Applied Strategic Research

Certus Insights provides strategic research solutions to help organizations of any size build effective campaigns and make informed decisions by applying the proper **methodology**, **customized** to answer the client's key questions, using the best **techniques** and **data** available.

the Certus difference

Quantitative and Qualitative

Based on years of experience deploying surveys, focus groups, and in-depth interviews, Certus targets a range of audiences for a host of applications. We blend traditional rigor with cutting edge approaches to provide clients with actionable insights.

Media Analytics

Certus Insights pushes the leading edge of analytics that evaluates news, blogs, and social media to develop actionable and strategic insights from conversations large and small. Understanding the news and social conversation is a critical step in any planning.

Strategic Insights

Certus Insights provides actionable intelligence to help organizations develop messages, measure campaign ROI, assess reputation, identify and prioritize target audiences, identify white spaces, determine share of voice, and analyze industry trends.

Certainty Delivered

We believe that research is not an end in itself. It is a strategic tool to help organizations build effective communications campaigns and realize tangible organizational goals.

Certus Insights is...

Full Service
Full-service, turnkey research and analytics company with a complete range of offerings for a variety of clients

Innovative
Our key differentiator is innovation grounded in methodological rigor and analytical depth.

Strategic
We are industry leaders in counseling clients on data to make informed, strategic, and tactical decisions.

Customized
Research projects are customized to directly answer client questions, reduce bias and provide accurate and actionable insights.

Hands-On
We are a boutique, independent firm that provides hands-on attention and consulting.

Objective
We uphold the highest professional standards to ensure unbiased research findings.

Collaborative
We assist clients in applying data to develop insights that drive effective campaigns and help them make informed business decisions.

Secure
All client data is stored in professionally managed, password-protected servers.

Global
We've conducted research on 6 continents and 32 countries to date.

MEET OUR TEAM

Collectively the team at Certus Insights has over 85 years of market research experience.

The Certus Insights team gives each client undivided attention and the most insightful interpretation and analysis available. Andrew Rugg, President, Ron Faucheux, Chief Analyst, and Natalie Copeland, Vice President, will manage every aspect of this project.

Andrew Rugg

President

Background

Mr. Rugg is an industry leader in integrating quantitative, qualitative, and analytics research methodologies to develop applied strategic insights for clients. Not only does he lead the current team at Certus, but he led a fully integrated research department at a public relations agency before founding Certus.

Natalie Copeland

Vice President

Background

Ms. Copeland brings professional research experience from the corporate communications and syndicated research worlds. Before joining Certus, she was a lead researcher at a major public relations agency. She led client projects across quantitative, qualitative, and analytical projects.

Ron Faucheux

Chief Analyst

Background

Dr. Faucheux is a nationally respected public opinion analyst with a unique background in public policy and legislative research, public communications and message strategies. He combines professional competence and academic credentials with pragmatic problem-solving skills.

Quantitative and Qualitative Research

Certus Insights offers industry-leading quantitative and qualitative research. We provide a custom and collaborative research process that produces actionable and reliable results.

Approach:

Clear Intelligence Through Rigorous Standards

Traditional quantitative and qualitative research aims to discover important insights about an **audience, brand, or issue** through direct interviews in a structured process that removes biases.

Applied

We help clients by putting data to work so they can **make informed decisions**. We devote ourselves to understanding the client's perspective to deliver analysis and recommendations that can be acted on immediately.

Collaborative

Certus works closely with clients to **collaboratively** scope projects, develop the research instruments, and ensure all deliverables speak directly to client needs. Certus is dedicated to ensuring that all clients **fully understand each step** of the research process.

Objective

Certus adheres to the **highest standards to research ethics** through each stage of the research process. We take our responsibility as researchers and objective custodians of data seriously.

Targeted

Certus precisely targets audiences based on **demographic, psychographic, professional, or behavioral** attributes. Whether targeting specific audiences or casting a wide net, Certus strives to ensure high-quality recruitment and participation.

Cutting Edge

Certus builds on a strong foundation with **traditional** research methodologies, incorporating **new techniques** and methodologies. Whether it's behavioral data matching, ad-based recruiting, or advanced question types, count on Certus to bring traditional rigor to the latest industry developments.

Empowering

Certus works to ensure that **clients feel empowered** to speak and fully understand the results of all research outputs. Our job does not end once the report is delivered.

Outputs:

Project Types and Applications

◆ Certus Insights custom builds all quantitative and qualitative projects to address a variety of client needs.

◆ We offer a full-service research process that takes a collaborative approach to produce actionable insights.

◆ Certus is adept at multi-modal projects: applying quantitative methods to understand target audiences as a group and using qualitative methods to explore attitudes in-depth.

Elite Audience Surveys

Understand the mindset around a group of elites that are decision makers or thought leaders on an issue, industry, or in a particular geography.

Message Testing

Thoroughly test messaging concepts, phrases, and specific words before launching a communications campaign.

Consumer Attitudes

Understand what consumers think about an issue and how they behave.

Audience Identification

Segment audiences into targetable groups by demographics, psychographics, and behaviors.

Reputation/Brand Assessment

Understand the strengths, weaknesses, and perceptions around a brand and its competitors.

Behavioral Matching

Match survey answers at the individual respondent level to comprehensive databases of real-world behaviors.

Membership/ Employee

Understand perceptions among employees/members in a structured process that produces honest feedback.

News Media Survey

Develop news-ready data citations to generate attention and establish a brand, personality, or executive as a thought leader.

Case Study:

Brand Assessment + Integration

Company Type: Healthcare Provider

Note: Case study has been anonymized to protect client confidential data.

What they needed

The client wanted to get a better understanding of nurses' attitudes around employers and job searching opportunities.

Identify issues and concerns around recruit and retaining nurses.

Understand how to best communicate with nurses online.

What we delivered

Certus Insights conducted a large-scale, national quantitative study measuring nursing attitudes on employment, employability, and what and how they look for their next job. Detailed recruiting criteria ensured that the sample contained a mix of nurse specialties, work environments, seniorities, and backgrounds. The detailed report provided actionable programming and messaging recommendations based on rigorous data analysis.

Why it was so valuable

After presenting the findings, the client repositioned their recruitment strategy to better target the nurses that are most likely to leave other organizations and updated their messaging to better appeal to key motivators that drive nurses' career decisions.

"They came to the table with smart questions that illustrated their understanding of our space and our needs." – Project manager

Offerings:

Elite Audience Surveys

Gain valuable insights by taking the **pulse of elite audiences.** By working collaboratively with clients, Certus Insights develops precise survey targets and recruits **hard-to-reach** audiences.

DC Opinion Elites

Understand beltway elite audiences' opinions and keep a pulse on changing opinions of this critical audience

- DC Beltway Elites
- DC Defense Elites
- DC Health Policy Elites

Business Elites

Reach high-level executives, business leaders, and those responsible for major purchasing decisions

- Business Decision Makers
- Purchase Decision Makers
- Industry Executives

Health/Medical

Assess hard to reach healthcare professionals, hospital decision makers, and patients

- Healthcare Professionals
- Hospital Decision Makers
- Health Industry Decision Makers

Opinion Makers

Target those who influence the influencers, regularly push new ideas and boundaries

- Civic Opinion Elites
- Local Policy Elites
- Household Purchase Decision Makers

Case Study:

Elite Audience Brand Tracking Survey

Company Type: Health Issues Association

What they needed

To understand its brand and issue awareness within the influential D.C. Beltway decision makers.

What we delivered

The team at Certus Insights regularly fields a brand tracking survey that enables the association to track awareness of their issue, their organization, and the need for additional federal funding. The survey carefully recruits respondents to measure the attitudes that pervade the mindset of this elite audience. Each survey iteration contains a detailed analysis of the results, with actionable recommendations.

Why it was so valuable

The survey enabled the association to better understand how they could use targeted messaging, paid media, and earned media efforts to emphasize the importance of their issue. Since the initial report, the organization has optimized its messages and communications strategy to increase awareness year over year.

Message Development Surveys

Certus Insights deploys a **comprehensive**, multi-modal research process for developing **actionable** key messages. Know the precise **words, phrases, and arguments** that will resonate.

Don't Guess with Key Messages

Our disciplined message development process integrates multiple data sources to provide an empirical basis for finding the right messages to use in a communications campaign.

- Frame your strengths
- Inoculate against weaknesses
- Answer questions and attacks
- Create continuity
- Target specific audiences

A Empirical Based Approach

Our message development process is...

Disciplined
A precise and integrated process

Critical
Find the right word, phrases, and arguments

Supportive
Guided by a structured process to provide an empirical basis for conclusions

Multi-Modal
Can be conducted in conjunction with media analytics

Case Study:

Audience Perceptions + Message Testing

Company Type: A Foreign Affairs Interest Group

What they needed

To understand how to message to U.S. consumers, U.S. policy influencers, and informed U.S. voters about persistent and breaking U.S. foreign policy issues.

Several hypotheses were proposed on how to best message to each audience.

They needed an actionable guide on how to best message to each audience.

What we delivered

Certus Insights conducts a quantitative tracking survey of each target audience, measuring changes in perceptions to important benchmark issues and new issues as they emerge. Certus regularly provided robust analysis and recommendations on the data, helping put the data into context. Data from the survey is used as a critical component to develop messaging and issue priorities for their communication efforts inside the Beltway and nationally on a regular, continual basis.

Why it was so valuable

Based on these results, the foreign affairs interest group has continued to refine its messaging in its lobbying and public communications campaigns.

"Their research changed some fundamental assumptions we had about the client, and the data uncovered some important gaps in our understanding. We had a much better idea of the channels, messages, and topics we should use to have a greater impact." - Client
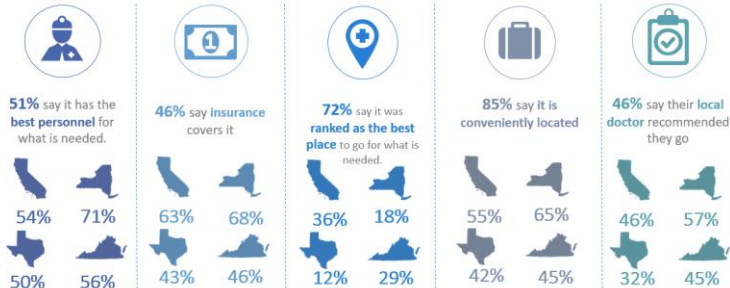
Quantitative and Qualitative Reports

Certus Insight reports are custom built for each client and provide real, actionable analysis that can be integrated immediately into all communication and marketing efforts.

Analysis: Facility Attributes

The target audience is looking for the following in an industry facility. These attributes should also serve as important proof points for client, particularly with key target audience.

51% say it has the **best personnel** for what is needed.

46% say **insurance covers it**

72% say it was **ranked as the best place** to go for what is needed.

85% say it is conveniently located

46% say their **local doctor** recommended they go

| 54% | 71% | 63% | 68% | 36% | 18% | 55% | 65% | 46% | 57% |
| 50% | 56% | 43% | 46% | 12% | 29% | 42% | 45% | 32% | 45% |

Visually compare key questions with presentation ready graphics of the findings. The reports also include full data tables of the results, with cross-tabulations performed across key variables.

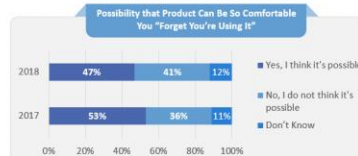## Analysis: Believability and Possibility of Claims

Believability of Claim "You'll Forget You're Using It" (Q36)
- Only 42% would definitely or probably believe the claim is true. 51% would definitely or probably NOT believe the claim is true.
- Males 50-62 are more likely to believe the claim than those 35-49 (47% vs. 39%).

Possibility of Product So Comfortable You "Forget That You're Using It" (Q33)
- 45% of females surveyed believe it's possible and 39% believe it's not possible that a brand of this product could be so comfortable that you would "forget that you're using it."
- Women 18-34 are most likely to believe it's possible (51-52%). Women 35-49 are least likely (39%). African Americans and Hispanics are more likely (57%) than whites (48%).

Messaging recommendation: Fewer than half the females surveyed (47%) believe it's even possible that you could create a porduct that consumers would forget they're using. Before such a claim can be credibly used, there is a need to **educate, inform and convince** females that such a porduct is possible, explaining why it is. In this case, just telling is not enough; you must show how the product works and use authentic consumer testimonials to back up the claim.

Product Claim: "You'll Forget You're Using It" Comparison

2018	10%	32%	44%	7%	7%
2017	16%	33%	40%	5%	6%

- I would definitely believe that claim is true
- I would probably believe that claim is true
- I would probably NOT believe that claim is true
- I would definitely NOT believe that claim is true
- Don't know

Possibility that Product Can Be So Comfortable You "Forget You're Using It"

2018	47%	41%	12%
2017	53%	36%	11%

- Yes, I think it's possible
- No, I do not think it's possible
- Don't Know

Each report provides a detailed analysis. The analysis highlights key findings and trends, makes recommendations on the best application of the data, and emphasize key challenges posed by the results.

Target Audience Brand Experience

Key Quotes

"I think it is really based upon how welcoming the staff is. If the employees engage the consumers and are willing to share their experience and their learning, that definitely helps. There's a piece of it that is consumer-driven. They have to show that they're engaged and wanting to learn. But when you have staff that says; hey, I think you need to see this. Come on, let's go do this, and are willing to take consumers on."

"My expectation is that the staff and the consumers are entering into that environment with the same approach, and that the consumers demonstrate that they own their learning. They don't stand back and kind of be a passive. And at the same time, they're discerning and they don't get in the way inappropriately. And they do observe what's going on and step up and introduce themselves, and "I see you're getting ready to do... may I come with you?" "May I watch what you're doing?" This is a partnership. I'm here to get better. You're sharing what you know. So, that just makes for a win-win kind of a day."

"I think, from our perspective, what makes for a good experience is how receptive the staff are on the unit to the consumers being there. One of the things that students will comment about all the time is how they've met angry staff who don't like consumers and don't want then to be on the unit. It colors that experience. No matter how good everything else is, if the staff on that unit are not receptive, it ends up not being a very good experience."

"We're looking for a culture where it's a team effort. And the team all has the goal of providing quality service and an optimal experience for their patients. And when that isn't available, we think it interferes with the consumer's ability to develop that sense of this is what nursing should be about. And so we think that culture of the unit strongly influences the experience of the consumer."

Key Attributes of a Good Brand Experience

Every staff director, associate , and clinical manager notes critical thinking and consumers assessment are critical skills for those involved. Most respondents also agree, while staff can teach hard skills, such as how to set the product up, and manage application, it is the in store experiences that helps consumers develop assessment skills. A good brand experience is determined by the friendliness of staff and the opportunity for consumers to practice what they have learned in the experience.

- When brand staff are welcoming to students, it greatly impacts the quality of the clinical experience. A welcoming environment is a key indicator that consumers will be more involved and able to learn. The more involved the student, the better the experience.
- Brand experiences are an opportunity for consumers to practice the industry theory they learned in class.

Other aspects of a good experience include:
- Communicating with the consumer, social media, and other mass media, especially influencers;
- Learning how to work with others on a unit and be part of a team;
- Unit staff act as role models for quality service
- A good faculty instructor who communicates well with the brand staff in a way that shows they are working together;
- A store with a wide variety of consumer acuity to help consumers understand the variety of asks.

Qualitative reports provide in-depth analysis of the conversation, metrics to substantiate claims, key quotes, and a full transcript as an appendix.

Approach:

Certus Reputation Assessment

Our reputation assessment is a customizable tool to measures a client's key brand attributes across four analytical tiers of up to 22 individual factors. The overall reputation score consists of an overall index score and sub-index scores for each individual factor.

Targetable

Customizes specific marketplaces and audiences to provide the most understandable and useful results

Trackable

Tracks brand progress by looking at simple scores over time

Multi-dimensional

Examines a variety of factors relevant to the modern business world, including social media

Actionable

Provides more than a single score—it includes consumer data, analysis and insightful recommendations on how to improve reputation among specific audiences

Multi-Modal

Utilize quantitative survey research, qualitative interviews, media analytics, and desktop research to provide a thorough analysis

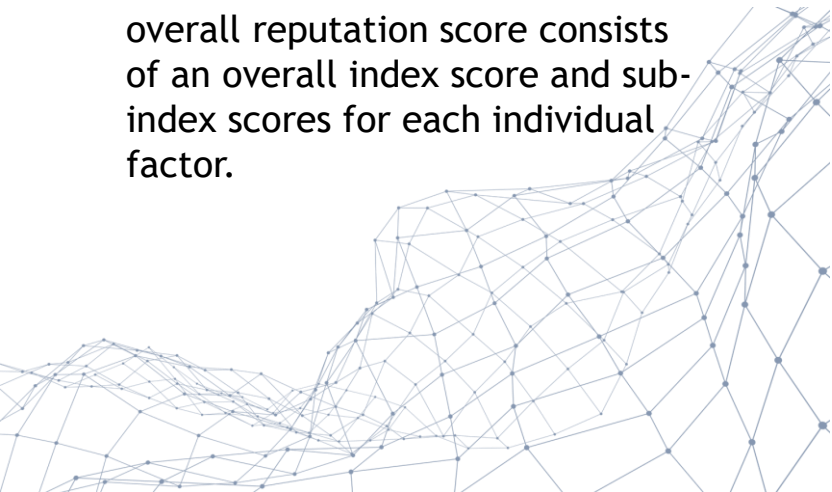## Comprehensive

Based on 8 to 22 factors across four analytical tiers to provide a comprehensive picture of reputation from every angle

Output:

Reputation Factors

The reputation assessment can be tailored to reputation goals or ideal brand attributes. The assessment will incorporate between 8 to 22 reputation factors across four analytical tiers to provide a comprehensive picture of reputation from every angle.

Tier 1
Recognition

Overall brand visibility

◆ Top of mind awareness

◆ Familiarity

◆ Recognition

Tier 2
Echo Chamber

Conversations around the brand

◆ Organic conversation

◆ Influencer presence

◆ News media coverage

◆ Owned channel prominence

◆ Search engine prominence

◆ Share of voice

Tier 3
Performance

Health of the brand

◆ Innovation

◆ Corporate Social Responsibility

◆ Ethical standards

◆ Financial stability

◆ Regulatory status

◆ Leadership visibility

Tier 4
Customer Experience

Interactions with the brand

◆ Value proposition

◆ Customer service reputation

◆ Brand personality

◆ Credibility

◆ Owned channel engagement

◆ Customer interfaces

◆ Customer service systems

Media Analytics + Social Listening

Certus Insights provides cutting-edge capabilities in analyzing data from news media, social media, and online media to provide clients with actionable strategic recommendations.

Approach:

Actionable Intelligence on the Media Landscape

Media Analytics reviews news media, blogs, and social media through full data stream capture and sampling of publicly available media data to identify conversation **trends**, key **topics**, and **strategic** imperatives.

Landscape Analysis

Certus media analytics can provide insight into the current media landscape **around an issue, industry, brand, or individual**. It allows teams to identify white space opportunities, key thought leaders, and other significant media insights.

Strategic Application

Media analytics can be conducted during the planning stages to **develop and understand the current media landscape.** It can also be used throughout a campaign to **track effectiveness and determine ROI.**

Structured Process

Our **structured research process** identifies the goals of a project, the appropriate search terms, and key metrics. Clarity and specificity throughout the process ensure results speak directly to client needs and questions.

In-Depth Reporting

Our media analytics reports provide detailed analysis and insights that enable informed strategic and tactical decision making.
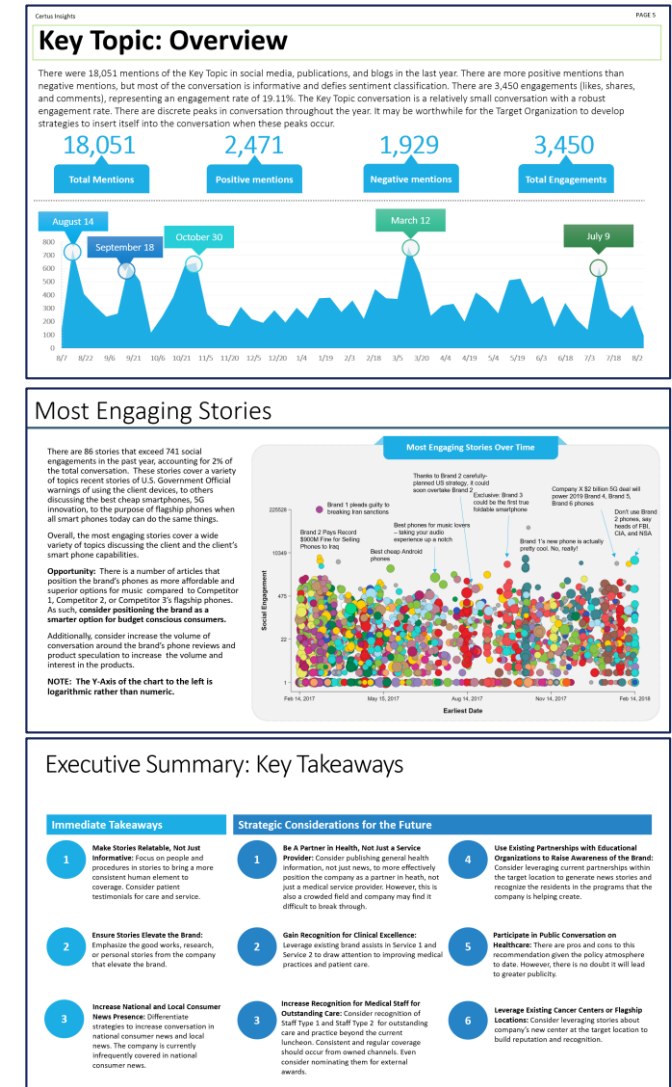
Outputs:

Powerful Insights and Metrics

Certus Insights produces **accurate metrics** from media data that provide a **high-level** overview of the conversation and context for more **in-depth** analysis and metrics.

Common Metrics:

Share of Voice

Track not just how frequently a brand or executive is mentioned in the conversation, but also compare their presence to competitors.

Publication, Blogs, and Channels

Understand which sources, blogs, or social media channels are producing the highest volume of content and most engaging content.

Topics + Key Words

Understand what topics and key words are associated with a particular brand, issue industry, or event.

Authors + Influencers

Identify key authors, publications, or influencers who are driving the conversation through retweets, posts, and highly-engaging stories.

Events

Events can drive the conversation around a particular company. Determine how an event has affected the conversation, or which messages are resonating within a given event.

Estimated Engagement

Using estimated engagement metrics, understand not just what is said, but what stories and posts are resonating with the general public.

Sentiment

Determine if the conversation is net positive, net negative, or mostly neutral.

Two Approaches to Media Analytics

Media Audit

Assess **historical** conversation over several months or years to develop strategic insights.

Media Monitoring

Ongoing analysis of breaking media conversation, with regular reporting and analysis.

In Depth:

Media Auditing

Media Auditing provides data-driven insights by reviewing **the historical conversation** on a topic in the news and social media. The audit aims to identify trends, key topics, and strategic imperatives.

What

An in-depth review of media mentions from news, blog, and social data to identify strategic insights and important trends that enable clients to develop effective communication strategies.

Who

Review a variety of media types: news, blogs, broadcast, online reviews, forums, social media, owned content, and trade/industry publications. Focus on a select set of media types, all, or one.

When

A typical audit focuses on historical media stories and posts, generally six months to two years. Longer timelines of historic data are possible depending on the media type.

How

Receive an in-depth analysis and details on major takeaways, recommendations, metrics, and examples. Visuals and infographics make the analysis understandable to any reader.

Metrics Infused

Each media audit is custom-built to answer a client's important strategic questions. Here are some types of analysis that can be provided.

- Share of voice
- Owned presence
- Top publications, blogs, or channels
- Top topics
- Top influencers and authors
- Sentiment
- Engagements and engagement rate
- Reach and impressions
- Connectivity of conversations
- Channel mix
- Executive presence
- Key events
- Associated organizations
- Mention quality and prominence
- Conversation size

Case Study:

Competitive Analysis Media Audit

Company Type: Pharmaceutical Company

What they needed

To understand current media conversation around competitor organizations and products to determine how to address negative press related to pricing, access, and congressional hearings.

What we delivered

Certus Insights conducted a strategic social media and news media audit, gathering and analyzing a year's worth of historical data around the client and competitive organizations. The in-depth audit identified several distinct conversation topics industry approaches to handling communication challenges. This provided several opportunities for the organization to anticipate risks and criticism and prepare appropriate responses.

Why it was so valuable

Based on the analysis of the top-performing social media content, Certus identified four distinct topics that drove the conversation around the competitive set. The audit identified common responses, alternative narratives, and the whitespace opportunities to create a more effective discussion around key issues in a detailed report. The data and analysis in the audit helped the client refine their corporate narrative and set the overall communications strategy for the organization.

Media Audit Examples

All media audits are custom built to answer client needs. The following are some typical audits.

Strategic Communication Audit

Review the mentions on news media, blogs, forums, broadcast media, and/or social media. Understand where an organization is getting attention and engagement, including influential publications; most discussed topics; most covered programs and initiatives; effectiveness of owned channels; the visibility of executives; and the effective messages that produce engagement.

White Space Identification Audit

By analyzing key industry topics, the audit reveals the best opportunities for a public position in earned, owned, and paid media. The audit can focus on general communication efforts or a dedicated thought leadership campaign.

Message Audit

Review of news media, blogs, forums, broadcast media, and/or social media to determine the most effective messages to advance an organization in the conversation. The analysis can focus on message concepts, message terminology, and keywords that will prove effective in news and social media.

Owned Channel Audit

Review of owned social media, websites, blogs, and forums to determine their effectiveness, adherence to best practices, message consistency, and alignment with strategic imperatives. Recommendations focus on how to make owned channels more effective.

Competitor Audit

A review of earned, owned, and/or social media that compares an organization's mentions against a set of competitors. The audit reviews common topics, share of voice, and key differences in how media discusses the competitive set. The audit determines white space opportunities for further engagement.

Publication and Influencer Audit

A review of a group of influencers or publications to determine the top issues covered, the way issues are discussed, and the most influential publications or influencers in a conversation. The audit informs outreach strategies, influencer campaigns, and media pitches.

Crisis Audit

Review a crisis to understand which events, messages, and stories that moved a major crisis or event.

Conference or Event Audit

Understand the coverage around conferences, major news events, or ongoing developments. The audit seeks to understand what publications, competitors, speakers, storylines over-index in conversation and engagement. The audit determines the effectiveness of client actions, messages, and/or spokespeople in event coverage.

Case Study:

Whitespace Opportunity Media Audit

Company Type: Consumer Foods Company

What they needed

To determine the feasibility of expansion into a new food product category by determining if the social media environment provided opportunities for a new brand to participate in the online conversation successfully.

What we delivered

Certus Insights conducted a strategic social media and news media audit, gathering and analyzing a year's worth of historical data around the target emerging food categories. The in-depth audit identified several distinct conversation topics and influencers that dominated the social media conversation. This provided several opportunities for brands to enter the conversation with engaging content.

Why it was so valuable

Based on the analysis of the top-performing social media content, Certus identified four distinct elements that composed successful content int this category – recommending that the client adopt these elements in their owned content. The audit identified alternative uses, whitespace opportunities, messaging recommendations, influencer recommendations, and sponsorship opportunities in a detailed report. The analysis helped the client determine that if they were to go to market in the new food category, they would need to adopt a dual messaging approach: connecting the product to the active social media dieters while also promoting the food alternative to a wider audience.

In Depth:

Media Monitoring

Media Monitoring aims to discover **what the media is currently saying** about a particular brand, topic, industry, or person **and continue to track it on an ongoing basis**. Media monitoring will aim to keep clients aware of breaking media conversation through regular reporting and analysis.

What

Media monitoring provides **active updates and intelligence** on current and breaking media developments. The data can help determine priorities, understand the evolution of a conversation, and evaluate the performance of ongoing campaigns.

Who

A monitoring project can review a **variety of media types**: news, blogs, broadcast, online reviews, forums, social media, owned content, and trade/industry publications. Monitoring projects can focus on all, one, or some of these media types.

When

The cadence of monitoring deliverables can be **as frequent as the client needs**. Real-time dashboards and alerts can serve immediate needs. Daily, weekly, or monthly digests can provide regular summaries. Weekly, monthly, quarterly, or yearly reports can provide in-depth analysis.

Deliverable Formats:

◆ **Dashboard**
A live dashboard provides clients with real-time intelligence, including KPI, topic segmentation, and impact analysis of coverage.

◆ **Digest**
A full stream or a curated list of coverage on a client, topic, executive, or competitive set. Overview analytics can also be included.

◆ **Alerts**
Threshold-based alerts inform a client of breaking news or trending topics relevant to them.

◆ **Reports**
Weekly, monthly, quarterly, or yearly reports summarize developments within target conversations to inform communication strategies and tactics.

Media Monitoring Examples

Certus media monitoring projects are custom built to answer client needs. The following are some common monitoring projects.

Coverage Intelligence

Media monitoring provides a highly customized means to keep up to date on the latest coverage on a specific or expansive conversation in news, blogs, or social media.

Priority Assessment

Discover which stories receive pickup from news, bloggers, or influencers. Determine which stories are linked to by other sources and produce conversation on social media. A more coordinated media strategy begins with a holistic understanding of the impact and importance of articles, posts, and stories.

Event Tracking

Understand coverage around planned media events or conferences in real-time. Track conversation volume, channel distribution, and engagement. Follow the most recent social and traditional media posts. Determine the most impactful event moments based on conversation.

Campaign Optimization

Determine which posts, messages, influencers, mediums, and content generate engagement during a campaign. Nimbly respond, adapt, and optimize a campaign based on this data.

Earned to Owned Media Conversion Tracking

Track consumer traffic back to owned company websites after major media events. By pairing website data with media monitoring, Certus can determine the changes in web traffic after important press coverage, media events, or company announcements.

Influencer Monitoring

Determine the conversation and topics around a given set of influencers. Track the engagement and effectiveness around their posts.

ROI Evaluation

Evaluate the size and quality of a conversation to determine the ROI from a news-based or social media-based public relations campaign. Metrics include paid media equivalency, estimated impressions, share of voice, message pull through, and spokesperson presence. Custom metrics can also be developed.

Proactive Strategic Planning

Identify emerging conversations that could be potential risks or are opportunities for engagement. Monitoring influencers, social media engagements, and forums, on top of more mainstream information sources, enables clients to identify the emerging conversation in their infancy so they can develop pro-active communication strategies.

For more Information

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CERTUS INSIGHTS