

Type	Service	Description	Monthly reports	Quarterly reports
Core analytics	Standardised mainstream media analysis reports	- Only available to clients of our Reputation or 360 platforms - Standardised analysis report based on pre-defined Onclusive branded report template - Leveraging AI powered automated data from Reputation or 360 platforms - Analysis of the client's mainstream media profile (based on content gathered in Reputation or 360) - Analysis of the client's presence in Google search - Analysis of the client's presence in chatbot answers (GEO analysis)	£7,160.00	£3,770.00
	Standardised Social media analysis reports	- Only available to clients of our Reputation or 360 platforms - Standardised analysis report based on pre-defined Onclusive branded report template - Leveraging AI powered automated data from Reputation or 360 platforms - Analysis of the client's social media profile (based on content gathered in Reputation or 360) - Analysis of the client's presence in Google search - Analysis of the client's presence in chatbot answers (GEO analysis)	£7,160.00	£3,770.00
	Standardised Mainstream & social media analysis reports	- Only available to clients of our Reputation or 360 platforms - Standardised analysis report based on pre-defined Onclusive branded report template - Leveraging AI powered automated data from Reputation or 360 platforms - Analysis of the client's mainstream media profile (based on content gathered in Reputation or 360) - Analysis of the client's social media profile (based on content gathered in Reputation or 360) - Analysis of the client's presence in Google search - Analysis of the client's presence in chatbot answers (GEO analysis)	£12,245.00	£7,160.00
Type	Job role	Typical tasks	Hourly rate	
Bespoke Analytics	Media Coders & Data Curators	- Configuring & updating analysis briefs and metrics in internal production systems - Manually analysing mainstream or social media content for agreed metrics - Quality checking & validating automated analysis data	£30.00	
	Junior Analysts & Report Writers	- Creating simple analysis briefs and defining all metrics - Quality checking manually-analysed data produced by Media Coders & Data Curators - Producing straightforward analysis reports displaying the results of automated & manually analysed data, including charts and commentary	£50.00	
	Senior Analysts & Report Writers	- Creating comprehensive analysis briefs and defining all metrics - Quality checking manually-analysed data produced by Media Coders & Data Curators - Producing comprehensive analysis reports displaying the results of automated & manually analysed data, including charts and commentary - Quality checking reports produced by Junior Analysts & Report Writers	£65.00	
	Analysis Managers	- Creating more sophisticated / global analysis briefs and defining all metrics - Quality checking manually-analysed data produced by Media Coders & Data Curators - Producing more sophisticated / global analysis reports displaying the results of automated & manually analysed data, including charts, custom data visualisation and commentary - Quality checking reports produced by Senior Analysts & Report Writers - Providing client-facing consultancy & presentations according to agreed schedule (E.g. quarterly or bi-annually) - Creating & maintaining bespoke BI systems for clients	£80.00	
	Principal Analysis Consultants	- Project Managing the implementation & onboarding of large strategic accounts - Designing and Project Managing social media analysis services for marketing clients focused on areas such as brand reputation, customer journey, aftersales, customer trends, marketing campaign impact, product launches, influencer detection & profiling, profiling audience / customer personas etc - Overseeing all elements of the analysis service for strategic / marketing clients on an ongoing basis - Offering ongoing client support and consultancy for strategic / marketing clients - Hosting analysis & insight focused workshops for strategic / marketing clients and their Agencies	£120.00	
	Analysis Department Directors	- Designing bespoke briefs that require integration of multiple datasets - Ad-hoc client consultancy & presentations - Senior Sponsor for large strategic accounts	£180.00	
	Additional data	Description	From Price	
	YouGov Audience Reach	- In each human-driven analysis report we can include data regarding the audiences being reached by media coverage. For example, age, gender, socio-economic status, UK region, brand usage, lifestyle data, behavioural data and attitudinal data.	£350 per report	

	YouGov Consumer Insights	- In each human-driven analysis report we can include consumer insights such as awareness, consideration, and perception towards agreed subject areas and organisations. This can include trend data where available.	£500 per report	
	Similar Web website visitation statistics	- In each human-driven analysis report we can include topline data regarding website visitation for agreed organisations / websites - Should the client wish to provide us with their owned website vitisation data, we can include more datapoints and insights as more granular data will be available	£250 per report	
	Google Analytics	- In each human-driven analysis report we can include topline data regarding Google search trends and most used search terms for agreed subject areas and organisations - Should the client wish to provide us with their owned Google / Adobe Analytics data, we can include more datapoints and insights as more granular data will be available	£250 per report	
	Future event data from Forward Planner	- In each human-driven analysis report we can include a timeline highlighting the future events we believe are most relevant to the client over the forthcoming month or quarter. This will include future announcements, regulation & legislation changes, awareness days, planned activist activity, political milestones, and other events.	£350 per report	
	GEO data	- In each human-driven analysis report we can include data regarding the clients relative profile & presence in AI answers vs up to 4 competitors. We can also assess AI sentiment towards the client vs competitors, recurring themes in AI answers, whether high profile press releases / campaigns / announcements are reflected in AI answers, and the top websites being scraped by AI tools to inform their answers. - We can also provide stand-alone GEO audits assessing whether AI answers contain accurate, up to date information, and which websites may be the origin of incorrect results.	From £500 per report	