



Onclusive

Onclusive Services

Analysis & Evaluation

Our suite of services have been designed to support the full life cycle of communications



Onclusive
Manage

All of our services are offered with 24/7 access to service support. We ensure our clients are at the centre of what we do.

We offer a robust framework of regular reviews and QBRs to ensure accountability, high service levels and open and honest communication.



Onclusive
Planner

We have a unique database of forthcoming news events and announcements.



Onclusive
Contact

Global media contacts database, press release distribution & CRM, with newsroom services.



Onclusive
Monitor

We offer comprehensive monitoring across all digital and broadcast media types.



Onclusive
Press Review

We provide editorially managed services such as content selection, categorisation, summaries & newsletters.



Onclusive
Social

We offer social listening across all social platforms including LinkedIn, TikTok and Bluesky.



Onclusive
Analytics

We manually analyse all media for custom metrics aligned to each client's comms objectives.

A reliable partner

Combining advanced technology with expert human judgment.

We are a legacy monitoring, analysis & planning business operating for 25+ years, brought together as Onclusive in 2022. We process over 10 million articles, 200 million mentions, and 120 million minutes of broadcast content each month, covering 850 million+ online sources. We have a team over 300+ analysts, working with the latest technology to surface and deliver insights that empower our clients to maximise their communications function.

Broader data coverage.

Our advanced technology allows us to offer one of the most comprehensive and wide-ranging monitoring solutions in the industry.

We harvest and analyse content from all available media outlets including traditionally hard-to-track sources such as LinkedIn.

Industry leading technology.

Experience PR/Comms focused technology that not only tracks emerging trends but also understands the nuances of sentiment shifts and regional dynamics.

Stay ahead with AI that predicts changes in brand perception and offers insights that drive proactive, informed decisions.

Flexible delivery options.

Choose from AI-powered alerts for instant updates and customised reporting deliverables for in-depth analysis.

Our platform offers analytics, search and customisable dashboards to help you make informed decisions, gain insights and track key metrics.

We are customer centric.

Our comprehensive support ecosystem includes AI efficiency, data expertise, specialist analysts and dedicated 24/7 support.

We offer expert advice and a dedicated set-up and account management team to ensure accuracy, allowing you to focus purely on your goals.



**Cut through the noise
with AI-powered earned
media monitoring**





Onclusive Analytics

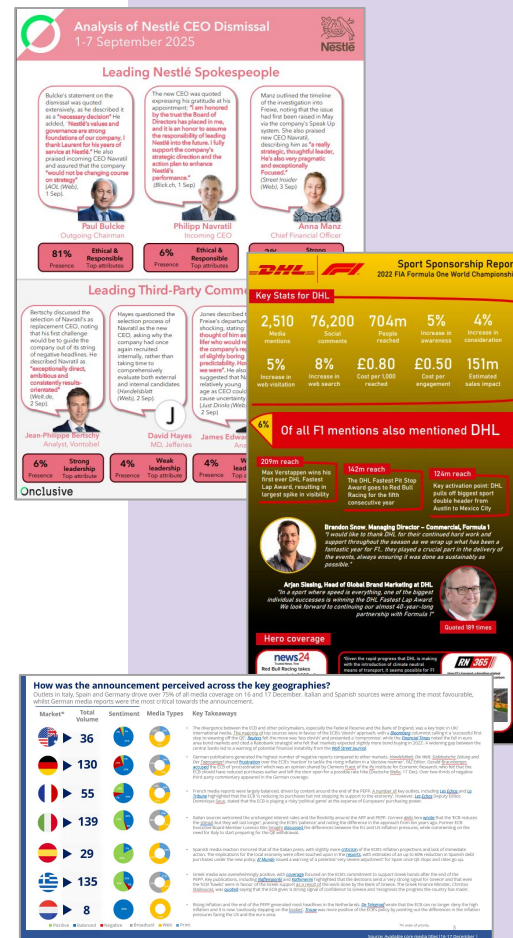
Turn media coverage into strategic intelligence

Onclusive Analytics combines human expertise and AI-powered analysis to help PR, communications, and marketing teams understand not just what coverage they're getting, but what it means for their brand, reputation, and business outcomes.

Onclusive Analytics combines standardised, AI-powered reporting with bespoke consultancy-led analysis, giving communications teams the flexibility to choose the level of insight they need, from fast, always-on performance tracking to deep strategic evaluation.

Delivered by Onclusive's expert Insights & Consultancy team, our analysis goes beyond volume to evaluate sentiment, prominence, messaging, and impact, turning earned media into evidence-led insight that drives smarter communications strategy.

Whether you need hassle-free, ongoing reporting or custom analysis to support critical decisions, both offerings are built on the same trusted data, methodology, and expert interpretation.





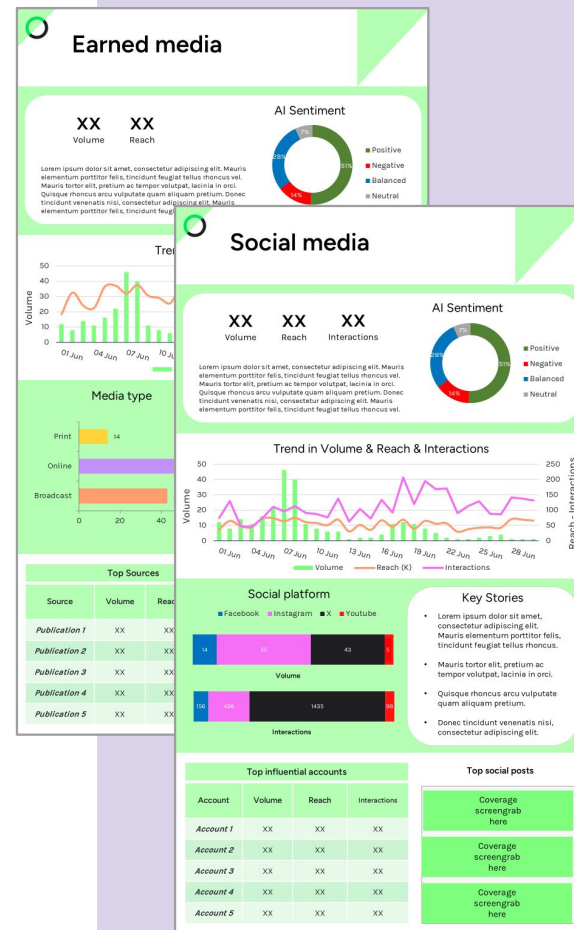
Core Analytics

Always-on PR performance intelligence, delivered effortlessly

Core Analytics is a standardised insights solution designed for teams who want a consistent, credible view of PR performance without complexity. Powered by AI Sense and interpreted by human analysts, it delivers actionable insights directly from your existing Onclusive platform data.

- AI-powered reporting with expert human interpretation
- Entry-level offline velocity reporting for fast performance visibility
- Templated reports at an accessible price point
- Earned + social media analysis in a single solution
- Impact, ROI and GEO reporting, beyond basic coverage metrics

By connecting communications activity to real-world behaviour and emerging AI-driven discovery, Core Analytics removes friction from MarComms teams who need to go further than traditional measurement.



Generative AI Impact (GEO / LLMEO)

Measuring PR performance in an AI-driven discovery landscape

As generative AI increasingly replaces traditional search, communications teams need to understand how earned media shapes AI-generated answers and recommendations.

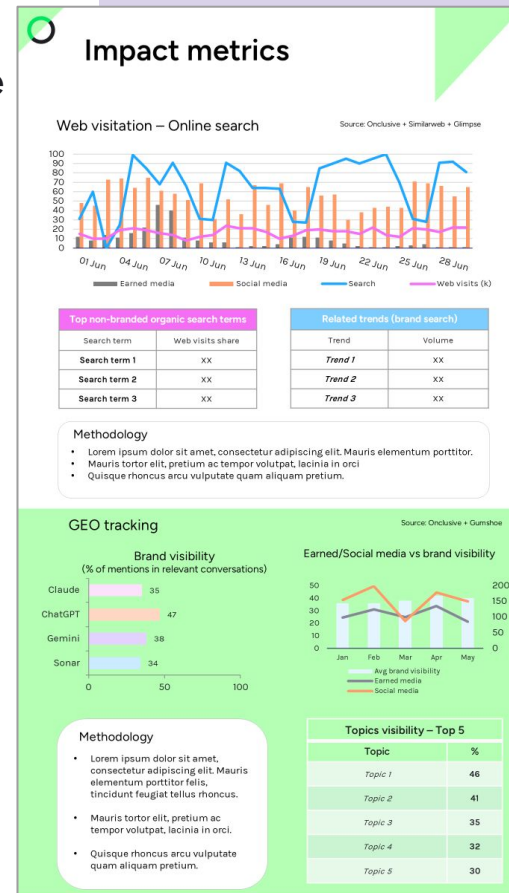
Why this matters

- Generative AI is predicted to overtake search within the next few years
- AI recommendations are heavily influenced by earned media
- Communications teams are learning how to engineer content to rank in GenAI outputs

What Onclusive delivers

- Measurement of PR performance within Generative AI engines
- Insight into how earned media influences AI-driven visibility
- Expert guidance, not just AI search analytics

This is not just reporting, it's strategic intelligence for the next era of communications.





Consultancy & Bespoke Analysis

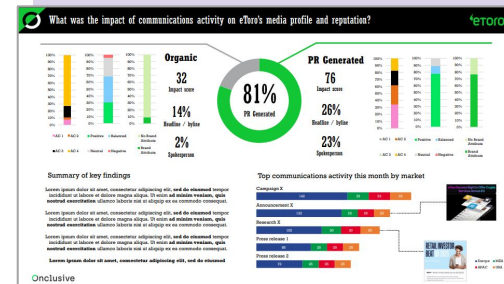
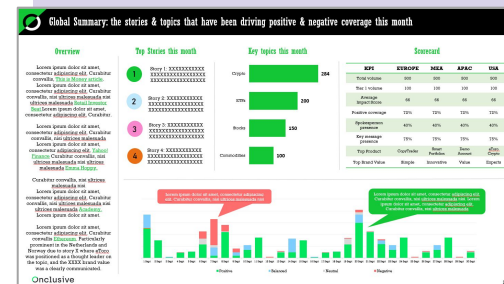
Strategic insight tailored to your organisation's priorities

For organisations needing deeper, highly tailored insight, Onclusive's Consultancy & Bespoke Analysis service delivers custom reporting designed around your specific objectives, challenges, and stakeholder needs.

This offering is ideal for complex campaigns, reputation management, competitive positioning, crisis response, and long-term strategy development.

We can provide:

- **Media Sentiment:** Assess brand tone, key topics, and journalist attitude to understand how your organisation and competitors are portrayed.
- **PR Impact:** Evaluate how communications activity influences media profile and whether campaigns are landing as intended.
- **Brand Perception:** Track how perception evolves across media channels and business divisions over time.
- **Competitor Benchmarking:** Onclusive Analytics compares your coverage against competitors, sector peers, and industry narratives, helping you understand what is, and isn't, being said.
- **Bespoke Reporting:** Integrate earned media analysis with additional data sources such as social engagement, web traffic, sales, or search trends to understand wider business impact.





What Bespoke Analysis Delivers

Human Expertise at the Core

Onclusive's Consultancy & Bespoke Analysis service delivers custom, insight-led recommendations to your organisation's objectives, challenges, and stakeholders. Combining human expertise with data analysis beyond standard metrics to uncover meaningful insight, context, and strategic direction.

What you receive:

- Tailored qualitative analysis of sentiment, prominence, messaging, and reputation
- Campaign, issue, and crisis evaluation with clear insight into what's working and why
- Competitive and sector benchmarking to understand relative positioning and influence
- Spokesperson and thought leadership analysis to assess visibility and message effectiveness
- Integrated data sources, including earned media, social, search, web and other business data

Human expertise at the core:

- Reports manually produced by dedicated in-house analysts, not automated outputs
- Fully branded, stakeholder-ready reports that feel like polished internal documents
- No limits on tracked metrics – analysis is shaped around what matters to you
- Context-rich commentary, conclusions, and forward-looking recommendations
- A flexible, consultative service that evolves as your priorities change

This offering is ideal for complex campaigns, reputation management, competitive analysis, and long-term strategy development.





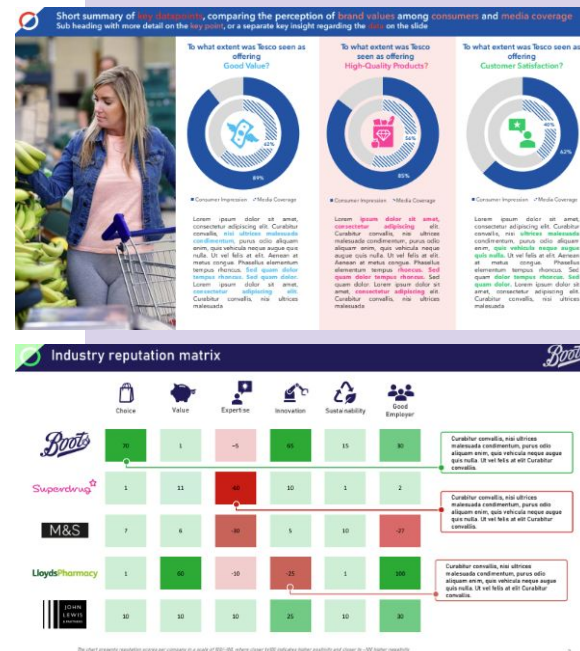
Stakeholder Insights

Understand perception, influence, and reputational risk across audiences

Onclusive assesses key stakeholder groups to build a clear, evidence-based picture of reputation, perception, and influence. This enables organisations to understand how different audiences view the brand and its competitors, how sentiment shifts over time, and how events, announcements, or issues impact stakeholder opinion.

- Measure sentiment across stakeholder groups towards your organisation and chosen competitors
- Understand overall reputation performance and shifts in perception over time
- Analyse sentiment towards the wider sector and the impact of key events or announcements
- Use insights to inform strategic communications and mitigate reputational risk
- Act as a consistent reputational barometer to explain why sentiment is moving

Stakeholder groups are defined collaboratively and can include Media, Consumers, Politicians, Regulators, Think Tanks, Consumer and Environmental Champions, Healthcare Champions, Pressure Groups and NGOs, Employees, Shareholders, and other relevant audiences.





Reports Suited to your Business Need

Deliverable Examples

Our expert analysts can provide you with insights across your social media listening

CONSUMER INSIGHTS

MARKET TRENDS

INFLUENCER MAPPING

CRISIS MANAGEMENT

BRAND REPUTATION

COMPETITIVE ANALYSIS

CAMPAIGN PERFORMANCE

Key Consumer Concerns and Trends



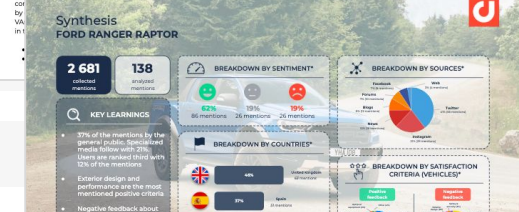
Battle of the Voice Activated Devices on Social

Google and Amazon were the most visible brands in social discussions across the smart speaker, virtual assistant, and smart display categories. The volume of discussions for these brands can be attributed to:

- Electronics brands advertising compatibility between their smart devices and virtual assistants from these brands
- Consumers discussing which devices and software are compatible with their voice assistant of choice
- Robust features that were updated and publicized regularly by tech media and consumers

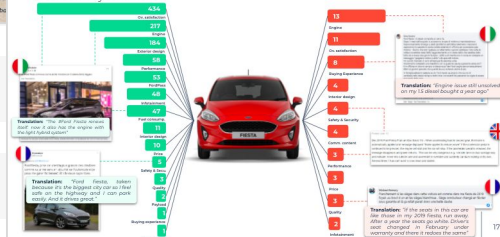
The dominance of social discussions by the aforementioned tech giants, indicates a high barrier to entry for other brands to successfully penetrate voice assistant technologies.

As a result, this has led a number of international electronics



FORD FIESTA : SATISFACTION CRITERIA

Breakdown by sentiment



Vue d'ensemble: innocent



56% Retours consommateurs

33% campagnes

9% Communication / Marketing



Nora Hamadi

Présence sociale & contact

- @nora.hamadi (19 K abonnés)
- Mixité (21 K abonnés)
- Nora Hamadi (1 K abonnés)

Ranking : 7 Expertise : 5

Nora Hamadi

Journaliste sur Arte où elle présente l'émission Vox Pop, spécialiste des questions européennes, elle est aussi rédactrice en chef du média citoyen Fumigine Mag.

Mentions publiées sur la période

Plus de 60 messages au cours de la période d'analyse. Parmi 28 points à la fois constructifs, après la déclaration du Président Macron sur la politique de la ville. Surtout, les points positifs des hashtags #Macron et #Eiffeltour.

Thématiques évoquées

Communiquer sur l'actualité des banlieues de façon générale. Elle considère la politique

Qualitative analysis

Focus: Glyphosate case (1/2)



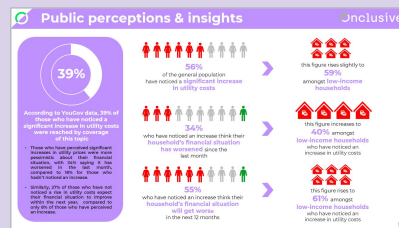
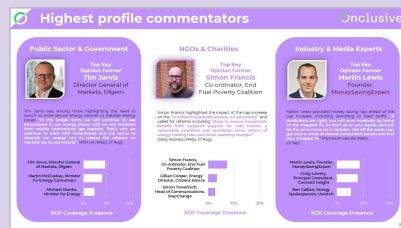
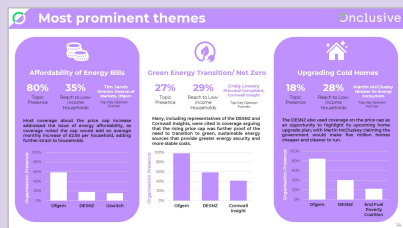


From Insight to Action

Evidence-led recommendations for future strategy

Our consultancy goes beyond analysis, delivering practical recommendations that help teams refine messaging, improve targeting, and strengthen future communications.

- Retrospective insight into what worked – and why
- Forward-looking recommendations for ongoing tracking
- Guidance on future campaigns and stakeholder engagement





We'll customise our analysis services to focus on the insights that are most useful to you & your stakeholders

Our analysis will inform tactical & strategic decisions as well as being an impactful tool to demonstrate the value and impact of communications. Typical insights include:

How the Comms team are performing against key **objectives and KPIs**

The profile and **reputation** of your brands and corporate entity in the media, including risk areas

The impact of Comms outreach including campaigns & CSR initiatives - what's working and what isn't?

Geographical profile & how stories travel across markets and channels

Understanding the main drivers of **pos / neg** sentiment - globally, and by market

Which **outlets and authors** are most active, supportive, or unsupportive

Analysis of long and short term **Trends, Themes** and potential emerging issues

How the comms team may be impacting reputational, digital and business **outcomes**

About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications, and Marketing professionals. We deliver leading-edge innovation, human expertise and unmatched media reach in a suite of media management, monitoring and analytics solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.