



Elevate Your Brand with Cutting-Edge Media Intelligence

AN INTRODUCTION TO SPERKIFY

PRESENTATION

www.sperkify.com



Who We Are

- At Sperkify, we transform data into intelligence and intelligence into action
- Our skilled analysts and advanced tools go beyond mere data collection—they distill insights that matter
- With Sperkify, staying informed means staying ahead as we uncover stories that shape your world



WHY CHOOSE SPERKIFY?



You need more than raw data—you need a strategy

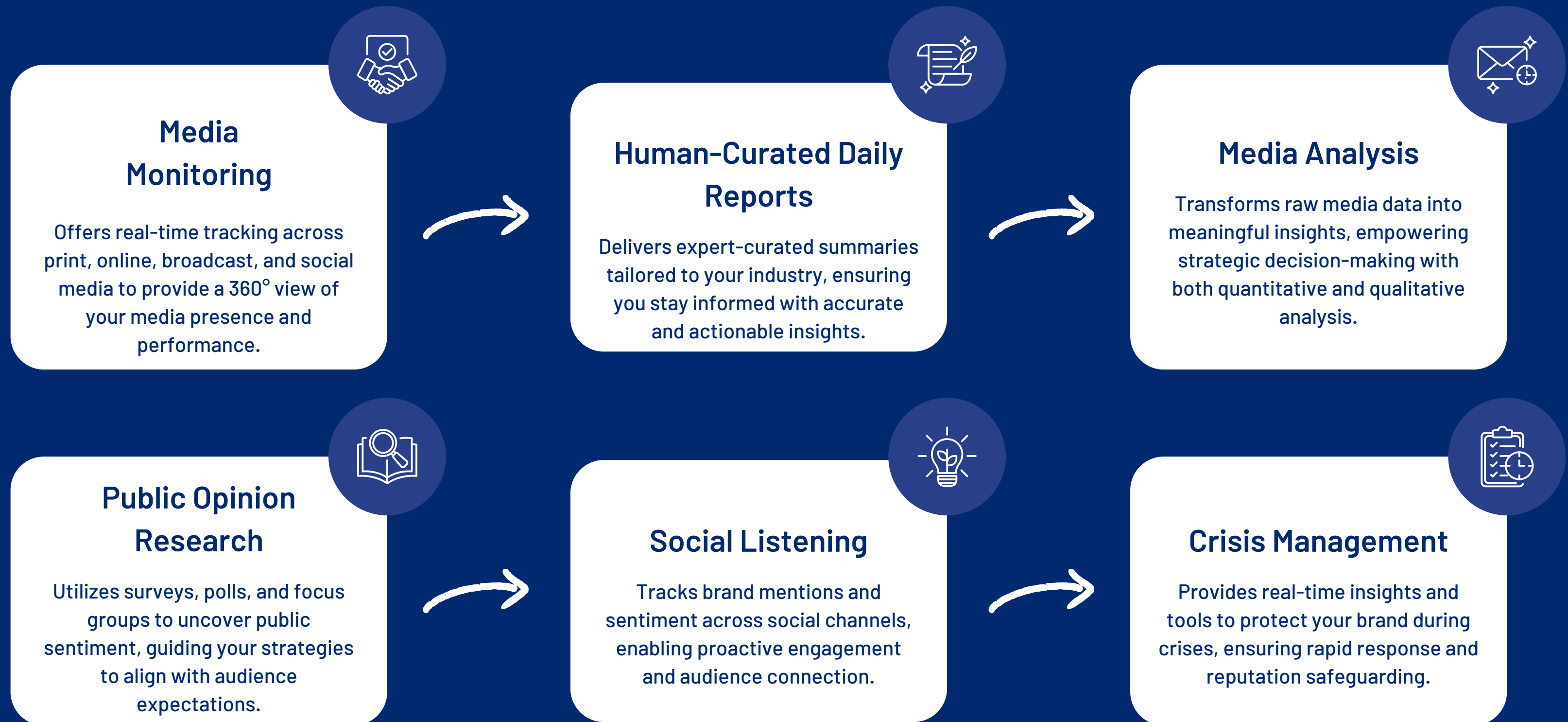


Sperkify combines real-time technology with human expertise to deliver insights that are timely, tailored, and ready to act on



Our 24/7 monitoring keeps you updated on trends, risks, and opportunities, providing clarity to make informed decisions swiftly

WHAT WE DO – OUR SERVICES



MEDIA MONITORING

Unlock real-time insights across 90+ languages for a 360° view of your media landscape.

Key Benefits:

- Track brand presence across digital, social, and traditional media.
- Identify opportunities, mitigate risks, and shape brand narrative.



Online News Pulse

Provides real-time updates on global news, keeping you informed about breaking stories and trends that impact your brand or industry.



Social Signal Tracker

Monitors brand mentions, conversations, and sentiment on social media platforms, offering insights into public perception and engagement.



Global Broadcast Insight

Delivers access to live TV and radio coverage worldwide, ensuring you don't miss critical discussions and developments.



Podcast Perspectives

Tracks mentions of your brand or relevant topics across popular podcast platforms, offering a unique angle on audience conversations.



Premium Content Access

Grants direct access to exclusive, paywalled content, ensuring a comprehensive view of industry-specific and niche media coverage.

HUMAN-CURATED DAILY REPORTS

Receive critical insights, curated by experts, delivered straight to your inbox daily.

Key Benefits:

- Personalized to your industry and goals.
- Expert analysis ensures accuracy and relevance.
- Actionable summaries for quick decision-making.



Executive News Reports

Daily summaries of the most impactful news tailored to your business, ensuring leaders have quick access to critical updates.



Risk Analysis Reports

Focused updates on regulatory changes, compliance risks, and emerging threats to help you mitigate potential disruptions.



Public Affairs Reports

Insights into political developments and policy shifts that could influence your organization's operations and strategy.



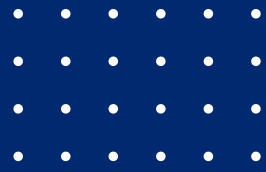
Event & Campaign Reports

Detailed analysis of media impact from specific events or campaigns, helping optimize future efforts.

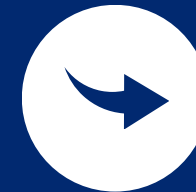


Crisis & Issues Management Reports

Real-time assessments of crises, offering actionable insights and guidance to manage reputational risks effectively.

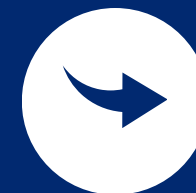


MEDIA ANALYSIS



Key Features:

- Comprehensive monitoring across digital, broadcast, and social channels.
- Customizable reports based on your organization's needs.
- Expert insights to shape messaging and respond to trends.



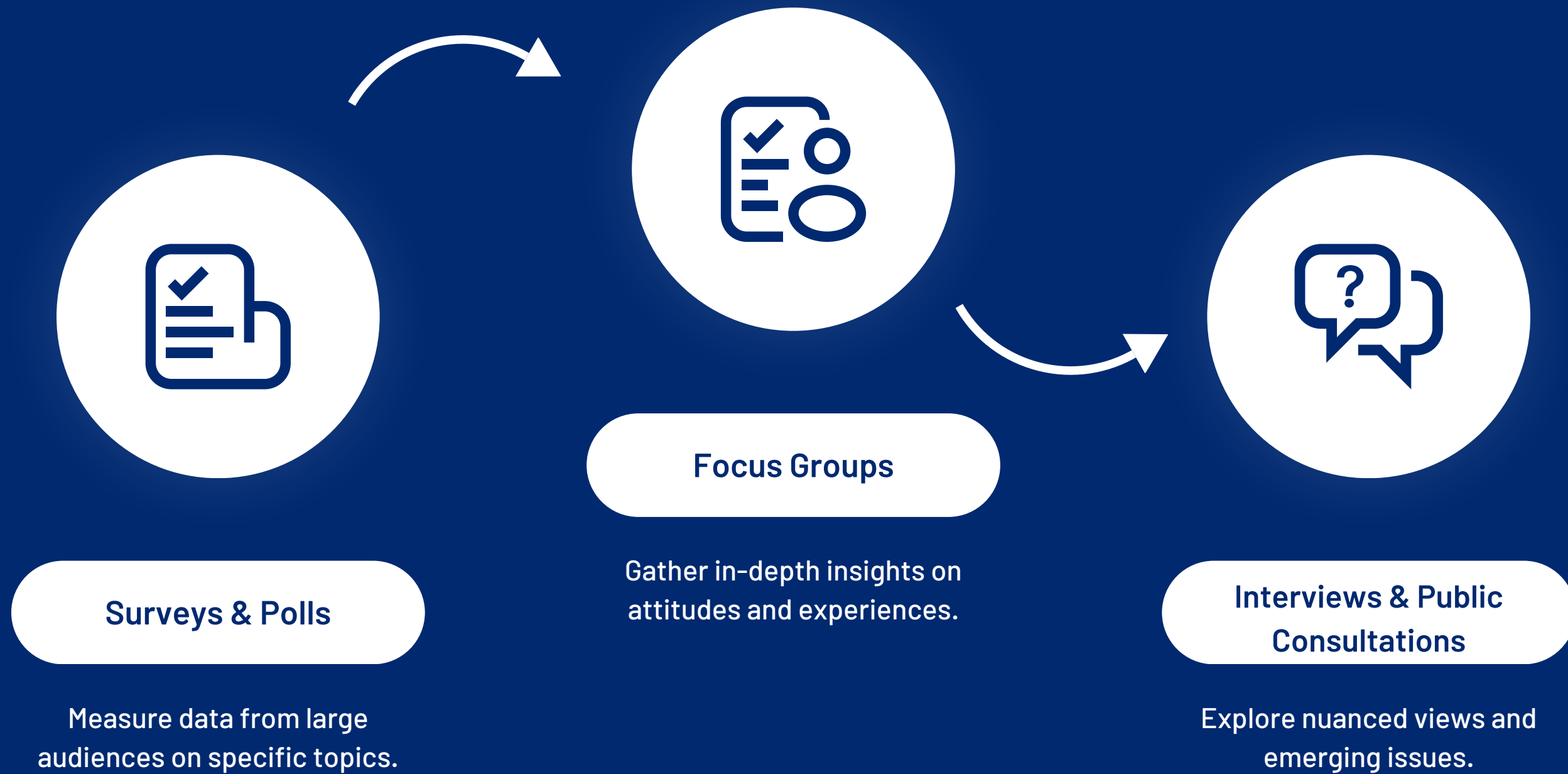
Types of Reports:

Media Analysis Reports: Provide a comprehensive overview of your media presence, combining reach, sentiment, and key themes to uncover actionable insights that shape strategic decisions.

Influencer Analysis Reports: Focus on key opinion leaders and influencers driving industry conversations, offering insights into their impact, audience, and relevance to your brand.

PUBLIC OPINION RESEARCH

Understand what drives public perception to align your strategies with public sentiment.



Social Listening

Track brand mentions, analyze sentiment, and engage with your audience across social channels.



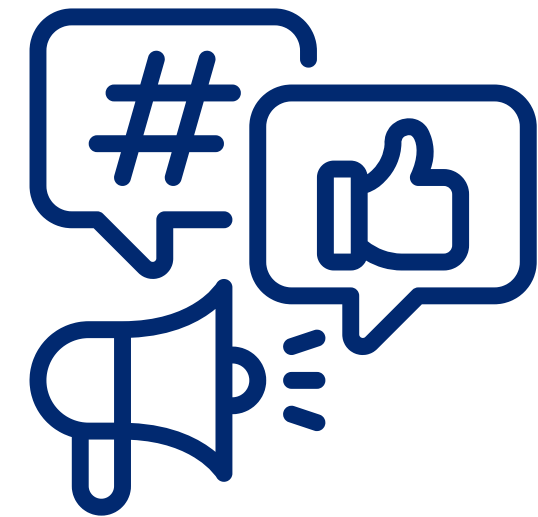
SERVICE

Monitor customer feedback in real time to address concerns proactively, improve satisfaction, and build loyalty.



DEVELOPMENT

Use audience insights and sentiment analysis to identify customer needs and inform product design and innovation.

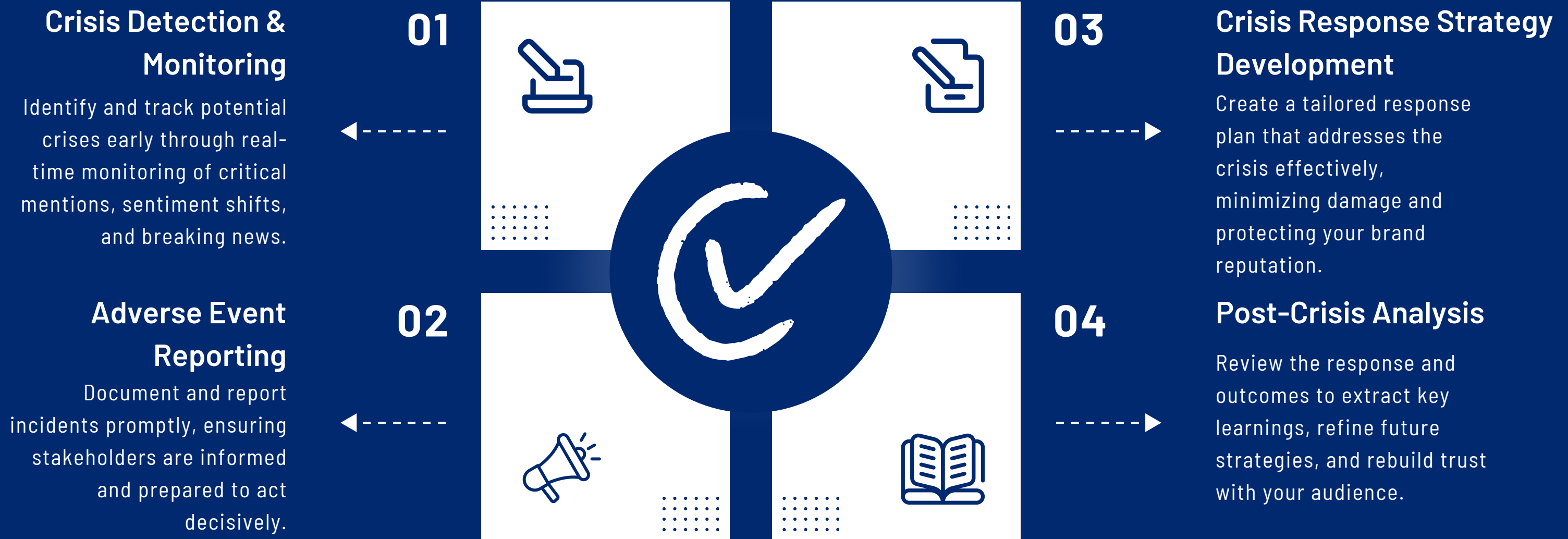


CAMPAIGNS

Track campaign performance and sentiment during execution, allowing for immediate adjustments to maximize impact and engagement.

CRISIS MANAGEMENT

Protect your brand reputation with real-time insights and strategic crisis management.



WHY CHOOSE HUMAN-CURATED SERVICES?

1

Expert Oversight for Precision

Skilled analysts ensure all insights are accurate, relevant, and aligned with your strategic goals, eliminating irrelevant noise.

2

Access to Exclusive Sources

Human curation includes coverage from paywalled, niche, and hard-to-access media sources, providing a comprehensive view of the media landscape.

3

In-Depth Contextual Analysis

Human expertise adds depth and context to reports, offering nuanced insights that automated tools might overlook.

4

High Confidence in Insights

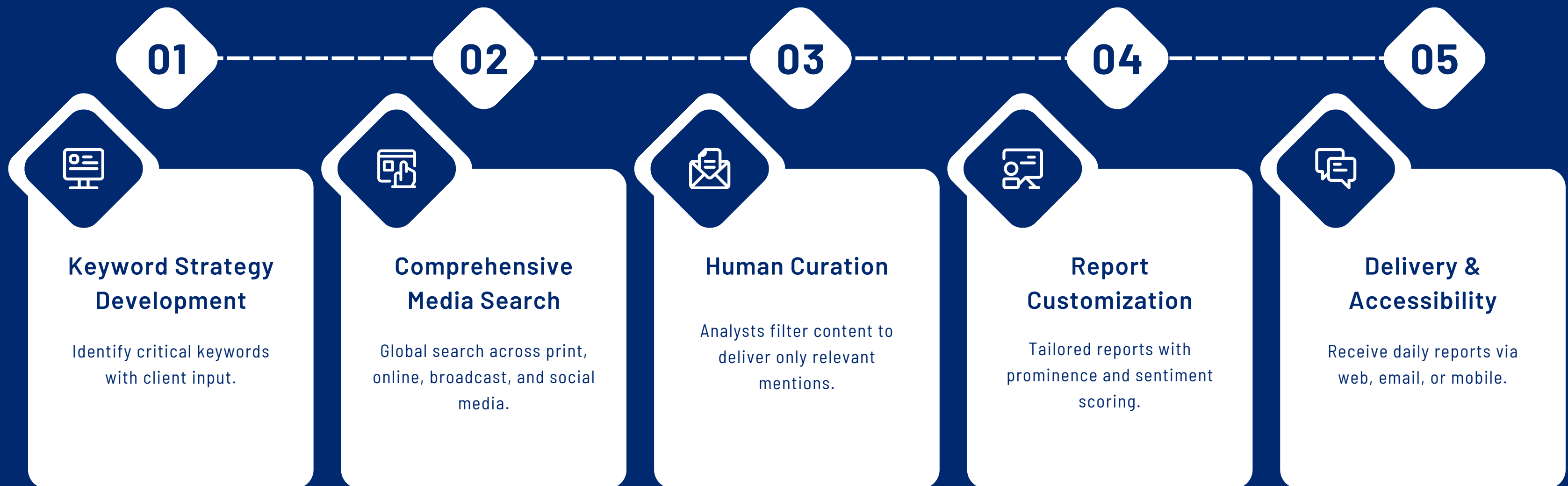
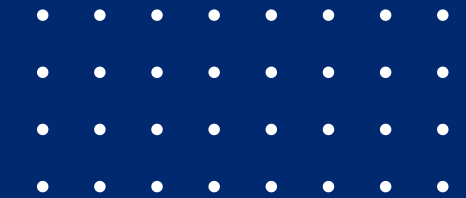
Curated intelligence delivers reliable and actionable data, empowering decision-makers with clarity and confidence.

5

Tailored Relevance

Reports are customized to fit your unique needs, ensuring they focus on the metrics, topics, and trends that matter most to you.





HOW WE HELP OUR CLIENTS



Protect Brand Reputation

Safeguard your brand image through real-time monitoring and rapid response during crises.



Gain Competitive Insights

Understand competitor movements and industry trends to stay ahead in a dynamic landscape.



Identify Emerging Trends

Spot new trends early and position your brand as a leader in the conversation.



Measure Campaign Impact

Track and analyze the effectiveness of campaigns across multiple media channels.



Engage with Your Audience

Connect with customers and stakeholders meaningfully, informed by real-time social listening and sentiment analysis.

contact us

Partner with Sperkify for cutting-edge media intelligence.



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SUPPORT@SPERKIFY.COM



Thank you

PRESENTATION

