

The State of Media Monitoring in the Middle East – a LexisNexis Survey*



The results show that depending on the seniority of the professional this equates to between \$7,000 to \$10,000 per year per individual. An average size PR firm could easily be wasting upwards of \$50,000 per annum. This is on top of the current fees for subscribing to a monitoring tool.

Does this really represent value for money from your media monitoring agency?

Monitoring is a key element of the junior to mid PR professional's role with branding, press release monitoring, competitive analysis and industry analysis being the key areas they use media monitoring for.

However, from our research it is clear that PR professionals are using up too much time on basic tasks that their media monitoring outlet should be providing. By having better media monitoring output, they can re-focus their time on more added value tasks with clients and prospects.

KEY REASONS IDENTIFIED FOR WASTING THIS MUCH TIME AND MONEY ARE:



Too much noise on keyword results output



Too many missed articles



Difficult to track media across all channels

PR PROFESSIONALS HAVE IDENTIFIED THE FOLLOWING TO HELP REDUCE THEIR TIME EACH DAY:



More flexibility to set up key words yourself



More automated analysis like SOV, coverage over time, etc.



Less noise



Real-time updating

This means PR professionals are having to spend their precious time on top of their current media monitoring spend.



"With a media ecosystem expanding faster than traditional print clippings can cover, PR professionals face an ever-increasing need for more targeted sourcing across ALL media channels. This encompasses more than just access to a diverse set of sources: it also requires efficient search technology to get rid of the noise, real-time analytics to make sense of data volumes too big to digest manually, and the flexibility to make real-time changes as quickly as your business environment changes."

Pim Stouten, Head of Strategy, LexisNexis Business Insight Solutions

When identifying and selecting a media monitoring provider the following is key:

1. Reduce noise through more focused key word searches
2. Ensure direct access to the monitoring tools to make instant changes (in a crisis for example).
3. Ensure real time automated analytics are included to quickly understand trends, coverage over time, share of voice etc.

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* LexisNexis recently conducted a survey under PR professionals to benchmark how PR professionals (in the Middle East) evaluate the accuracy and quality of their key word media monitoring results by clients, brands, spokespeople etc.