Expand Your News Media Coverage with LexisNexis

With over 1.1 M news articles published every 24-hours, not only is it important to understand your brand’s share of voice is compared to the rest of your market, but also tracking how it’s performing over time and understanding what trends with your target market may be working for or against you.

Now, NetBase Quid customers can leverage the full flexibility and power of analytics in the NetBase product on a significantly expanded, high quality news media dataset from LexisNexis. With more than a billion indexed news articles and NetBase Quid’s proprietary artificial intelligence, your time to insight is reduced exponentially.

Make Smarter, Faster, Data Driven Business Decisions

Consolidate fragmented media monitoring into a single platform for faster, smarter decision making for your most critical business decisions. Integrate the LexisNexis premium news feed into your existing NetBase subscription to track 3x more news sources including online news content, full text articles, and stories hidden behind paywalls.

The breadth and sophistication of the analytics in the NetBase product enables users to slice and dice data by a range of metrics and filters, including sentiment. Analyze news media coverage and social media engagement side by side in the same product for real-time consumer and market intelligence.

Gain a Competitive Edge

The coverage and quality of LexisNexis news media data combined with existing NetBase social media analytics gives your brand a competitive edge. Real-time analysis of high-quality news media coverage combined with social media coverage and engagement provides unprecedented visibility into your brand, your competition and your market.

Be confident you won’t miss a story, trend, or insight. Quality coverage from key news media sources, including full text and behind the paywall content gives you 3x more coverage than ever before. This ensures the highest story/mention count for your brand.
Advanced filters and flexible reporting delivers visibility across the entire company for brand management, crisis response, and trending news topics without the need to jump between multiple products to pull all your data together.

**KEY FEATURES**

**Access to LexisNexis global English-language news coverage**
- English-language news from 200+ countries sourced from 60K+ news sources
- 18K+ licensed news sources from top tier web and print sources (example sources: Reuters, PR Newswire, Bloomberg, CNN, Politico)
- 10K+ local, national, and international print sources (example print sources: New York Times, Chicago Tribune, USA Today, Washington Post)

**Significantly expanded integrated news and blogs dataset**
- 3x more news documents
- 1M articles indexed daily across premium news, and the existing blogs and non-English news from NetBase
- Includes complete domain coverage, full text, and paywalled content
- Captures all syndicated posts to compute your brand’s true reach
- 27 months of historical news articles
- Unlimited mentions

**Advanced filtering, dashboarding, alerting, reporting**
- Track Potential Impressions and Reach
- Advanced Boolean filters in topics, analysis, and themes to fully leverage news media:
  - Source Category (ex. National & International, Local)
  - Genre (ex. Press Release, Interview)
  - Quality (ex. Top Tier, Mid Tier & Niche publications)
  - Plus additional filters for entities, topic groups (ex. Lifestyle), and topics (ex. Fashion)
- Real-time alerting notification of emerging trends
- Flexible reporting empowers the entire company

NetBase Quid provides access to over 60K news media sources via the LexisNexis news feed for the deepest media and market intelligence.

Below is a sample of sources.

**PR NEWS**
- AP (Associated Press)
- Open PR
- PR Newswire
- PR Web
- Reuters
- Yahoo! News

**NATIONAL/BROADCAST NEWS**
- ABC News
- CBS News
- CNBC
- CNN
- Huffington Post
- FOX News
- MSNBC
- Newsweek
- MSN
- USA Today
- US Weekly Online
- Yahoo! News
ABOUT NETBASE QUID

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market. The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently. NetBase Quid is a trusted partner of American Airlines, Coca-Cola, Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG and The New York Times.

Learn more at https://www.netbasequid.com

NETBASE QUID HEADQUARTERS
3960 Freedom Circle, Suite 201
Santa Clara, CA 95054
P: 855-762-6764
E: info@netbasequid.com
www.netbasequid.com

LinkedIn: NetBase Quid
Twitter: @NetBaseQuid
Facebook: @NetBaseQuid
YouTube: NetBase Quid

Trusted by the World’s Top Brands

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