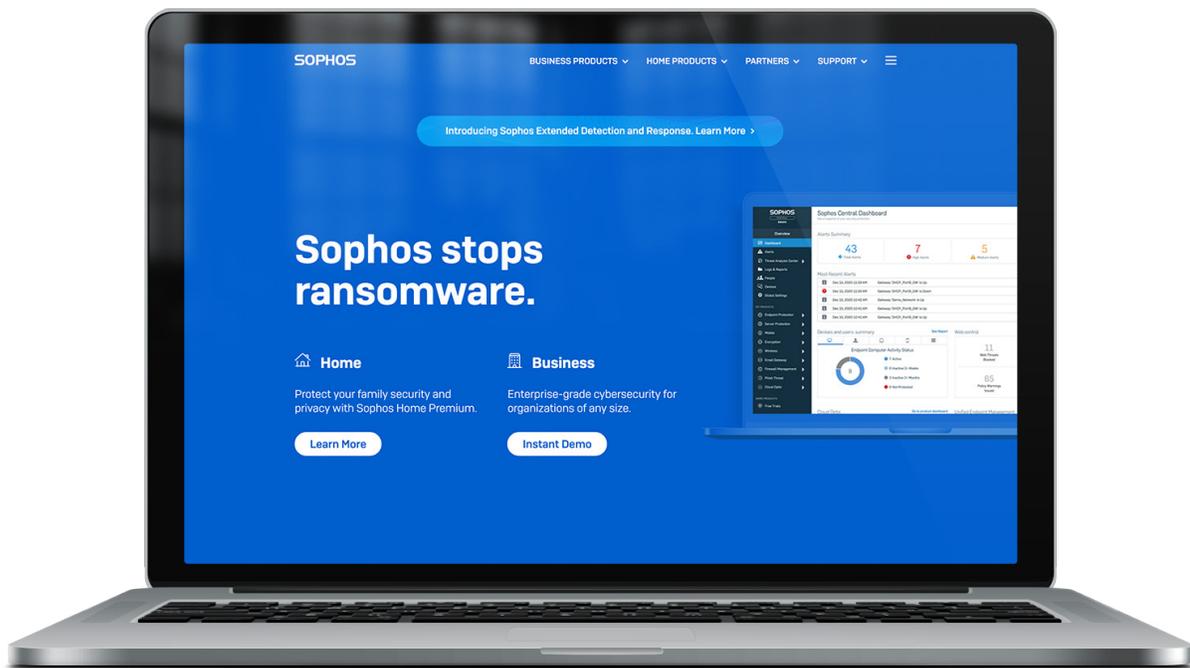




Earned Media Metrics for Global PR Strategies

How Sophos identifies and uses insights

SOPHOS



Sophos is a worldwide leader in next-generation cybersecurity, protecting more than 500,000 organizations and millions of consumers in more than 150 countries from today's most advanced cyberthreats. Powered by threat intelligence, AI and machine learning from SophosLabs and SophosAI, Sophos delivers a broad portfolio of advanced products and services to secure users, networks and endpoints against ransomware, malware, exploits, phishing and the wide range of other cyberattacks. Sophos provides a single integrated cloud-based management console, Sophos Central – the centerpiece of an adaptive cybersecurity ecosystem that features a centralized data lake that leverages a rich set of open APIs available to customers, partners, developers, and other cybersecurity vendors. Sophos sells its products and services through reseller partners and managed service providers (MSPs) worldwide. Sophos is headquartered in Oxford, U.K. More information is available at www.sophos.com.



Challenges

After trying two other platforms which were difficult to navigate, Sophos was looking for more than just media monitoring software; the PR team wanted a partner that could understand their business and how they could increase the use of data for their global PR strategy development. It was important to them to work with a company with an active team that could help with the transition into using more data insights about their earned media coverage volume and Share of Voice, as well as other impactful metrics.



Solutions

Onclusive's media analytics platform helped the Sophos team by giving them advanced data about their global media coverage, as well as with social media amplification data, Power of Voice™ competitive intelligence measurement, and PR Attribution™ analytics. Coupled with dedicated support for custom insights, Sophos was able to leverage the Onclusive platform to set media relations strategies with competitive and industry data about what's resonating in earned media.

Across the team, Sophos uses the data for monthly and quarterly reports to show progress and business impact with certain types of news stories to their executives and key stakeholders regionally and globally. The reports include metrics such as:

- **Comprehensive Earned Media Coverage:** global earned media mentions
- **Message Optimization:** the inclusion of messaging and spokespersons
- **Potential Customers:** website traffic from readers of brand coverage
- **Automated Reporting:** for weekly, biweekly, monthly and quarterly reports

SARA EBERLE

Senior Director of Global Public Relations, Sophos

Onclusive is an invaluable tool to help you become a better PR person. It's great for strategy setting and industry analysis, as you can quickly and easily review what's happening beyond your own company. Onclusive gives us the ability to see what journalists are covering and track editorial patterns both regionally and globally.



Some Top Results

Through their fiscal year '21 (April 1, 2020 - March 31, 2021), results included:

- **Comprehensive Earned Media Coverage: 21% increase**
- **Message Optimization: increased the inclusion of messaging by up to 45%**
- **Potential Customers: increased quarterly content-driven visitors by up to 32%**



Key Takeaways

With Onclusive as a partner, the Sophos communications team was able to gain visibility of their most impactful global earned coverage, track how articles drive traffic to their website, and determine repeatable media strategy trends.

Go beyond media monitoring

Sophos has come to consider Onclusive *“true team players and an extension of our business”*. Onclusive will continue to be an essential tool for the global Sophos communications team.



Onclusive empowers communications teams with media monitoring and PR analytics software and services. The inventors of **PR Attribution™** and **Power of Voice™**, Onclusive's product suite is built upon a proprietary global newscrawler which analyzes millions of earned, owned and newswire content pieces daily in over 100 languages.

Leading global brands and agencies including Airbnb, 23andMe, H&R Block, Experian, Monster, Edmunds, Sophos, Omnicom Public Relations Group and MSLGROUP partner with Onclusive to improve their communications. For more information, visit onclusive.com, email info@onclusive.com and follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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

[Request a Demo](#)