



COMPARE TOP MEDIA MONITORING SOFTWARE PROVIDERS

Based On The G2 Crowd User Satisfaction Ratings



Overview

Are you looking for an objective media monitoring and PR analytics software comparison, based on real customer reviews?

Look no further! G2 Crowd, the leading independent business software review company, has compiled a [report that compares Onclusive, Meltwater, Cision and Muck Rack](#), and we are delighted to share it with you.

The G2 Crowd Report for User Satisfaction Ratings is one of the most trusted voices in the industry. Using data from hundreds of thousands of verified business user reviews, the platform collects unbiased feedback on industry-leading software to help technology buyers, investors, and analysts make better purchase decisions. This year, the Onclusive team is honored to be rated #1 in most categories!

In this whitepaper, we explain what's behind the ratings and highlight important considerations for communications professionals when choosing a media monitoring and PR analytics platform.



Return on Investment (ROI)

Return on Investment (ROI), not Total Cost of Ownership (TCO), is the most important metric in the cost-benefit analysis for any technology platform. Onclusive is leading the industry with an average time to ROI within 14 months, and 72% of our customers see ROI in 12 months or less.

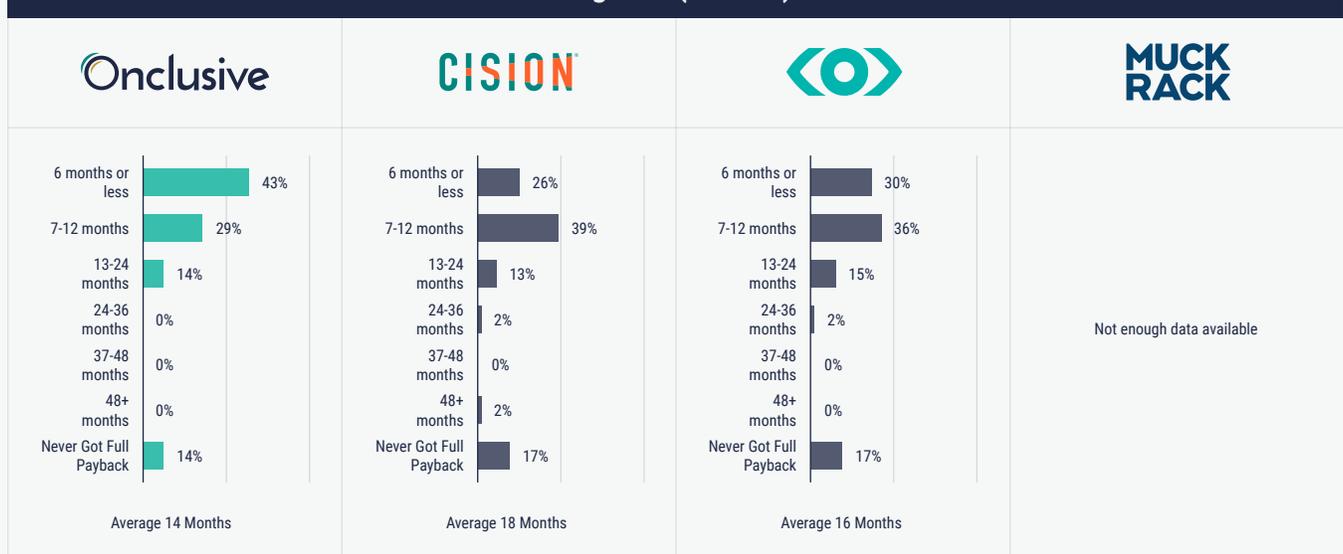
How do these companies achieve such a fast ROI? They use the data provided by their media measurement software to **develop more effective communications strategies, focus on the right stories, authors and media outlets,** and **optimize their messaging.** Going one step further, the Onclusive platform also enables PR professionals to measure which content directly impacts the customer journey and key business outcomes through **PR Attribution™**.

JAKE MAZANKE

Corporate Communications Manager, Livongo

What we're most excited about is being able to measure how our national media campaign led to a 40 percent stock increase on the IPO day. It was not only the ultimate validation for our business, mission and months of preparation, but also a great indicator of the overall excitement surrounding the company. This really speaks to our impact on tangible financial results and raising the profile of the entire industry. Big thanks to Onclusive for helping us demonstrate these outcomes and being a great partner for us throughout the entire process!

Avg. ROI (months)



Team Collaboration

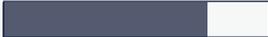
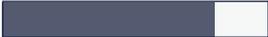
Other departments within an organization can also tap into PR analytics data to help them be more effective, which can cause ROI to snowball. In fact, many Onclusive customers share PR data with their colleagues in marketing, product and other functional areas, and 92% of our users agree that Onclusive’s platform promotes team collaboration.

LONA THERRIEN

Sr. Director, Global Corporate Communications, Mimecast

Because of the metrics we are tracking, PR has become part of Mimecast's Objective Key Results dashboard at the executive level, and our team is now integrated into the overall marketing effort. Our head of marketing asked us to package PR data on a quarterly basis for all regional executives. This regional data is shared to help guide marketing plans. This has certainly helped us stay funded and keep the right conversations going across our entire organization.

Team Collaboration

Onclusive	CISION		MUCK RACK
 92%	 78%	 80%	Not enough data available

Comprehensive Media Monitoring

Media monitoring is a must-have for successful PR and communications professionals. You need to be in the know about all of the media coverage around your brand, your competitors, and keywords that are important to your business.

Are you confident that your media monitoring software is capturing every relevant piece of coverage, or are you concerned that you might be missing some of it?

Our customers agree that Onclusive provides the most comprehensive media monitoring available, including digital, newswire, print, broadcast, and radio coverage.

Onclusive's proprietary news crawler captures over 6 million pieces of earned, owned, and newswire content every day and has stored over 5 billion articles to date – more content than any other source – while using AI to eliminate irrelevant or spam articles that don't contribute to your goals.

Onclusive Customer

Enterprise Information Technology and Services Company (>1000 employees)



GREAT SOFTWARE, GREAT CUSTOMER SERVICE

This is the most accurate online media monitoring service I have used – and I've used them all. It is intuitive to use, and easy to customize the dashboards. The customer service is outstanding – from regular meetings to assess use and answer questions to make sure you are getting the most value, to taking feedback on improvements straight back to the engineering team and following up on progress.

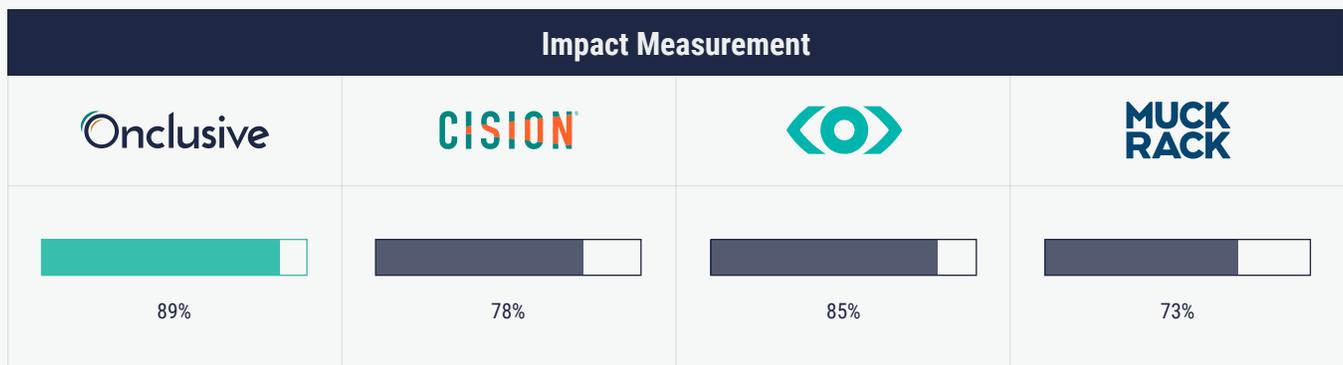
Monitoring			
88%	79%	84%	87%

Business Impact Measurement

For communications professionals to continue to have a seat at the table, get the credit they deserve and secure the budget they need, knowing how earned, owned and newswire content drives actual business outcomes has become a necessity rather than a luxury.

The most reliable and scalable impact measurement tool in the communications industry today is **PR Attribution™**, a proprietary Onclusive methodology that allows you to measure how many times people, after having read a piece of content about your brand, eventually visit your website and which actions they take – including pages visited, content downloaded, sign-ups, and sales – even if there is no backlink in the article. As a result, 89% of Onclusive customers say that they are able to link their PR strategies with business impact.

For example, **Airbnb and 23andMe demonstrated the bottom-line impact of their joint 2019 “Heritage Travel” campaign** by using Onclusive to accurately measure 2,200+ total website visits, as well as almost 3,000 searches and accommodation bookings for Airbnb and DNA testing kit orders for 23andMe, driven by the campaign.



Lisen C.

Director of Communications, Enterprise Real Estate Company (>1000 employees)



USER-FRIENDLY, SMART TOOL TO MEASURE AND EVALUATE

Onclusive allows me to easily organize a robust PR program using tags and other filters, so that I can drill down and really measure impact of media coverage based on a number of parameters. It's efficient to run various tests and get nice visuals to best represent PR success, so my reports are more polished. Of course, tying PR results to site traffic and actions taken is a huge bonus that helps me report true ROI.

Once you have discovered your most valuable earned media using Onclusive, you can also promote those articles on social media to your intended audience at the desired scale, timing, and frequency. Then, you can evaluate the true impact of these articles by measuring reader engagement, such as average attention and time on page, and understanding social media amplification and brand impact of this promoted content.

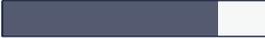
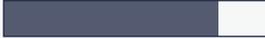
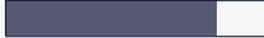
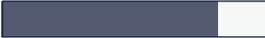
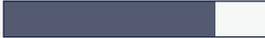
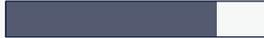
Social Media Services			
			
 88%	 66%	 79%	Not enough data available

Media Database

A robust media database powers another communications and PR cornerstone – media relations. In today’s increasingly fragmented author ecosystem, it’s more important than ever to invest in building relationships with those journalists and media outlets that actually contribute to your business outcomes and growth.

Onclusive’s Author Intelligence™, ranked #2 with over 2 million journalists, bloggers, and influencers across the globe, is the only solution that allows you to identify authors and publications with the biggest impact on your business – driving the most website traffic, social amplification, brand interactions, and revenue. It allows you to not only develop compelling outreach strategies, but also create more impactful pitch lists and target media lists.

With a powerful integration of media monitoring, measurement, PR analytics, media database and newswire distribution, Onclusive is the most complete platform in the business.

Media Database			
			
 <p>82%</p>	 <p>81%</p>	 <p>79%</p>	 <p>86%</p>
Contact/Campaign Management			
 <p>82%</p>	 <p>79%</p>	 <p>79%</p>	 <p>87%</p>

Onclusive Customer

Mid-market Financial Services Company (51-1000 employees)



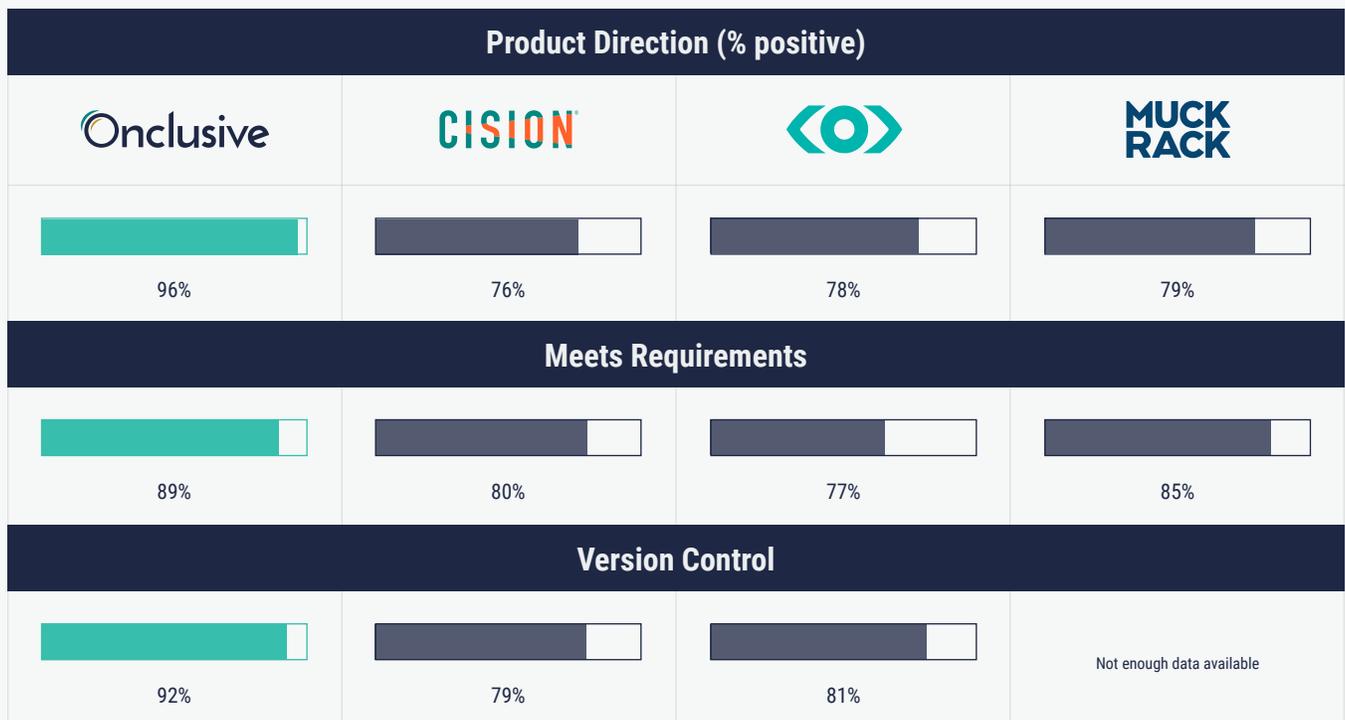
TWO-TIME ONCLUSIVE CLIENT

With Onclusive, we have been able to show progress in gaining share of voice relative to our competitors, identify new media outlets and reporters, and develop a better understanding of what works and what is less effective.

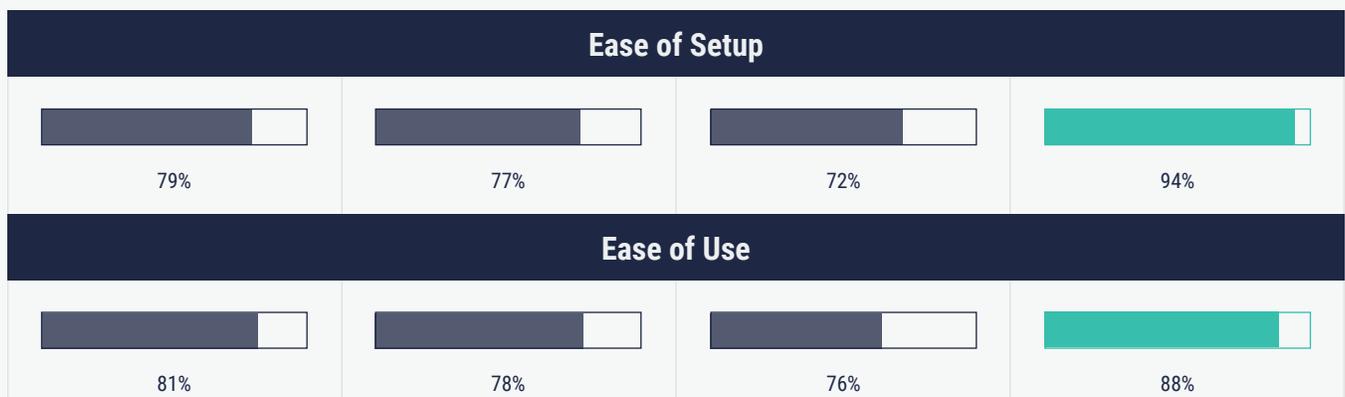
Product Direction

When it comes to any solution in your company's tech stack, you want to make sure that it both meets your current requirements and has a forward-looking product roadmap that is well positioned to respond to customer needs and anticipated industry shifts.

89% of Onclusive's customers agree that our platform meets their requirements, and 96% of customers think that our products have a positive direction. We invest heavily in research and engineering and it shows!



While Onclusive's flagship Enterprise product is more powerful than anything else on the market and requires a more sophisticated setup and admin, our newest Essentials and Pro solutions for small and medium-sized businesses are simple and easy to implement in virtually no time. We also provide the best whiteglove customer service in the industry.



Customer Support

Customer support can be a critical factor when implementing and using a new technology solution. We pride ourselves on making our customer support the best in the business, and we're particularly pleased to be at the top of the leaderboard in the categories of "Quality of Support" and "Ease of Doing Business".

Our Customer Success team not only holds your hand through onboarding, but we also partner closely with you in the long term, finding creative solutions, suggesting best practices, and ensuring you always get the most value out of the platform.

Christine K.

Communications Manager, mid-market internet company (51-1000 employees)

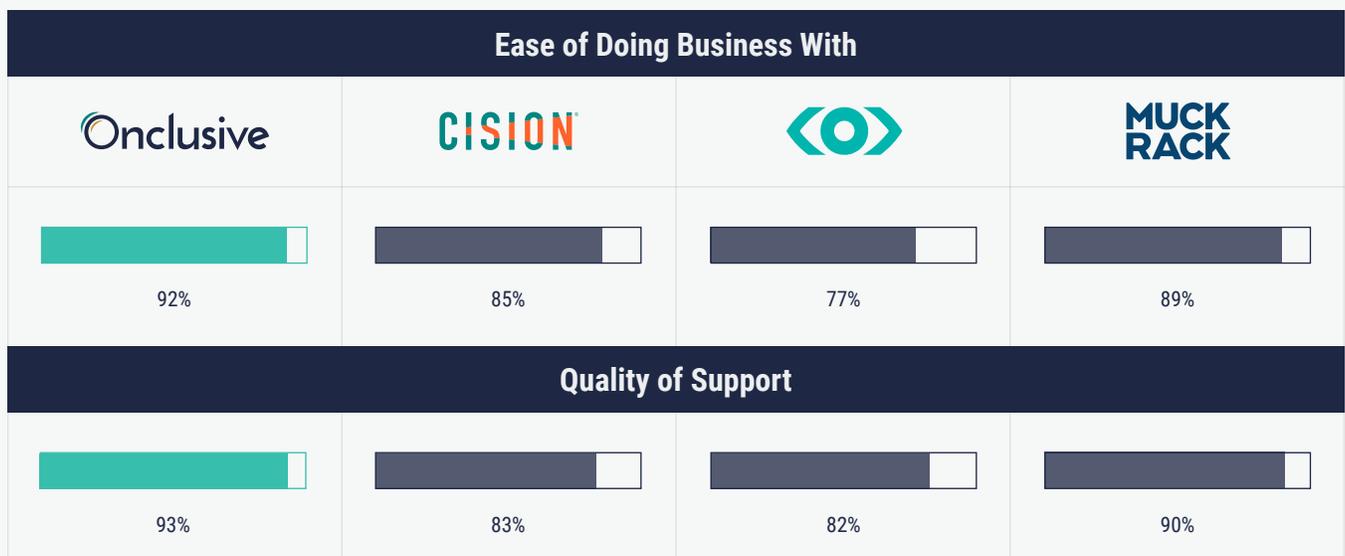


UNPARALLELED CUSTOMER SERVICE

We switched to Onclusive because of excellent customer service, swift action in incorporating customer feedback into their roadmap and having the ability to track attribution for articles.

The on-boarding process was seamless and quick and throughout the relationship, our account manager has been very involved with optimizing our tool for not only our US team, but for all our global team members across EMEA and APAC. She worked directly with their CTO and tech team to figure out what the issues were and provided solutions where possible and effective workarounds if technically something wasn't possible yet.

An incredibly valuable aspect of Onclusive's approach is that they sincerely listen to their customers and their customer's feedback to integrate into their roadmap immediately where possible, rather than just collect this information and sit on it. We have had a few different requests for features within the platform, and most of these changes were incorporated within a matter of months.



Next Steps

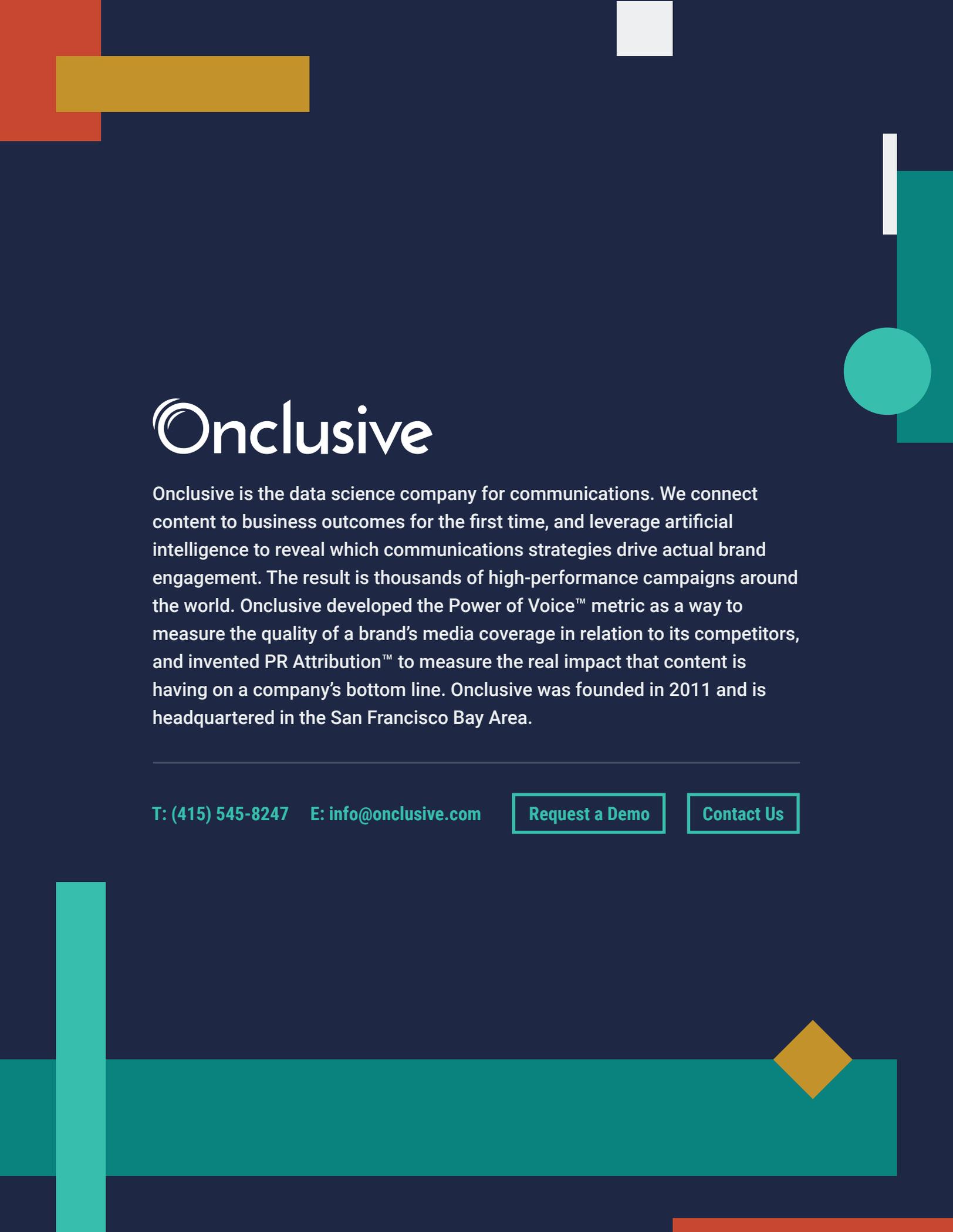
While the specific ratings we discussed are the areas we believe are essential for choosing a media monitoring and PR analytics software provider, the features and services you ultimately consider will depend on your specific business goals, users and context. The good news is that you can give any solution you're thinking about a test drive.

Ready to give Onclusive a try? [Request a demo](#) of our Enterprise solution or [start a free trial](#) of Pro or Essentials Media Monitoring today.

KATIE WATSON

VP of Communications, 23andMe

By understanding the business impact of our earned, owned and newswire efforts, we can better shape our broader strategy and make data-driven decisions around the specific content, media strategies, publications and reporters we want to focus on moving forward. PR Attribution™ analysis also provides our leadership with the metrics they want to see, including ROI.



Onclusive

Onclusive is the data science company for communications. We connect content to business outcomes for the first time, and leverage artificial intelligence to reveal which communications strategies drive actual brand engagement. The result is thousands of high-performance campaigns around the world. Onclusive developed the Power of Voice™ metric as a way to measure the quality of a brand's media coverage in relation to its competitors, and invented PR Attribution™ to measure the real impact that content is having on a company's bottom line. Onclusive was founded in 2011 and is headquartered in the San Francisco Bay Area.

T: (415) 545-8247 E: info@onclusive.com

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