-profile investors and advisors (including former news and finance industry leaders). The company has expanded beyond PR monitoring into what it calls "decision augmentation" – using AI to extract insights from news data for PR, compliance, and strategy.

In February 2024, Signal AI acquired Social360, a UK firm specializing in online and social monitoring for reputation management. This acquisition broadened Signal AI's coverage of social, political, and regulatory content. Today Signal AI has offices in London, New York, and Hong Kong, serving a client base that reportedly includes over 40% of the Fortune 500. It positions itself not just as a media monitoring tool, but as a "reputation and risk intelligence" platform fueled by AI.

Key Features

- **AI-Powered Media Monitoring:** Signal AI uses machine learning algorithms to monitor vast amounts of news and information. It tracks millions of online news sources, blogs, broadcast transcripts, and social media posts across 200+ markets and 75 languages.Its AI automatically filters out noise and surfaces relevant stories. Users can set up bespoke Boolean queries or rely on AI models that understand themes (for example, an AI agent that watches for "company X + regulatory risk"). The system delivers real-time alerts when important mentions occur, with an emphasis on precision to reduce irrelevant hits.

- **Customized "Signals" and Training:** A standout feature is the ability to create custom AI models (or "Signals"). Users can train the AI by providing examples of what is relevant versus not relevant coverage for their needs. Over time, the platform learns a company's unique concerns (e.g., a specific product issue or executive reputation) and fine-tunes what it surfaces. This is more advanced than simple keyword filters – it's like having an AI analyst read the news for you.

- **Global Data Coverage & Scope:** Signal AI's content ingestion is very broad. It has partnerships/data feeds to include premium print publications and newswires (leveraging its relationships or licenses, possibly including content often behind paywalls like major newspapers). It also incorporates non-traditional sources: government and regulatory updates, legal filings, and other data that might signal emerging issues. This broad scope ties into its positioning as a risk intelligence tool, not just PR – users can catch, say, a new piece of legislation that mentions their industry, alongside mainstream media coverage.

- **Dashboards and Analytics:** The platform provides dashboards to analyze media coverage by sentiment, volume over time, geographic spread, top themes, etc. It can automatically group news by story or issue. For example, if 100 articles all reference the same crisis, Signal AI will recognize that and treat it as one event. Users can also benchmark against competitors. Another useful tool is its graph database of relationships – Signal AI can map connections (like linking an executive's name to all companies or topics mentioned with them) to uncover patterns. This

helps in reputation monitoring by showing context around mentions.

- **Outputs and Integration:** Signal AI is designed to feed insights to decision-makers in PR and beyond. It produces custom briefings (e.g., a daily email of top risks and opportunities) and has APIs for integrating with enterprise systems. The Social360 addition means it also provides concise analytical reports on fast-paced social media content (useful for crisis response). Additionally, the interface allows users to easily curate and share relevant articles with their teams or create on-the-fly reports for leadership.
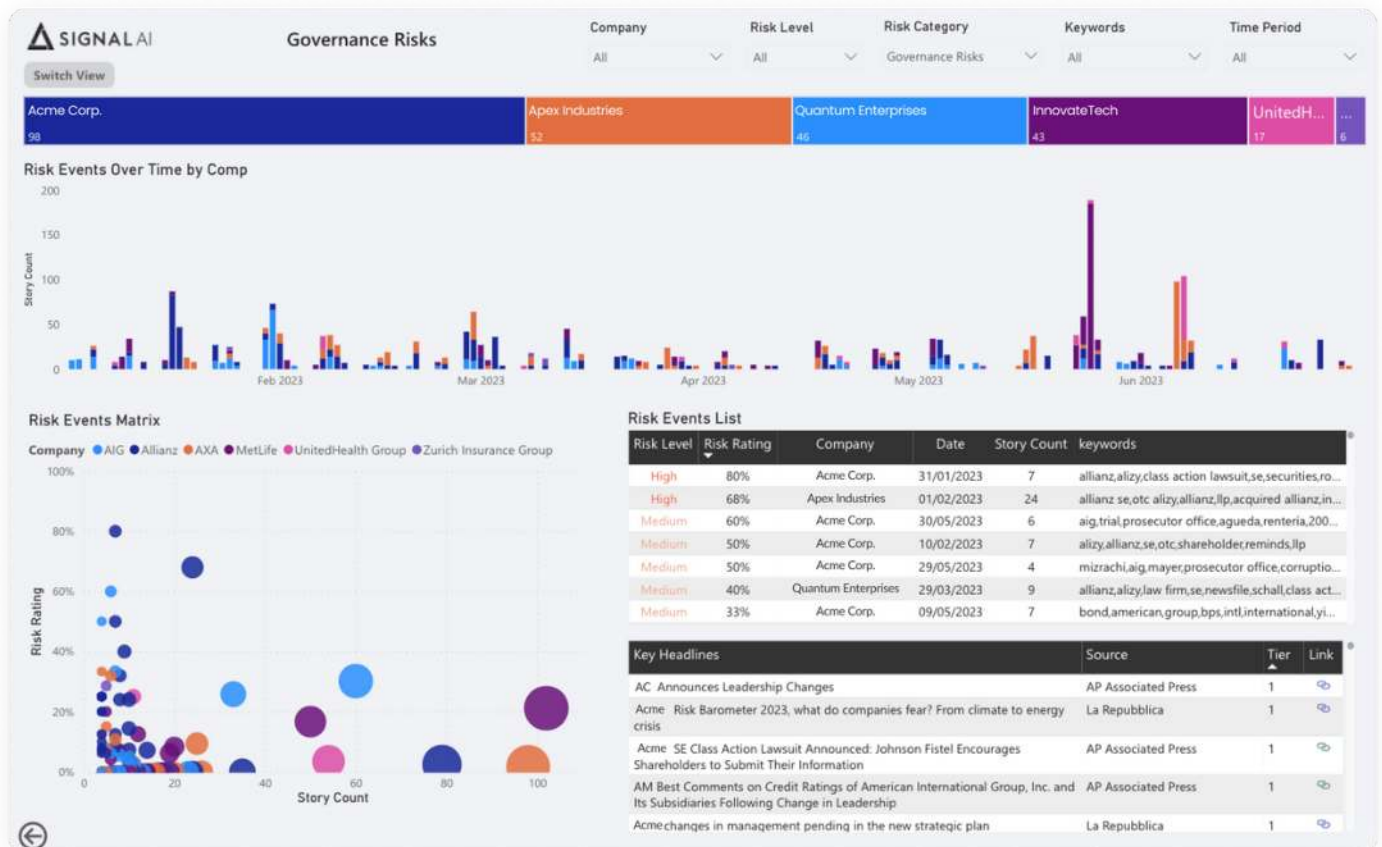
Pricing

Signal AI's pricing is enterprise-oriented and custom quoted. It typically offers annual subscriptions that scale based on factors like number of "Signals" (custom AI topics) set up, volume of data required, and number of users. While no official pricing is public, it is generally considered a premium service given its Fortune 500 client focus. As a ballpark, mid-size companies might invest five to six figures annually for Signal AI's platform, depending on the breadth of use. The platform's value proposition is often tied to replacing or augmenting human analysts, so Signal AI pitches that its cost can be offset by efficiency gains.

Gartner Peer Insights (in late 2021) showed Signal AI's cost as being not inexpensive and aimed at large enterprises. Also, after acquiring Social360, Signal AI likely integrates Social360's existing clients who were used to a managed service pricing model. Those services could cost a few thousand dollars per month for daily monitoring. For small organizations, Signal AI might be overkill; the company doesn't really target the SMB segment. Thus, prospective buyers should expect pricing

similar to or higher than traditional monitoring tools if they're getting the full AI capabilities. However, Signal AI often emphasizes outcomes (helping avoid risks, etc.), so they position pricing in terms of value delivered rather than feature counts. Trials or pilot programs may be available to demonstrate the AI's effectiveness, after which a contract would be negotiated.

Customer Reviews and Sentiment

Signal AI receives positive feedback for its powerful AI capabilities and relevancy of results. PR and comms professionals who use Signal AI often note that it significantly cuts down on noise. One reviewer remarked *"It's a great product! Far superior to other tools – increases productivity and saves time, because search results are delivered to my [inbox]"*. Users in North America appreciate that they aren't inundated with irrelevant mentions – the platform's promise of finding the needle in the haystack generally holds true.

Ease of use: Some reviews mention that, despite the advanced AI under the hood, the interface is user-friendly and reports are easy to generate. For example, a G2 review from Dec 2024 highlighted that Signal AI is *"one-stop and helps me curate media analyses very quickly… very customizable. Extremely user-friendly. The report section is very clear."*. This suggests that building media reports or dashboards is straightforward once the system is set up. On the flip side, because Signal AI does so much, new users may need some training to get the most out of the custom AI features.

Coverage and accuracy: Users generally praise the breadth of coverage, but a few note gaps in certain premium sources. One review noted that *"Signal AI can improve on availability of articles from [some paywalled sources like] Wall Street Journal and The Australian"* and that archive retention was 15 months by default. So while Signal AI covers a lot of content, extremely premium publications might still require separate licenses (or those sources come in but not in full text). Another user mentioned that roughly *"80% of the news is captured by Signal, whilst 20% you might still need to find elsewhere"* – though this was an anecdotal estimate, it shows that no tool is 100% exhaustive.

Customer support for Signal AI is often highlighted as proactive. Clients have quarterly calls with Signal AI's team to review performance and fine-tune the system. This level of service is appreciated, especially by large companies using the tool for critical insights. Overall, the sentiment is that Signal AI is highly effective for those who need tailored, intelligent monitoring. PR users in data-sensitive industries (finance, legal, etc.) find its risk tracking invaluable. It may not have as many user reviews as older platforms, but the feedback is that it delivers on its AI promises, and many consider it worth the investment for high-stakes reputation management.

Unique Value Proposition

Signal AI's core differentiator is its Artificial Intelligence-first approach to media intelligence. Unlike traditional monitoring tools that rely on keyword matching, Signal AI employs algorithms that understand context and learn over time. This means it can detect narratives or issues that a simple keyword search might miss. For example, if a news article doesn't mention your company by name but is about a regulatory change that will impact your company, Signal's AI can flag it as relevant – a

traditional platform might overlook it. This "beyond keywords" monitoring is crucial for PR teams managing complex reputational issues or industry-wide risks.

Another unique aspect is how Signal AI frames itself as a decision-making tool. It's not just about clipping media hits; it's about helping executives answer "what's happening out there that we need to know?" The platform's ability to integrate varied data (news, social, regulatory, etc.) and provide a synthesized view of reputational topics is a big selling point. For instance, a communications head can use Signal AI to brief the C-suite on emerging risks or to inform strategy with trend analysis.

Signal AI's high-profile client base (Fortune 500 companies, global banks, consultancies) also attests to its value in enterprise risk and PR management. It's often uniquely positioned as a tool that serves PR, compliance, and strategy teams simultaneously – something most competitors do not target. Additionally, the trainable AI models give organizations intellectual property of sorts; the system gets smarter for your specific needs over time, a custom fit that others don't provide out of the box.

In summary, Signal AI's unique value is intelligence and efficiency: it finds the crucial information in the ocean of global media using cutting-edge AI, saving PR professionals time and alerting them to issues they might otherwise miss. It's particularly valuable for large, complex organizations that deal with a high volume of news and need to manage reputational risk proactively. For those who consider information as critical as other business assets, Signal AI offers a differentiated, future-forward solution.

Signal AI Summary Table

Pros	Cons	Best Suited For
AI-driven relevancy: Highly advanced filtering reduces noise – surfaces *relevant* coverage and insights that traditional keyword-based tools might miss. Custom trainable models: System learns the user's priorities; can track complex issues (like ESG risks, regulatory themes) without explicit keywords. Extensive global coverage (226+ markets, 75+ languages) for truly worldwide monitoring. Excels at handling multilingual and cross-border media analysis. Strategic insights: Not just monitoring, but trend detection and risk alerts for decision-makers – helps PR teams play a proactive, advisory role.	Premium pricing: Tailored to enterprise budgets; likely too costly for small orgs, and no public pricing. Learning curve: While interface is user-friendly, configuring custom AI "signals" optimally may require initial effort and training (though support is provided). Coverage gaps in some niches: A few very premium or regional sources might not be fully available (e.g., some paywalled content); archive depth may require add-ons. Focused feature set: Lacks built-in media contact or outreach tools (it's purely for monitoring/intel, so PR teams would need a separate pitching platform if required).	Large enterprises and organizations in regulated or fast-moving industries (finance, pharma, energy, etc.) where early warning of reputational issues is critical. Ideal for PR/Comms teams that work closely with risk management or strategy units. Also suited for companies that operate globally and need AI to synthesize vast media data. In short, best for those who value depth of insight and custom AI capabilities over a broad feature suite.

Agility PR Solutions

Company Background

Agility PR Solutions is a provider of media monitoring and PR outreach services that originated in Canada. The company's roots trace back to MediaMiser, founded in 2003 in Ottawa, which was known for media monitoring software and analyst services. In 2014, MediaMiser was acquired by Innodata Inc., a NASDAQ-listed data company. In 2016, MediaMiser (Innodata) then acquired the "Agility" business from PR Newswire – Agility was PR Newswire's media contact database and distribution tool. After this, Innodata merged these offerings and rebranded the combined product suite as Agility PR Solutions. Today Agility PR Solutions operates as a subsidiary of Innodata, with offices in Ottawa (Canada), Washington D.C./Austin (USA), and London (UK).

Agility PR has grown modestly and focuses on small to mid-sized organizations and PR agencies. It differentiates by combining software with high-touch customer support. The company also encompasses Bulldog Reporter, a PR industry publication/training resource acquired earlier. Key

leadership includes CEO Martin Lyster. While not as large as some competitors, Agility has 20+ years in the media intelligence space and is considered a reliable, service-oriented vendor.

Key Features

- **Media Monitoring (Traditional & Social):** Agility PR's monitoring platform tracks online news, print articles (via partnerships or licensed content), broadcast coverage, and social media. Users can set up searches for their brand, industry terms, competitors, etc., and Agility captures relevant mentions from an unlimited global content pool. They emphasize "far and wide listening" across news, blogs, forums, and social networks. Monitoring results can be viewed in a dashboard or delivered via daily email briefs. Historical search is available to look back in time and identify trends or past mentions.

- **Media Contact Database & Outreach:** Agility includes a media database with over 1 million journalist and influencer contacts worldwide. Users can search by outlet, topic, region, etc. The database provides contact details (email, phone, social) and allows building media lists. Integrated email distribution enables users to send press releases or pitches directly through the platform (with tracking of opens). Agility also offers a newswire service through partnerships – e.g., users can opt to send releases via GlobeNewswire or similar wire, as Agility has a built-in newswire submission feature.

- **PR Measurement & Analytics:** The platform provides a set of pre-built reports to measure media coverage. These include metrics like share of voice, sentiment analysis, geographic coverage maps, top outlets, and trending themes over time. Agility's interface lets users generate charts and graphs easily, or export data to Excel. For more advanced needs, Agility's analyst team can create custom reports. The Enterprise tier offers in-depth analysis with human-written insights and "cutting-edge metrics," delivered in customized formats for leadership. This could include multi-channel campaign impact reports, competitor media benchmarking, etc.

- **Newsletters and Alerts:** Agility makes it simple to compile coverage into email newsletters for stakeholders. Users can curate clips and use branded templates to send daily or weekly news roundups to their internal teams or clients (Agility historically excelled in newsletter creation via its legacy MediaMiser tools). Automated alerts can also be configured – e.g., instant email whenever there's a high-impact mention or a daily brief of all coverage, with options to schedule frequency.

- **Service and Support Options:** A hallmark of Agility is flexibility between DIY and managed service. Agility Enterprise clients get a dedicated media analyst who can set up searches, fine-tune them, apply sentiment manually if needed, and ensure only relevant coverage is delivered. This is useful for clients who don't have bandwidth to monitor everything themselves. Even standard users have access to Agility's support team (available via phone, email, and chat) for training or assistance. The platform is known for a relatively gentle learning curve and has on-demand training webinars and guides.

Quick Report for CrowdStrike

Coverage Over Time
Last 30 Days (2019/10/30 - 2019/11/29)   CrowdStrike - news

Media Type Breakdown
Last 30 Days (2019/10/30 - 2019/11/29)   CrowdStrike - news

Online News - 3,730, ...
Print - 0, **0%**
Blogs - 637, **12.4%**
TV - 764, **14.9%**
Radio - 0, **0%**

Geography Breakdown
Last 30 Days (2019/10/30 - 2019/11/29)   CrowdStrike - news

Sentiment Breakdown
Last 30 Days (2019/10/30 - 2019/11/29)   CrowdStrike - news

Positive - 741, **14.4%**
Neutral - 3,895, **75.9%**
Negative - 484, **9.4%**
Not Available - 11, **0.2%**

Top 10 Outlets by Volume
Last 30 Days (2019/10/30 - 2019/11/29)   CrowdStrike - news

Pricing

Agility PR Solutions positions itself as a cost-effective alternative to the big players. While exact prices aren't public, Agility typically offers three tiers of plans – likely corresponding to the "Outreach", "Monitoring", and "Enterprise" packages described on G2. According to TrustRadius, Agility's media monitoring can start around $299 per month for basic newswire or monitoring access (possibly referring to a base package). Another source suggests Agility's plans might start around $1,000 per month for a bundle of media database + monitoring for a single user, with lower prices if only one component is needed.

Capterra lists a starting price of $1,000/year per feature (likely a placeholder). In practice, small agencies have reported Agility proposals in the range of $6,000–$10,000 per year for a standard package that includes a set number of user seats and reasonable media monitoring limits – notably less expensive than equivalent Cision or Meltwater quotes. The Enterprise level (with dedicated analysts) will cost more; those are customized quotes likely in the tens of thousands per year depending on service scope. Agility often promotes itself as offering flexible packages – if a client only wants the media database or only the monitoring tool, they can purchase that standalone, which can save cost.

Importantly, Agility sometimes undercuts competitors to win over budget-conscious customers. There are anecdotes of organizations negotiating Cision down by comparing Agility's lower pricing. Agility also usually offers a free trial or a demo period. Overall, expect mid-range pricing: more than

self-service tools like Brand24 or Mention, but often 20–30% less than enterprise giants. It's accessible for many mid-size PR departments and agencies.

Customer Reviews and Sentiment

Agility PR Solutions garners mixed but generally positive reviews, with an emphasis on ease of use and support. It has an average rating around 4.1/5 stars on G2 (as of 2025). Pros: Many users, especially those at smaller firms, find Agility's platform intuitive. One G2 review noted *"the platform is easy to use and intuitive, meaning it's been easy to get junior colleagues set up and using it"*. The learning curve is relatively low compared to larger systems. Customer support is frequently praised – users cite "friendly" and "helpful" support that is readily reachable via chat, phone, etc. Agility provides personalized onboarding and weekly training sessions, which users appreciate. This high-touch approach is reflected in reviews where clients feel well taken care of.

The breadth of features (database + monitoring) in one solution is seen as a big plus for those who don't want to use separate tools. Users also value that they can lean on Agility's analysts for harder tasks. In reviews, value for money is often highlighted: *"the price is worth it. I love using this product"* said one SoftwareAdvice review, indicating that for what it offers, Agility is cost-effective.

Cons: Some users have had less positive experiences, particularly around data quality and contracts. A few have complained about outdated or "fraudulent" data in the media contact database (for example, alleging that some contacts or outlets were not as up-to-date, or duplicate content counted as separate hits). Others mentioned issues with contract terms – similar to bigger providers, Agility has annual contracts that auto-renew, and a couple of customers felt trapped if they weren't satisfied. However, such strong negative comments appear to be outliers; Agility's team often responds to such criticism by improving data or offering extra services.

Additionally, while Agility's tool covers a lot, it may not match the absolute coverage or sophistication of the top-tier tools – and some reviews note it *"can feel costly, especially for smaller teams"* for what it is. In North America, small agencies often report good experiences with Agility, whereas a very large enterprise might find its automation or integration capabilities a bit limited compared to more tech-heavy solutions.

In summary, North American PR users see Agility PR Solutions as a solid, user-friendly platform with excellent support, ideal for those who need both media monitoring and a media list tool without the complexity of enterprise systems. Satisfaction is high when expectations are aligned with Agility's strengths (service and simplicity). When issues do arise, they often concern data currency or contract niggles, but the company's responsiveness tends to mitigate these.

Unique Value Proposition

Agility PR Solutions' unique value lies in its combination of software and service geared to the needs of small and mid-sized PR teams. It offers a true all-in-one solution (media contacts + monitoring + distribution) similar in breadth to larger platforms, but with a white-glove support approach that is rare at its price point. Clients get the feeling of having an extended PR support team – Agility's

analysts and support will help set up searches, curate coverage, or build media lists as needed. This hybrid model is especially useful for organizations that lack dedicated media analysis staff.

Another differentiator is simplicity and usability. Agility doesn't overload users with complexity; its interface and tools are straightforward. For example, building a contact list or generating a coverage report can be done in minutes, which is appealing to busy PR professionals who wear many hats. The platform focuses on core PR tasks without trying to be a marketing cloud or analytics overkill.

Agility also stands out by being affordable and flexible. They often tailor solutions (e.g., monitoring-only for someone who already has a contacts solution, or vice versa). Their willingness to work on custom requirements – like providing a human analyst for daily briefings – can be a big selling point for a client that might feel neglected by a big vendor. Essentially, Agility's value is expertise for hire along with the tech: you don't just get a tool, you get a team.

Finally, Agility has started integrating new tech like generative AI to stay current (e.g., claims of AI integration in PR workflow), which could enhance its offerings without losing its user-friendly charm. In conclusion, Agility PR Solutions is uniquely positioned for PR teams that want full-featured PR software with a personal touch, and who might find both DIY tools and enterprise platforms either too limited or too daunting.

Agility PR Solutions Summary Table

| Pros	Cons	Best Suited For
User-friendly platform: easy setup and intuitive interface; new team members can quickly learn it. All-in-one functionality: media monitoring + robust media contacts database + email distribution and newsroom in one package. Outstanding customer support: responsive, multi-channel support with personalized onboarding and even managed services for analysis. Cost-effective: generally lower cost than big competitors for comparable features, with flexible packages and no need to buy separate tools for monitoring vs. outreach.	Data quality complaints (isolated): a few users reported outdated contact info or questioned mention accuracy (though such issues are addressed when raised). Limited advanced features: analytics and automation are solid but not as in-depth as enterprise-grade solutions (e.g., AI insights or deep integrations). Contract terms: annual contract with auto-renew (industry standard), which some small clients have found frustrating if they wanted to cancel early. Perceived cost for smallest teams: while cheaper than top-tier, it can still be a significant expense for a very small business or solo PR consultant.	Mid-sized companies, nonprofits, and PR agencies that need a reliable, easy-to-use PR toolkit on a budget. Ideal for teams that want both media monitoring and media outreach capabilities without enterprise complexity. Also a good fit where support and service are valued – organizations that might lack in-house analytics staff and appreciate Agility's help in producing reports and refining searches. Particularly suited for those who find DIY tools too basic but enterprise suites too expensive/complex.

Brand24

Company Background

Brand24 is a social media and web monitoring tool founded in 2011 in Poland by Michał Sadowski. It began as a startup aimed at offering affordable media monitoring for businesses of all sizes. Brand24 is headquartered in Warsaw, Poland, and quickly gained traction in the Polish market before expanding internationally. The company maintained a focus on product-led growth, often leveraging the personal brand of its founder (Sadowski is active in marketing communities).

Brand24 was listed on the Warsaw Stock Exchange's NewConnect market in 2018, reflecting its growth and profitability in the SaaS arena. It has remained independent and did not pursue the acquisition-heavy route; instead, it continuously improved its platform with features like sentiment analysis and Instagram monitoring. Today, Brand24 serves thousands of customers globally – especially popular among small-to-mid businesses, digital marketers, and PR freelancers – with a team of under 100 employees.

Key Features

- **Web & Social Monitoring:** Brand24 continuously monitors the web for keyword mentions across news sites, blogs, forums, review sites, and major social media platforms (including Facebook, Twitter, Instagram, YouTube, TikTok and more). It captures brand mentions, hashtags, product references, etc. in real time. Users can create multiple keyword-based "projects" (e.g., one for their brand, one for competitors).

- **Real-Time Alerts:** A hallmark of Brand24 is its real-time alerting. Users can receive instant email notifications or mobile push alerts when new mentions appear. This is valuable for catching potential PR crises or responding to customer comments quickly. For instance, if someone posts a negative tweet about your brand, Brand24 can email you within minutes.

- **Sentiment Analysis & Analytics:** Brand24 automatically analyzes the sentiment (positive, negative, neutral) of mentions in English and several other languages. The dashboard provides analytics such as mention volume over time, sentiment breakdown, top sources of mentions, most influential authors, and trending hashtags. It also highlights instant insights like sudden spikes in discussion (alerting you to possible virality or issues).

- **Influencer Identification:** The platform shows the most influential sources mentioning your keywords. For example, it will list Twitter authors or websites sorted by their reach or number of followers. This helps PR teams identify potential influencers or key journalists talking about their topic. There's also a feature showing "Social Media Reach" – an estimate of how many people potentially saw the mentions, combining follower counts and engagement metrics.

- **Data Export and Reporting:** Users can easily generate PDF reports or export raw mention data to CSV. Brand24's reports are clean and include summary metrics (like total mentions, sentiment score, top quotes) which are useful for presenting to clients or executives. Additionally, Brand24 offers a "Slack integration" – you can connect it so that mentions pipe into a Slack channel, which many teams find handy for staying on top of discussions in real time.
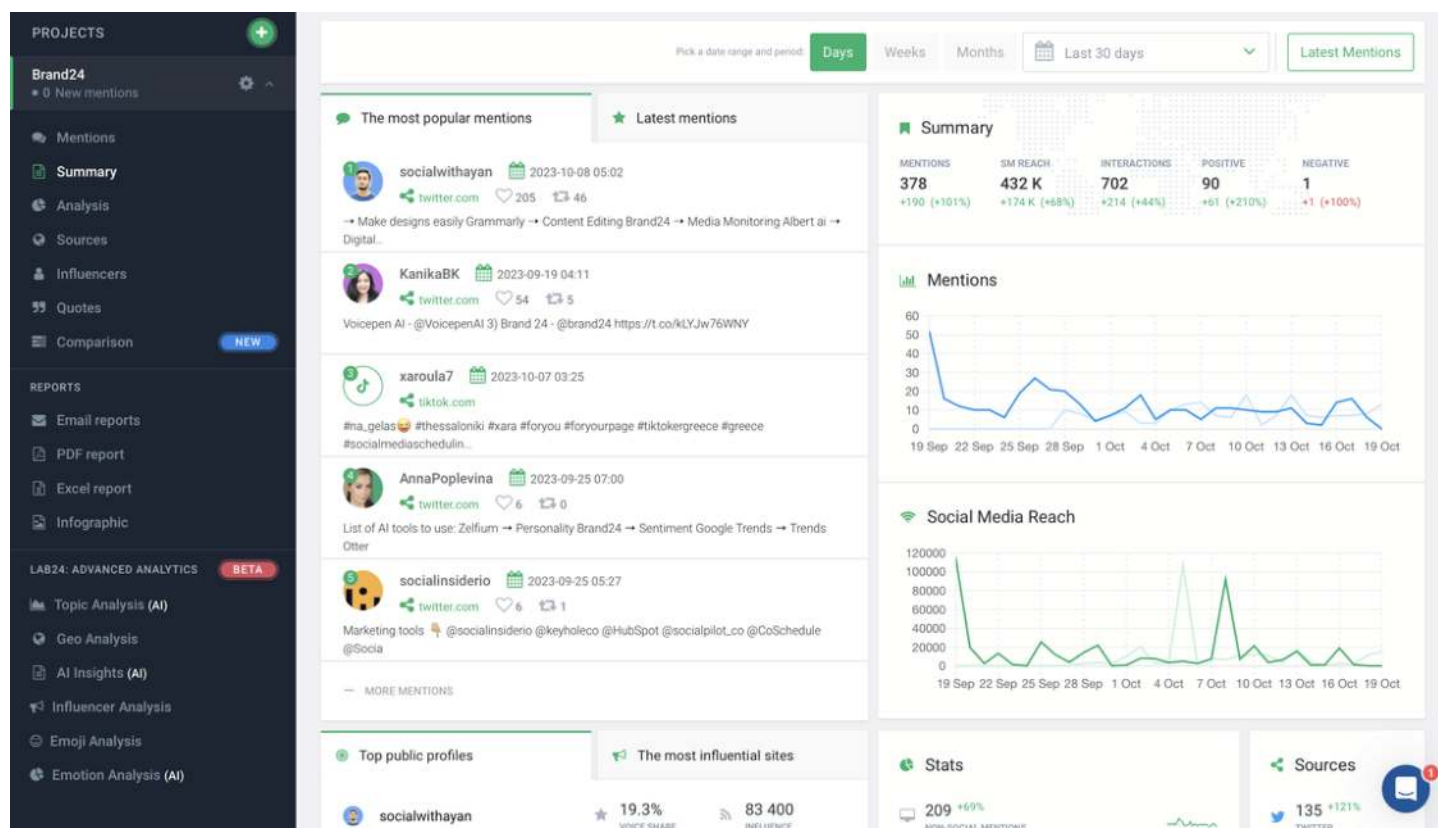
Pricing

Brand24 is known for its transparent and accessible pricing, making it popular among smaller organizations. It offers four main plans (with monthly or discounted annual billing):

- **Individual (Solo):** Approximately $49/month (billed annually; ~$59 month-to-month). This plan includes 1 user, up to 3 keywords (topics) to track, and about 2,000 mentions per month. It's best for a single brand or person monitoring a small volume.

- **Team (Starter):** About $99/month (annual; ~$119 month-to-month). It allows ~7 keywords, 5,000 mentions/month, and more users (perhaps 3 users). Suited for a small team or multiple projects.

- **Pro:** Around $149/month (annual; ~$199 monthly). This increases quotas significantly (e.g., 12 keywords, 25,000 mentions) and supports 10+ users. It also unlocks some advanced features like API access and deeper analytics. Good for agencies or growing companies.

- **Enterprise:** About $249–$399/month (depending on data needs) for high-volume monitoring (100k+ mentions, unlimited keywords). This is a customizable plan for larger enterprises or agencies needing big data export and priority support.

These pricing tiers are rough guides; Brand24's own site often has exact details. For example, an entry Individual plan billed yearly came out to $41/month on Capterra, and TrustRadius notes plans from $29 up to $99 (likely referring to older pricing or monthly rates). Brand24 usually offers a 14-day free trial (no credit card required) and occasionally a limited free plan (with very low mention caps) for individuals to test basic features. Overall, Brand24's pricing is budget-friendly and one of its key

attractions – a small business can start monitoring for under $50 a month, which is far below enterprise tool costs.

Customer Reviews and Sentiment

Brand24 enjoys strong positive feedback, especially for ease of use and value. On G2 and Capterra it often holds a 4.5+/5 star rating. Users love how quickly they can get started. A typical comment is that *"the software is easy to use, with decent guides and stellar support… a very good app for tracking mentions. Lots of filters to hone in on what matters."* This highlights Brand24's user-centric design – you log in, enter your keywords, and almost immediately see a stream of mentions.

North American marketers and PR users often compare Brand24 favorably to pricier tools. They note that for social media monitoring and basic media tracking, Brand24 provides 90% of what they need at a fraction of the price. Another praised aspect is customer support – despite being a smaller company, Brand24 is known for responsive support (and an active community around the product).

The sentiment analysis and influencer identification features get nods for being useful for quick sentiment snapshots and finding key voices. However, some users caution that Brand24's sentiment algorithm isn't perfect (like any automated sentiment, it can mislabel sarcasm or nuanced text). Fortunately, the interface lets you override or adjust sentiment if needed.

Cons mentioned in reviews: Because Brand24 focuses on web and social, it may not catch everything in traditional media. For example, it doesn't have the licensed print media archives that tools like Cision or Nexis Newsdesk do. So, a large article in a print-only journal might not appear (unless that journal publishes online too). Some users from NA note that if your focus is largely U.S. print/broadcast, you might need a supplement, but for online buzz Brand24 excels. Another limitation is that lower-tier plans have mention caps – a very popular brand might exceed monthly mention limits, requiring an upgrade. A review on eWeek pointed out that real-time monitoring is only in higher plans (e.g., the Pro plan); smaller plans update every few hours, which might delay immediate alerts.

Overall, Brand24 is seen as delivering great ROI. Many NA small businesses and agencies adopt it because it "just works" for tracking social chatter and online reputation. They value that they can log in any time to see what's being said about their company across the internet. Its modern, clean interface and focused feature set means user satisfaction is high – provided one's monitoring needs align with Brand24's scope (digital and social media). In summary, sentiment is that Brand24 is a top choice for affordable, real-time brand monitoring, especially in the social media realm, with few serious complaints beyond expected limitations at its price point.

Unique Value Proposition

Brand24's unique value proposition is real-time brand monitoring for the masses. It brings capabilities that were once reserved for big companies to any business or individual. Its combination of low cost, immediate setup, and real-time alerts is hard to find elsewhere at that price. For North American users, this means even a startup or a local business can have an ear to the ground on social media conversations and reviews without breaking the bank.

The platform is particularly tailored to social media PR: it captures not only direct mentions (when someone tags your @handle) but also indirect mentions (when someone just writes your brand name without tagging). In the era of virality, Brand24's ability to quickly detect a brewing social media storm provides immense value. It essentially acts as an early warning system.

Brand24 is also known for its focus on simplicity – the dashboard is straightforward and jargon-free, which is a plus for small teams that may not have a dedicated analyst. Features like Slack integration and PDF reports increase its utility for teams that need to share info quickly. Additionally, the company behind Brand24 is very transparent and community-driven; they publish use-cases, hold webinars, and engage with users proactively, which creates goodwill.

In essence, Brand24 stands out by democratizing media monitoring. It doesn't offer media contact management or press distribution – intentionally sticking to monitoring – which lets it specialize and do that very well. For many NA users, Brand24 provides exactly what they need to manage online reputation and measure PR efforts on social media, without the complexity of larger suites. Its unique selling point is being an accessible, real-time, social-savvy monitoring tool that speaks the language of modern digital PR.

Brand24 Summary Table

| Pros	Cons	Best Suited For
Real-time monitoring of social media & web – instant alerts allow rapid response to mentions (great for crisis management or customer service). Easy and fast setup: very intuitive UI, no training needed; one can start tracking within minutes of signup. Affordable pricing with transparent plans – fits small business budgets; free trial available to test value. Rich social insights: provides sentiment analysis, top influencer identification, and reach metrics, helping gauge the impact of conversations. Integrations and reports: Slack integration and automated PDF reports make it simple to share findings with a team or clients.	Limited traditional media coverage: focuses on online sources – may miss print-only publications or certain licensed news content; not intended for comprehensive print/broadcast monitoring. Mention caps on lower plans: each plan restricts the number of mentions and keywords; a surge in mentions could require a plan upgrade (though caps are high in upper tiers). Sentiment not 100% accurate: automated sentiment can err, so manual review is sometimes needed for precise sentiment reporting. No built-in PR outreach tools: Brand24 does not include media contact lists or press release distribution (it's purely a monitoring tool, which may necessitate another tool for outreach).	Small to mid-sized businesses, startups, and digital agencies looking for a cost-effective social media and web monitoring solution. Ideal for companies that prioritize online reputation and social listening over traditional press clippings. Also great for PR/marketing freelancers and personal brand monitoring (individuals) due to low entry cost. In short, best for those who need real-time awareness of online conversations about their brand or clients, and who value simplicity and speed.

Notified PR Platform

Company Background

Notified is the PR & IR communications division of Intrado (formerly West Corporation). The Notified PR Platform emerged after a series of acquisitions and rebrands. West Corporation, a U.S.-based communications company, acquired NASDAQ's PR solutions business in 2018, which included the GlobeNewswire press release distribution service and related tools. In 2019, West (by then renamed Intrado) also acquired a Swedish social listening startup called Notified. In mid-2021, Intrado decided to rebrand its entire Digital Media business as "Notified",leveraging the Notified name. Thus, the Notified PR Platform combines legacy components: GlobeNewswire (a major newswire service), a media monitoring tool, a media contacts database (inherited or developed from the NASDAQ tools), and other PR workflow features. In 2022, Intrado's parent Apollo sold or spun off parts of Intrado, but the Digital Media/Notified business continues under the Notified brand.

Headquartered officially in New York City (with a significant presence in Omaha, NE, from West Corp origins. Notified has offices globally. It serves thousands of corporate communications and investor relations clients. While Notified as a brand is newer, it carries forward decades of experience via GlobeNewswire (est. 1998) and Marketwired/PRconnect tools. The platform is known for integrating public relations and investor relations capabilities. Key leadership includes CEO Josh Anderson (Notified President as of 2023). In summary, Notified PR Platform is the result of integrating a press release newswire, monitoring software, and PR workflow into one solution under a single brand.

Key Features

- **Social Listening & Media Monitoring:** The Notified PR Platform provides real-time monitoring of millions of online and print sources, blogs, and social media posts. Users get a unified "Listen" dashboard that aggregates mentions from news outlets, social networks, forums, and even podcasts and broadcast transcripts. Boolean and keyword filters help refine results, and the platform uses AI to filter by sentiment or topic (e.g., one can filter positive vs. negative mentions). Notified claims to cover both traditional media and social conversations in one place, so PR pros can track brand reputation across channels seamlessly.

- **Media Contacts Database (Influencer Database):** Notified includes an AI-powered media contacts database. This database likely has hundreds of thousands of journalist and influencer contacts globally. The AI aspect suggests it may recommend relevant contacts for a story or automatically update contacts. Users can search for journalists by beat, outlet, region, etc., and build targeted media lists. This "smarter media database" is touted as making it easier to find the right reporters.

- **Press Release Distribution (GlobeNewswire):** A standout feature is the integration of GlobeNewswire, which is one of the world's largest newswire services. Through the platform, users can publish press releases via GlobeNewswire to thousands of newsrooms, websites, and financial terminals worldwide. The PR Platform has a press release builder interface for crafting releases (with multimedia support) and selecting distribution circuits. It also offers analytics on press release performance (views, engagement, pickup). This baked-in distribution is a major differentiator – essentially, Notified customers get direct wire access without leaving the platform.

- **PR Workflow & Newsroom:** Notified provides tools to manage the PR workflow end-to-end. This includes a newsroom module where companies can host all their press releases, images, and media kits in a branded online hub for journalists (making press content easily accessible). The platform also supports media inquiry tracking – if a journalist contacts the company, PR team members can log and collaborate on the inquiry. Email distribution for pitching (separate from GlobeNewswire) is also included, so you can send customized press emails to your saved media lists. Additionally, Notified has features like team collaboration, task assignment, and an editorial calendar to plan PR activities.

- **Analytics & AI Insights:** The Notified PR Platform provides analytics dashboards combining media monitoring results and PR campaign metrics. Users can see share of voice, sentiment trends, and measure the impact of their PR efforts over time. Since Notified also caters to IR (investor relations), it has some unique analytics like stock price overlay charts, though those are more for IR users. An interesting emerging feature is AI-powered predictive content – Notified has hinted at tools that can predict content performance or suggest optimal times to publish (via machine learning). While details are limited, the platform does use AI for tasks like recommending journalists for your press release or auto-tagging media coverage themes.
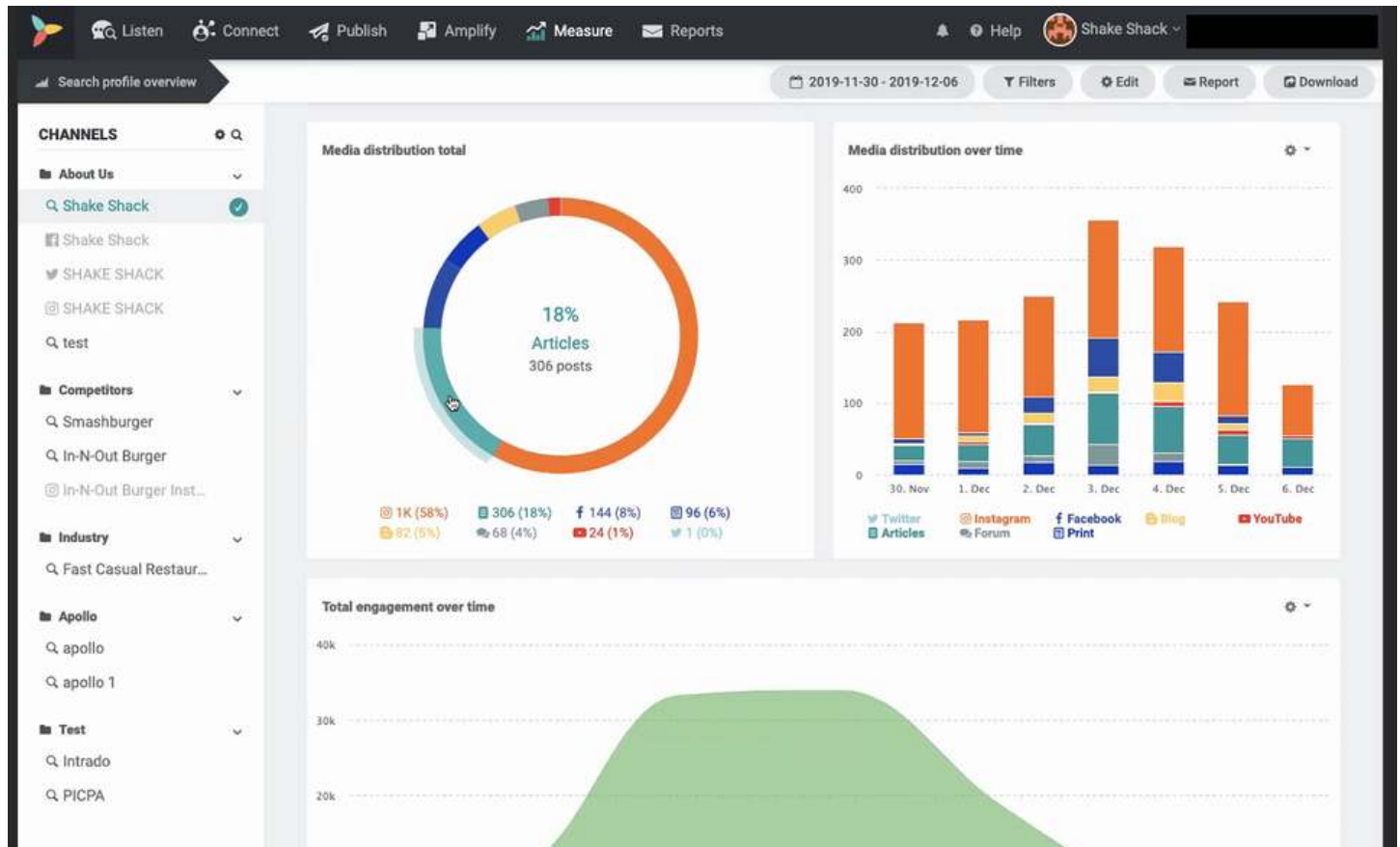
Pricing

Notified PR Platform's pricing is enterprise-level and not publicly disclosed. Historically, clients of GlobeNewswire and associated services paid on a per-release or subscription basis for distribution, and separately for monitoring tools. Now bundled, pricing likely comes as custom packages. Typically, companies pay an annual subscription for the PR Platform which covers the software (monitoring, database, newsroom) and then either unlimited or pay-per-use press release distributions.

For a rough sense: GlobeNewswire distribution packages (when sold standalone) could range from a few hundred to over a thousand dollars per release depending on reach. As part of Notified, some bundles might include a set number of releases. Notified tends to target mid to large enterprises, so smaller packages might start around $10,000 per year, scaling up based on number of users and volume of newswire usage. On Capterra, the Notified PR Platform is described broadly, but pricing is "Contact vendor".

Some data points: Competitors like Cision charge separately for wire releases, whereas Notified may offer discounts if you commit to their platform. NA users who have evaluated it often compare it to Cision's pricing and find it in a similar ballpark for the all-in-one functionality. Essentially, you are paying for a PR suite plus potentially globeNewswire credits.

Given that Notified is relatively new in branding, they may be flexible to win clients from more entrenched players, possibly matching or undercutting quotes. Nonetheless, expect custom enterprise pricing, likely a minimum of five-figures annually for a full platform license with a modest number of press releases, increasing with more distributions or users. A free trial is not typical due to the distribution component, but demos are readily provided.

Customer Reviews and Sentiment

Because the "Notified PR Platform" brand is recent, standalone user reviews are fewer than for older tools. However, feedback from users of its components (e.g., GlobeNewswire, or Intrado's monitoring) can be pieced together. Pros (sentiment): Users appreciate the integration of functions. PR teams like having one login to send press releases and then monitor the results. One G2 reviewer wrote *"the PR platform is extremely intuitive to use. We upload several PRs (press releases) per week and enjoy the streamlined process through Notified… All of our clients can be seen from our dashboard… Highly recommend."* This highlights ease-of-use, especially for agencies managing multiple clients. The ability to handle multiple client newsrooms and distributions in one place is a plus.

Another review noted *"the user interface is simple to operate. Customer service is top-notch. The platform's pricing is fair. It allows many departments to analyze and compile pertinent information."* Here the user touches on cross-department use (perhaps PR and IR both using it) and perceived good value. Notified's support team often garners praise since Intrado/Notified has support staff that assist with both technical queries and wire distribution logistics.

Unique likes include the "Listen" feature in monitoring: users find the filtering flexible and even mention that it can identify the publication or author of a mention automatically. Also, Notified's email formatting for press releases is praised – users can easily create *"feature-rich emails for specific audiences"* with their press content (from a product demo description).

Cons (sentiment): Some users mention that because Notified has many modules (PR, IR, events), there can be features they don't use, and it can feel complex until you get used to it. For instance, the platform might show IR options that a PR-only user doesn't need. However, the company is presumably refining the experience based on user role. Another minor complaint was with the press release uploading template – one user wanted more flexibility in image placement within press releases. That suggests the formatting options might be somewhat templated (e.g., images can only be top-aligned or bottom-aligned, etc.).

Given GlobeNewswire's legacy, some NA users note that distribution via Notified's wire might not have the same media pickup in certain niches as PR Newswire (Cision). However, others find it plenty sufficient for their announcements, especially in financial news dissemination.

Overall, early sentiment is that Notified PR Platform is user-friendly and efficient. It is particularly valued by those who heavily use press release distribution – saving them time by combining distribution and monitoring. North American corporate PR teams who have adopted it often comment on how it modernized their workflow (compared to older systems or using separate wire + monitoring). As more organizations try Notified, the feedback is trending positive, with most seeing it as a strong integrated solution.

Unique Value Proposition

The Notified PR Platform's unique value lies in its seamless integration of PR workflow from start to finish. It is the only major platform that has a built-in global newswire (GlobeNewswire), which means users can plan an announcement, distribute it broadly, and monitor the press and social reaction all in one system. This integration saves time and ensures consistency – e.g., your monitoring searches for coverage are automatically keyed to your press release topics.

Another big differentiator is the platform's dual focus on PR and Investor Relations. Notified is part of a suite that also includes robust IR webcasting and regulatory filing tools (though those are separate modules). For companies that have overlapping PR/IR needs (like publicly traded companies that need to do earnings press releases and media outreach), Notified is uniquely positioned to handle both. For example, one could send a GlobeNewswire release and host an investor webcast within the same ecosystem.

From a NA PR perspective, Notified's AI features aim to set it apart by making the workflow smarter: recommending the best journalists to target for a story, suggesting optimal send times, or highlighting which coverage is most important (though these are emerging features). Its media-friendly online newsroom is also a key value – providing a modern, dynamic hub for journalists to find all of a company's news and even follow their updates (like a content hub with social feeds integrated).

Additionally, Notified's heritage with Intrado means it excels in events and webcasts, so PR platform users have easy options to incorporate webcasts or virtual events as part of campaigns. For example, if you're doing a product launch event, Notified can integrate the event's content and then push press releases and monitor engagement.

In summary, Notified PR Platform's unique proposition is being an end-to-end PR solution with strong distribution and IR capabilities. It's particularly valuable for corporations that regularly issue press releases and need to measure their impact. It eliminates the need to juggle a separate wire service, email tool, and monitoring tool by providing all under one roof. For PR teams aiming to modernize their communications workflow and leverage both human and AI assistance in that process, Notified offers a compelling new choice.

Notified PR Platform Summary Table

Pros	Cons	Best Suited For
Integrated press release distribution via GlobeNewswire – one of the only platforms where wire distribution is built-in. This means instant broad reach for announcements without leaving the platform. All-in-one PR workflow: media monitoring, social listening, media database, email pitching, and online newsroom are all unified, providing seamless workflow and data consistency. Intuitive interface: Users report the system is easy to navigate and simplifies managing multiple brands or clients. Good value and support: "Fair" pricing (for enterprise context) and strong customer support noted by users. Platform is evolving with AI features that add smart recommendations (enhancing value over time).	Enterprise complexity: The platform is feature-rich, covering PR and IR; some users may find modules they don't use, which can be initially confusing. Training might be needed to leverage all features fully. Press release formatting constraints: A few fixed templates for how press releases appear (e.g., image placement options are limited), though this is a minor UI quibble. Newer market entrant: Notified's monitoring and database aren't as time-tested as Cision/Meltwater (though based on solid tech). Some very niche media contacts might be missing as the database is growing. Pricing geared to mid-large orgs: Likely overkill for very small businesses; no self-service monthly plan – requires sales contact and an annual commitment.	Mid-to-large enterprises and publicly traded companies that frequently issue press releases and need to track their impact. Ideal for corporate communications teams who want a unified solution for media outreach and coverage tracking (especially if they also have investor relations duties). Great for PR agencies with multiple clients' news to manage, and for organizations that value integrated wire distribution and a professional online newsroom to present their news.

Nexis Newsdesk

Company Background

Nexis Newsdesk is a media monitoring and research platform offered by LexisNexis, a division of the global information solutions company RELX Group. LexisNexis has a long history (founded in 1970s) in legal and news information services. Newsdesk in its current form was launched after LexisNexis acquired Moreover Technologies in 2014, a news aggregation tech company, and merged it with its existing news archive capabilities. The product was formerly known as LexisNexis Newsdesk. Headquarters for LexisNexis's business division is in New York, and Nexis Newsdesk benefits from

the company's international infrastructure. Newsdesk was designed to serve PR and competitive intelligence professionals with the vast content that LexisNexis aggregates. It taps into LexisNexis's massive database of licensed news, which is a differentiator.

As of 2025, Nexis Newsdesk has been in the market for over a decade and is used by many large corporations, government agencies, and PR firms for its deep research capabilities. It hasn't grown by acquisitions as much as by continuous content expansion and tech upgrades as part of LexisNexis. Key leadership would fall under the LexisNexis Business Insight Solutions umbrella (CEO of that division etc.). Newsdesk is a mature product known for reliable, comprehensive news coverage.

Key Features

- **Extensive Content Coverage:** Nexis Newsdesk's biggest strength is access to LexisNexis's enormous news and information content repository. It covers tens of thousands of news sources worldwide, including newspapers, magazines, newswires, trade journals, press releases, blogs, and broadcast transcripts – many of which are licensed and full-text. This means Newsdesk can surface articles from premium publications (Wall Street Journal, Bloomberg, etc.) and archives that free web search or other tools might not have. It also ingests web and social content, but its specialty is traditional media content.

- **Advanced Search and Filtering:** Users can build very precise search queries (using Boolean logic, proximity, and metadata filters) to find exactly the news they need. Newsdesk lets you filter by source type (e.g., only newspapers, or only blogs), by location of publication, language, date range, etc. You can also filter by company, industry, subject tags because LexisNexis content is often tagged with rich metadata. This makes it powerful for PR research – e.g., quickly compile all coverage about a competitor in French press in the past month.

- **Custom News Dashboards:** Nexis Newsdesk provides customizable dashboards and newsletters. Users can set up ongoing searches (for a company, topic, or person) and have results display on a dashboard with charts and graphs. Dashboards might include widgets like volume of mentions over time, sentiment (if enabled for certain content), top sources, and geographic distribution of coverage. Users can drag-and-drop to tailor what their dashboard shows. These can be shared as read-only links or via scheduled email reports to executives. Essentially, it can produce an automated daily news briefing for a team, complete with analytics.

- **Newsletter and Alerts Builder:** The platform has robust tools for creating and distributing news digests. A PR team can curate important stories into a branded email newsletter for internal stakeholders. The newsletter tool allows selection of articles, adding commentary, and then emailing to a list with a nice HTML template. Alerts can also be configured for real-time or periodic notification of new articles matching saved searches. For example, you can get an immediate email when your company is mentioned in any top-tier outlet.

- **Analytics and Exports:** While Newsdesk's focus is more on discovery and curation, it does offer analytics like share of voice, tone (basic sentiment), top themes, and media exposure over time.

In comparisons, users often highlight its strong reporting and dashboard visuals. It may not have as fancy AI analytics as some newer tools, but it has reliable metrics PR pros use. All data can be exported (PDF reports, Excel, etc.), and integration with other systems is possible via API for those who want to incorporate Newsdesk results into their own data warehouses.
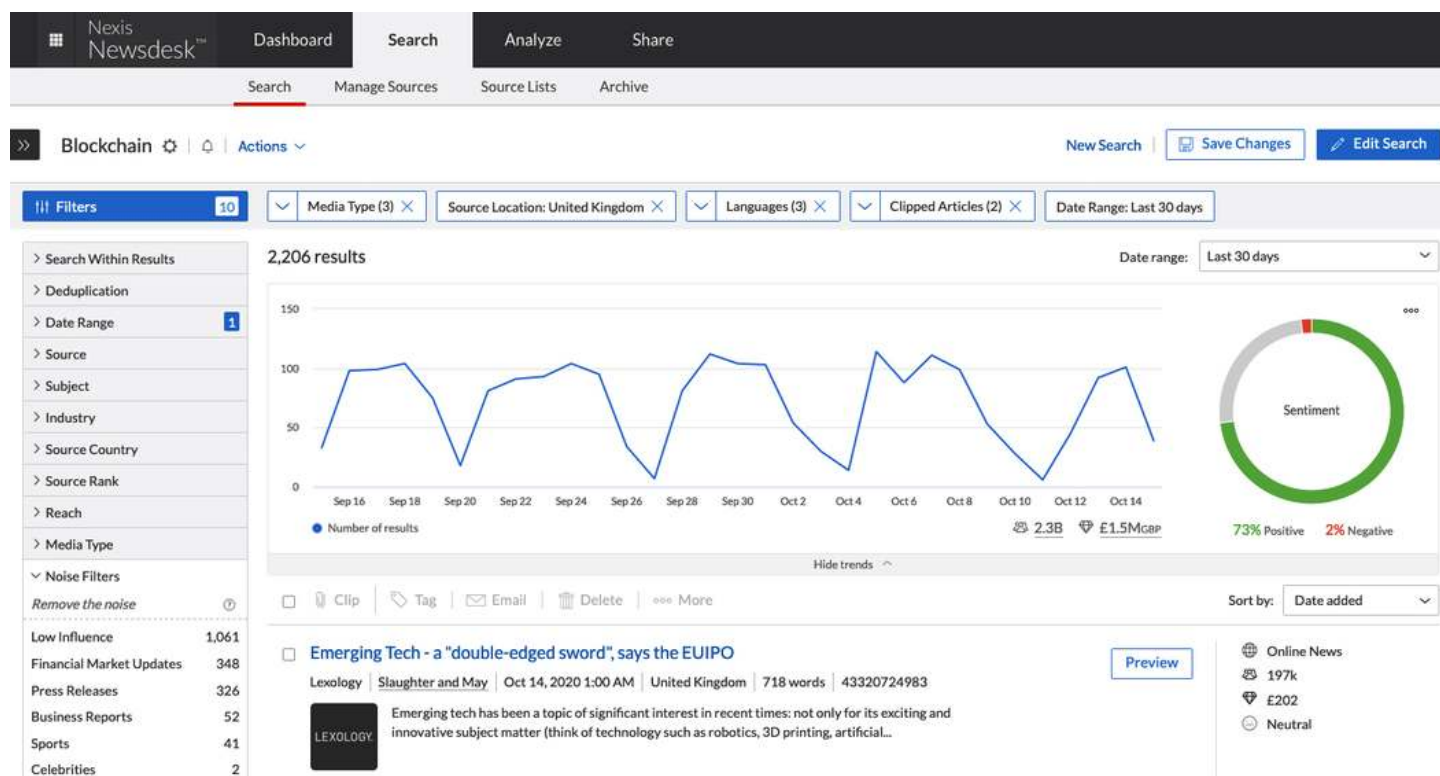
Pricing

Nexis Newsdesk is sold primarily as an enterprise subscription. Pricing is typically determined by factors such as number of users (seats), scope of content access (some content like certain premium publications might incur additional fees), and any add-on services. LexisNexis is known for flexible licensing – a large corporation might have a global license covering many users, while a smaller firm might get a handful of seats.

As a guideline, for a mid-size company, Nexis Newsdesk might cost around $12,000–$30,000 per year for a package including a couple of user seats and broad content. Larger deployments can go much higher. LexisNexis often bundles content costs into the software price, which is why it can be on the higher side: they pay royalties on the licensed content you access. There aren't public prices, but historically Newsdesk has been seen as a premium product (though sometimes less expensive than a full Cision suite if one only needs monitoring).

Unlike many newer SaaS tools, you likely won't find a self-serve sign-up – it goes through LexisNexis sales. However, for qualified organizations, LexisNexis might provide trial access to demonstrate value. Some academic or government institutions have special pricing since they use it for research as well.

In North America, many PR agencies subscribe to LexisNexis content, and Newsdesk could be part of that. It's worth noting that LexisNexis also sells just content feeds or API access; Newsdesk is the user-friendly interface product. If one only needs a couple searches regularly, sometimes just a LexisNexis research subscription is enough. But for comprehensive monitoring, Newsdesk is the package. In short, pricing is custom and generally in line with enterprise intelligence tools rather than low-cost monitoring apps.

Customer Reviews and Sentiment

Nexis Newsdesk is respected for its content depth and reliability, though some users find its interface a bit dated or complex. Pros noted by users: unparalleled access to media sources. PR professionals mention that Newsdesk finds articles that other tools miss, especially from print or subscription sources. One G2 reviewer said *"It's a great product! Far superior to other tools… saves time because search results are delivered to my [needs]",* indicating high satisfaction with results quality. The ability to create extensive Boolean queries and pinpoint specific info is often praised by power users.

Another strong point is the reporting and dashboard capabilities. In G2 comparisons, Nexis Newsdesk scores high on reporting/dashboard features, suggesting users like how they can visualize and share data. The Newsdesk newsletter feature is frequently used and appreciated by PR teams to deliver internal news briefings every morning.

Cons or criticisms: Some users find the ease of use lower than more modern tools. For example, a comparison noted that Muck Rack's ease of use was rated 9.0 vs Nexis Newsdesk's lower ease score. The interface can feel like a research database (which it essentially is under the hood) rather than a slick social app. New users might need training to construct effective searches, whereas simpler tools do more hand-holding. However, LexisNexis usually provides training sessions and customer support to assist.

Another point is that social media monitoring is not Nexis Newsdesk's strong suit. It does include some social content (like Twitter or YouTube via Moreover's feeds), but it's not as comprehensive on social media as specialized listening tools. Therefore, some NA users pair Newsdesk with a social-only tool to cover that gap.

Additionally, some small businesses find Newsdesk too robust/expensive for their needs, noting that it's geared to analysts or comms teams who really need the breadth. It shines for those who need to search deep archives (one can search decades back in some publications), which not every PR scenario requires on a daily basis.

Overall, customer sentiment among its user base is positive, focusing on trust in the content and results. Many PR pros in NA who have a background in communications research speak highly of Newsdesk as a "reliable workhorse" for media monitoring and research. It may not have glitzy AI or the most modern UI, but when a CEO asks, "Can we find all articles about X issue for the past 5 years globally?", Newsdesk is the tool that will deliver. So, it's valued for comprehensiveness and accuracy.

On TrustRadius it had around a 6.9/10 (~3.5/5) with users noting they "couldn't be happier" in some cases, and giving it 9 or 10 for being one of the better media monitoring products.

Unique Value Proposition

Nexis Newsdesk's unique value is its unmatched content library and research-grade capabilities in a PR monitoring platform. It bridges the gap between a media monitoring tool and a professional research database. This means PR teams using Newsdesk can perform tasks that normally might require going to a library database or hiring a research specialist. For instance, if you need to pull all mentions of your company in global media over the last decade, Newsdesk can do that – a rare capability among PR tools.

The platform is also uniquely positioned for organizations that have to deal with compliance and validation of news. Because content comes from LexisNexis's licensed sources, the information is authoritative – important for legal or compliance usage. Some corporations use Newsdesk not just for PR, but to monitor issues for regulatory or legal reasons, trusting that the content is complete and legally sourced.

Another differentiator is the ability to integrate with other LexisNexis solutions. If a company uses LexisNexis for legal research or has access to Nexis Dossier (company info database), there is synergy in using Newsdesk – e.g., integrating news insight with legal risk analysis. Also, LexisNexis offers human analysis services (through its Analytics team or partnerships) for clients who need custom media analysis, which can complement Newsdesk use.

For PR agencies, Newsdesk provides a professional edge: they can offer their clients highly detailed coverage reports and archival research that smaller tools cannot. It's basically giving PR pros the keys to the world's news archive, with a front-end to make sense of it.

In summary, Nexis Newsdesk's value prop is comprehensiveness and credibility. It's the tool you choose when missing an important article is not an option. It's tailored for PR professionals who need to cast the widest net and then slice and dice that information for insights. In North America, many government PR departments and Fortune 500 comms teams stick with Newsdesk for these reasons – it's viewed as a trusted, enterprise-grade solution for media intelligence that can answer any question asked of the news.

Nexis Newsdesk Summary Table

| Pros	Cons	Best Suited For
Unrivaled content depth: Access to a massive range of sources, including premium newspapers, trade journals, and archives not available on free web. Ensures no important article is missed, even behind paywalls. Powerful search and analytics: Highly customizable searches (Boolean, filters) and strong analytical dashboards for coverage, share of voice, etc., enabling detailed media research. Robust reporting tools: Excellent for creating daily news briefings or custom newsletters for stakeholders, with professional, polished output. Enterprise reliability: Backed by LexisNexis – stable, secure, and with options for API integration and analyst support. Often praised as a "go-to" for comprehensive media monitoring projects.	Learning curve: The interface and query building are not as simplified as newer tools; users may need training to leverage advanced features (initially can feel like using a research database). Less focus on real-time social media: While it covers news extremely well, it's not a specialized social listening tool – social coverage is present but not as exhaustive (one might complement it with a dedicated social tool). Premium pricing: Usually requires enterprise budget; likely not cost-effective for very small teams or those who don't need deep archives. UI not as modern: The user experience is geared toward function over form. Some tasks may involve more clicks or settings than in sleeker, albeit less powerful, interfaces; occasional feedback suggests it could be more intuitive.	Large enterprises, agencies, and government organizations that require comprehensive and precise media monitoring/research. Ideal for PR teams who need to access historical and premium content regularly (e.g., for extensive coverage analysis, crisis research, competitive intelligence). Also suited for analyst or librarian roles within PR that value depth over simplicity. In short, best for those who cannot afford to miss any coverage and are willing to trade a bit of ease-of-use for complete, credible information coverage.

Mention

Company Background

Mention is a social media and web monitoring platform founded in 2012 in Paris, France. It was created by a European startup studio (eFounders) with the goal of building a "Google Alerts on steroids." Early on, Mention gained popularity for its real-time web and social mention tracking, offering a free plan that attracted many users. In 2018, Mention was acquired by MyNewsDesk, a Swedish PR tech company known for its newsroom and PR management tools. Post-acquisition, Mention and MyNewsDesk operate together, with Mention complementing MyNewsDesk's offering

(MyNewsDesk handles press release distribution and newsrooms, while Mention provides monitoring).

Headquarters for Mention remain in Paris, but it has strong ties to Stockholm via MyNewsDesk. Mention has around 50-100 employees and tens of thousands of users, primarily focusing on small-to-medium businesses, digital marketers, and PR folks who need a simple monitoring solution. The brand is well-known among tech startups and agencies. Key leadership includes Mention's CEO (post-acquisition) Johanna Ohlsson from MyNewsDesk. The product has continued to evolve, adding features like in-app social engagement and more integrations.

Key Features

- **Real-Time Web & Social Monitoring**: Mention continuously scans the web, news sites, blogs, and social media (Twitter, Facebook*, Instagram*, LinkedIn*, etc.) for your specified keywords (*some networks provide partial data via APIs or need connecting your accounts). It's known for near real-time capture – you often see new mentions within minutes. Users set up "alerts" (searches) for a brand name, competitor, hashtag, or any keywords, and Mention pulls in occurrences in a single feed.

- **Customizable Alerts and Filters:** Each alert can be customized with Boolean operators, language filters, country filters, and source types. For instance, you can have one alert monitoring "Company XYZ" globally, and another just monitoring "Company XYZ" mentions on Twitter. There's an option to exclude certain sources or terms (to refine out noise). Mention also supports boolean like "Company + (scandal OR lawsuit)" if looking for specific contexts.

- **Collaborative Inbox & Tasks:** The tool provides an inbox-style feed where team members can assign mentions as tasks, comment on them, or mark sentiment. This is useful for PR/customer support overlap – e.g., flag a negative blog mention and assign it to someone to reach out. You can also directly respond to social mentions from within Mention (for networks that allow it via API, like replying to a tweet from the interface).

- **Analytics Dashboard:** Mention offers basic analytics on the alerts: volume of mentions over time, sentiment analysis (for major languages), top sources, and influencer scores for authors. It shows a mention heatmap by time of day, and distribution by source type (how much is from Twitter vs. news, etc.). While not as advanced as enterprise tools, it gives SMBs a decent snapshot of brand buzz and can produce PDF reports or live data via API. There's also an "export mentions" feature to CSV for external analysis.

- **Integrations and API:** Mention integrates with Slack (to push mentions into a Slack channel), with Buffer (for scheduling social responses or shares of found content), and has an API for developers. A notable addition is the ability to monitor reviews or specific sites by connecting via third-party integrations. They've also rolled out a feature to track competitive social performance – somewhat separate from mention tracking, it allows input of competitor social accounts to compare metrics (indicative of expanding into broader social media management).
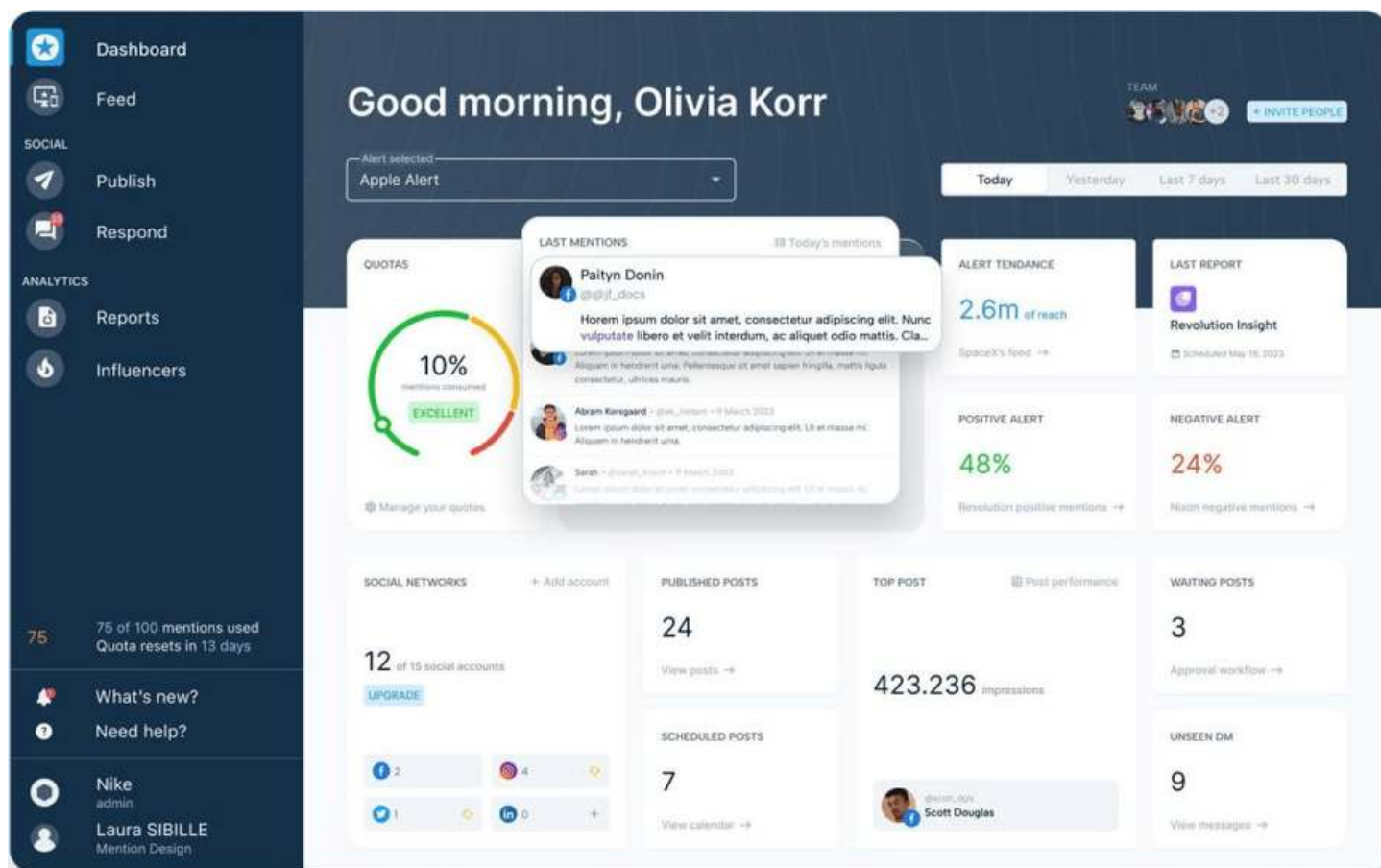
Pricing

Mention's pricing is transparent and has historically included a free tier. As of 2025, Mention typically offers:

- **Solo (Individual) plan:** Around $29/month (billed annually) for 1 user, 2 basic alerts, and a limited number of mentions (e.g., 3,000/month). This is aimed at a blogger or single business owner who wants to track their brand and maybe one competitor.

- **Pro (Starter) plan:** Roughly $99/month (annual) for a small team. This includes more alerts (5-10), higher mention quota (e.g., 5k-10k mentions), and additional features like data exports and basic sentiment. It supports 3 users.

- **ProPlus (Company) plan:** Approximately $199/month (annual) for larger needs. This might allow unlimited alerts, 50k mentions, up to 10 users, and advanced features like API access and priority support. Often "Company" is a custom quote tier on website, but sources indicate $149–$199 range monthly.

- **Enterprise/Custom:** For heavy users (agencies or big brands), pricing can be $500+/month, with tailor-made quotas (e.g., 500k mentions) and perhaps white-labeling of reports, a dedicated account manager, etc. This is negotiate-on-a-quote basis.

From search results: TrustRadius noted 3 editions from $29 to $99, aligning with Solo and Pro, and SoftwareAdvice listed Solo $29, Pro $99, ProPlus $199, Company custom. The free plan (if still offered) is very limited (maybe 1 alert, 250 mentions) which they had earlier as a hook.

Mention's pricing is month-to-month or annual with discount (~20-30%). They also offer a 14-day free trial on paid plans. Comparatively, Mention is in the same ballpark as Brand24 (slightly different tier structure but similar range). Because of the MyNewsDesk integration, there might be bundle deals if one uses both, but generally it's separate.

Overall, Mention's pricing is SMB-friendly, starting at low monthly fees and scaling up moderately. It's significantly cheaper than enterprise suites, making it accessible to startups, small agencies, and individual professionals.

Customer Reviews and Sentiment

Mention is often lauded for its simplicity and real-time capabilities. Users like that you can "set it and forget it" and then get email alerts or check an app to see brand mentions rolling in. A G2 review snippet notes: *"It is a great tool for social media management. It allows you to keep a record of every minute thing that has been mentioned on the web. It knows how to do its job…"* This captures the sentiment that Mention diligently catches a lot of online chatter, acting like an archive for your mentions.

Many North American small business users appreciate Mention as a step up from free Google Alerts – it catches social media and provides a centralized feed. Pros frequently cited: real-time alerts, ease of setup, multi-language support, and affordability. The interface is clean, and it's easy to tweak alerts if you get irrelevant results.

Mention's customer support also tends to be positively reviewed, although as a largely self-serve tool, users don't need too much intervention once configured. The platform's mobile app (for iOS/Android) is another plus, enabling users to monitor on the go.

Cons and limitations: Some reviews mention that Mention can pull in a lot of noise for common terms, requiring careful use of exclusion filters. For example, a brand name that's also a common word may yield irrelevant results that need filtering. While the tool offers Boolean logic, it might not handle extremely complex queries as gracefully as enterprise tools.

Another common con is related to mention quotas – if an alert exceeds your plan's monthly mention limit, older mentions might be inaccessible. This can happen if something goes viral and you're on a small plan. Upgrading mid-cycle or deleting an alert to reset it can be workarounds, but it's a consideration.

Also, Mention's sentiment analysis is basic (and historically only for English, though they may have expanded it). Some users don't rely on the sentiment tagging as it can be hit-or-miss.

Since Mention doesn't have built-in media outreach or advanced analytics, those seeking an all-in-one PR tool find it lacking in those areas – but it doesn't purport to handle them. It focuses on

monitoring/listening.

Overall, North American users who are marketers or PR generalists find Mention extremely handy for day-to-day brand monitoring. Agencies managing multiple brand alerts like that they can switch between projects easily and even share read-only access with clients. The sentiment is that Mention delivers very good value for its price point – *"mostly useful as a PR watch and web listening tool"* as one user put it, suggesting it covers that core need well. It might not have bells and whistles beyond that, but for many, that's sufficient or they supplement with other tools for things like media outreach.

Unique Value Proposition

Mention's unique value proposition is real-time, multi-source monitoring in an easy package geared towards smaller teams or individuals. It stands out by being one of the few platforms that is approachable for a freelancer or small business owner, yet still powerful enough to capture a broad swath of online conversation. The combination of web + social + forums in one feed, updated live, is quite valuable at its price tier.

It also uniquely straddles marketing and PR use cases: A social media manager can use Mention to find UGC (user-generated content) or influencer posts to engage with, while a PR rep can use it to catch news mentions or blog reviews. Mention even integrated G2 review monitoring (as indicated by their updates), showing they adapt to new channels relevant for brands (like getting alerts for new software reviews). This nimbleness in integrating new sources keeps it attractive for digital-focused users.

Another aspect is Mention's collaboration. Unlike some basic alert tools, Mention allows teams to work together, assign tasks, and directly respond. This makes it not just a listening tool but part of a social customer care workflow. That's a differentiator compared to, say, Google Alerts or simpler RSS feeds, and aligns it a bit with social media management tools (though it's not as extensive in publishing features).

Mention's free tier (if still existing) and trial, plus very low entry cost, mean it's often the first professional monitoring tool many NA startups try. That early mindshare and ease of adoption is a big part of its value – it captures customers at the "growing business" stage and can scale with them to an extent (until they possibly jump to an enterprise tool, but many stick if needs are met).

In summary, Mention's value is in providing real-time online listening accessible to anyone, not just big companies. It emphasizes timely awareness ("don't miss anything being said about you") with simplicity ("don't struggle to set it up or pay too much"). For North American startups, agencies, and even individuals building a personal brand, Mention offers a uniquely balanced solution that is fast, simple, and comprehensive for web/social mentions.

Mention Summary Table

Pros	Cons	Best Suited For
Real-time alerts for both social media and web mentions, enabling prompt reactions to conversations or news. - Simple setup and use: very low barrier to entry – create an alert and immediately start catching mentions; minimal training needed.

Affordable with flexible plans: offers a free trial and low-cost monthly plans, making professional monitoring feasible for freelancers and small businesses.

Collaboration and engagement: team features (task assignment, internal comments) and ability to respond to mentions (like tweets) directly from the platform, supporting integrated social PR workflow.

Integrations: Slack, Buffer, and API integration allow it to fit into wider tool stacks; plus monitors diverse sources (even review sites) as needs evolve. | Can include noise: without careful boolean setup, alerts for common terms may collect irrelevant mentions that require filtering out (more manual curation for complex keywords).

Limited historical data: primarily focused on real-time/current monitoring; the archive is limited by plan (older mentions may drop off if you hit mention limits, and deep historical search is not its forte beyond what's been collected since alert creation).

Basic analytics: covers essentials (mention counts, sentiment, influence) but lacks advanced PR metrics or extensive visualization – not intended for detailed campaign measurement or share-of-voice analysis against many competitors.

No built-in media outreach tools: unlike full PR suites, Mention doesn't manage press contacts or distribution, so it addresses only the monitoring/listening side of PR.

For traditional media (print/broadcast) monitoring, it's reliant on online content; purely offline mentions won't be captured unless they're posted online. | Startups, small and mid-sized businesses, digital marketing & PR teams, and agencies managing a few brands. Perfect for those who need real-time visibility into online discussions about their brand or clients without a large budget or dedicated analyst.

Also ideal for individuals (executives, influencers) monitoring their personal brand or thought leadership mentions. In general, best for users who want a responsive, easy-to-use listening tool for web and social and are okay with pairing it with other solutions for tasks like outreach or deeper analysis if needed. |

Sources: This report compiles information from official vendor resources and trusted software reviews, including vendor websites and press releases (for company backgrounds and features) ([Meltwater (company) - Wikipedia](#)) ([Meltwater: Media Monitoring, Analytics and PR Solution - Digital Marketplace](#)), independent analyses and news articles (for context on mergers, funding, and unique

value propositions) ([Cision Acquires Brandwatch: The Integration of Media Monitoring](#)) ([UK-based Signal AI fortifies reputation and risk intelligence capabilities with Social 360 acquisition - Silicon Canals](#)), and user review aggregators like G2, Capterra, TrustRadius (for customer sentiment and pricing insights) ([Meltwater Pricing, Alternatives & More 2025 | Capterra](#)) ([Muck Rack Reviews 2025: Details, Pricing, & Features - G2](#)).

This detailed review should aid PR professionals in comparing and selecting the media monitoring software that best fits their needs.