

Data-Driven Media Insight - Within Your Reach

Would you like to provide your clients with state-of-the-art analysis on their brand as it compares to others in the market? Through our sophisticated media and brand analysis solutions, Perception Metrics provides you a clear picture of your brand's strengths, risks and successes in relationship to the overall industry and competitive field.

Perception Metrics delivers data-driven media insight quickly and cost effectively to brand managers, public relations professionals, and their client organizations.

In today's marketplace, it is increasingly important to understand your brand, how it is perceived, and how to influence perceptions through your marketing and communications efforts.

Perception Metrics Reports Allow You To

- ▶ Evaluate the competition
- ▶ Position your brand in the market
- ▶ Build brand messages to resonate with your target audience
- ▶ Dissect aspects of your brand to identify which are positive and negative

How We Do It

Perception Metrics relies on a proprietary, rule-based automated text analysis system that analyzes text with the intuition of a human reader **AND** the speed and perfect reliability that only a computer can achieve.

Why Perception Metrics?

Our media and brand analysis solutions are affordable and scalable – important components for clients of varying sizes. The flexible offerings and timely analysis empower you to act quickly and with a level confidence not realized in the past. Gain a competitive edge, do what you do best while we run and analyze the data! Contact us to learn more about our empowering media and brand analysis solutions.

