



Onclusive

Onclusive Services

Managed Media Monitoring

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**





Global Content Hub

The Foundation of Onclusive's Media Intelligence

The Global Content Hub is Onclusive's AI-powered cloud-based content repository that aggregates and processes over 28 million pieces of media content daily from millions of sources across print, online, broadcast, podcasts and social channels. This extensive media database serves as the foundation for all of Onclusive's monitoring services.

3+ million

channels for online, broadcast, and print

14 seconds

– the time it takes to process a digital clip

130+ markets

capturing the coverage you need, no matter where it is

11+ million

hours of broadcast content captured in the past year

1,200+

IPTC Media Topics for media categorisation

28+ million

pieces of content captured per day

Widest Earned Media Content Available

Capturing the world's earned media

Print

Traditional print publications including newspapers and magazines

30,000+ global print titles

Includes:

-  National dailies
-  Regional newspapers
-  Professional magazines
-  Consumer magazines

Online

Digital news and information websites

3 000 000+ global websites

190 000+ news sites crawled every minute

Includes:

-  Digital versions of print publications.
-  Web-only news sites
-  Blogs
-  Forums
-  Paywall content

Broadcast

Television and radio

3 000+ global TV & Radio sources

Includes:

-  TV programs
-  Radio broadcasts

Social & Podcasts

Content from major social media platforms: X, Facebook, Instagram, YouTube

We also offer LinkedIn and TikTok

Over **10,000+** podcasts



AI Sense

From Data to Actionable Intelligence

AI Sense is Onclusive's proprietary artificial intelligence and machine learning engine that combines our unmatched media reach with human expertise and advanced technology. It empowers PR and communications professionals to effectively monitor, analyse, and manage brand reputation across the entire communications cycle.

AI Sense combines Onclusive's exhaustive coverage and human expertise with incredible technology. It transforms raw media data into valuable insights:

- **Rapid Processing:** Ingests and enriches content in real-time, delivering digital content to platforms within 14 seconds of capture
- **Content Relevance:** Assigns an 8-point relevance score to indicate how well content aligns with your monitoring requirements
- **Sentiment Analysis:** Automatically evaluates the tone of coverage as positive, neutral, or negative
- **Smart Summaries:** Generates concise article summaries and contextual summaries based on your keywords
- **Topic Classification:** Categorises content using 1,200+ IPTC Media Topics across 13 languages
- **Emerging Trends:** Identifies patterns and developing stories across your media landscape



AI Sense



Coverage without Compromise



Print Media Monitoring

Insights from print publications, delivered daily

Onclusive delivers comprehensive daily monitoring of national, regional and local newspapers, including daily, evening and weekend editions, as well as industry titles and consumer publications. Relevant coverage of your specified keywords and topics is included via our monitoring reports, known as [Press Reviews](#), with full PDF copies of each article provided, not just clippings or excerpts.

This allows you to assess placement, prominence and sentiment exactly as it appeared in print.

An example summary is to the top right, and can include the following details:

- Publication title
- Page number where the article appeared
- Author's name
- A brief outline of the item
- Spokesperson or keyword mentions
- 'Also In' highlight where articles have been featured or syndicated in other outlets, ensuring a digestible format

FCA stresses risks in easing mortgage lending rules

Financial Times 2025 Jan 23 - p.3 - MARTIN ARNOLD - United Kingdom

Nikhil Rath, chief executive of the [Financial Conduct Authority](#), addressed Prime Minister Sir Keir Starmer's demands for regulatory reductions, highlighting the implications for consumer protection and financial market integrity. The discussion reflects ongoing tensions between regulatory oversight and government objectives in financial services, influencing frameworks such as the FCA Register and ScamSmart initiatives. The dialogue is particularly relevant as various stakeholders, including Andrew Bailey and Charles Randall, navigate the complexities of market regulations amid rising concerns over financial scams.

Access PDF

This story also appears in: [L\(The paper for today\)](#)

[illegible]



Online media monitoring

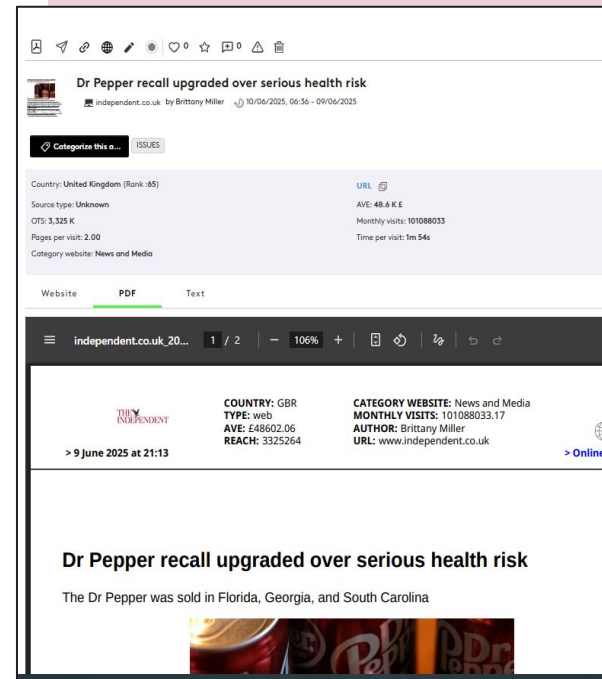
Real-time insights from millions of news sites

Onclusive provides unlimited access to both web links and downloadable PDFs through real-time monitoring of millions of websites globally, including major online news outlets, digital-first publishers and news wires. By combining Onclusive's proprietary technology with multiple industry-standard data sources, we maximise coverage breadth, accuracy and reliability, ensuring no relevant mention is missed.

Web links provide immediate access to the original article source, while PDFs offer a stable, compliant record of coverage that can be downloaded, shared internally, or retained for reporting. Together, this delivers an always-on, unlimited coverage archive within the Onclusive Platform and Press Reviews. Paywalled content is handled seamlessly. Where publisher permissions allow, Onclusive provides in-platform access using its own subscriptions, while still supplying both the original article URL and a PDF copy for reference. Direct access to some publisher sites may still require client credentials.

All coverage is enriched with meaningful metadata and performance indicators, including:

- Source type, permanent article URL and PDF access
- Website ranking, audience size and estimated reach
- Advertising Value Equivalent (AVE)
- Monthly traffic, pages per visit and average time on site



The screenshot displays the Onclusive platform interface. At the top, there's a navigation bar with various icons. Below it, a news article snippet is shown with the headline "Dr Pepper recall upgraded over serious health risk" from "independent.co.uk" by Brittany Miller, dated 10/06/2025. A "Categorise this article" button is visible. The main content area shows metadata for the article, including Country (United Kingdom), Source type (Unknown), OFS (3,325 K), Pages per visit (2.00), and Category website (News and Media). On the right, performance metrics are listed: AVE (48.6 K £), Monthly visits (101088033), and Time per visit (1m 54s). Below this, a tabbed interface shows "Website", "PDF", and "Text" options. The "PDF" tab is selected, showing a preview of the article from "THE INDEPENDENT" dated 9 June 2025 at 21:13. The article title "Dr Pepper recall upgraded over serious health risk" is repeated, followed by a sub-headline "The Dr Pepper was sold in Florida, Georgia, and South Carolina" and a partial image of a Dr Pepper can.

Dr Pepper recall upgraded over serious health risk

independent.co.uk by Brittany Miller 10/06/2025, 06:36 - 09/06/2025

Categorise this article

Country: United Kingdom (Rank: 65) URL

Source type: Unknown AVE: 48.6 K £

OFS: 3,325 K Monthly visits: 101088033

Pages per visit: 2.00 Time per visit: 1m 54s

Category website: News and Media

Website PDF Text

independent.co.uk 20... 1 / 2 100% +

THE INDEPENDENT

COUNTRY: GBR
TYPE: web
AVE: £48602.06
REACH: 3325264

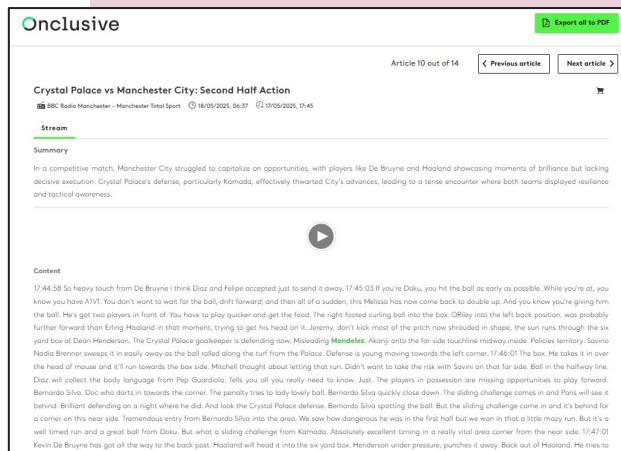
CATEGORY WEBSITE: News and Media
MONTHLY VISITS: 101088033.17
AUTHOR: Brittany Miller
URL: www.independent.co.uk

> 9 June 2025 at 21:13

Dr Pepper recall upgraded over serious health risk

The Dr Pepper was sold in Florida, Georgia, and South Carolina







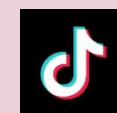
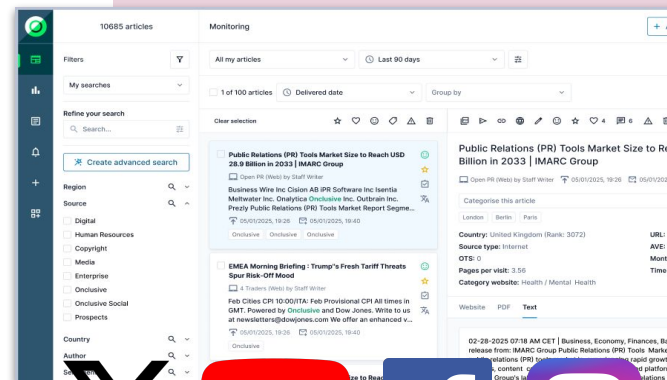
Social media monitoring

Complete your media monitoring ecosystem

Integrating Onclusive Social content extends your media monitoring to X, YouTube, Facebook, Instagram, TikTok, and LinkedIn giving you a unified view of both traditional and social media coverage. Monitor brand mentions, track competitors, and detect emerging issues, all without switching platforms, so you get a complete picture of your media landscape.

- Real-time crisis detection and response: monitor social alongside print, online, and broadcast to act quickly on emerging issues
- Seamless reputation management: integrate social media into daily press reviews, news digests, and editorial workflows
- Identify and understand social influencers: see who's talking about your brand and measure their impact
- Comprehensive media intelligence: monitor your brand and competitors across all channels in a single, unified dashboard
- AI-powered insights: detect trends, emerging topics, and sentiment across social media alongside traditional media

With the inclusion of Onclusive's Social content, your team gains full visibility across social and traditional media, enabling smarter, faster, and more informed communications decisions.





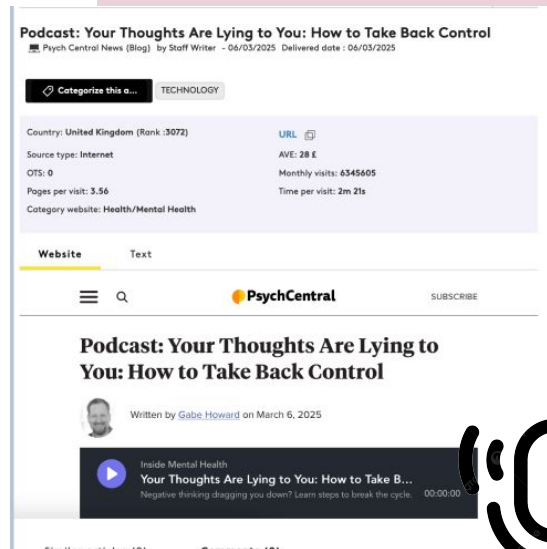
Podcast Monitoring

Complete your Content Set

Onclusive Podcast Monitoring completes your media monitoring ecosystem by giving you access to over 9,000 publicly available podcasts worldwide, with in-platform clip viewing, full transcripts, and reach metrics. Track brand mentions, understand audience impact, and include podcasts alongside print, online, broadcast, and social coverage.

- Comprehensive coverage: monitor thousands of international podcasts to stay informed on brand conversations
- Pinpoint brand mentions: use reliable transcription to locate mentions precisely within episodes
- Measure impact and ROI: track reach, engagement, and influence to demonstrate the value of communications efforts
- Seamless sharing: distribute podcast coverage internally or externally via links, and archive episodes as mp4 files
- Stay ahead of emerging issues: receive alerts for new mentions and trending podcast discussions

With Onclusive Podcast Monitoring, your team gains full visibility across this increasingly influential medium, ensuring no conversation affecting your brand goes unnoticed.



Podcast: Your Thoughts Are Lying to You: How to Take Back Control
Psych Central News (Blog) by Staff Writer · 06/03/2025 · Delivered date: 06/03/2025

Categorize this a... TECHNOLOGY

Country: United Kingdom (Rank: 3072)	URL: [icon]
Source type: Internet	AVE: 28 €
OTS: 0	Monthly visits: 6345605
Pages per visit: 3.56	Time per visit: 2m 21s
Category website: Health/Mental Health	

Website | Text

PsychCentral [SUBSCRIBE](#)

Podcast: Your Thoughts Are Lying to You: How to Take Back Control

Written by [Gabe Howard](#) on March 6, 2025


Inside Mental Health
Your Thoughts Are Lying to You: How to Take B...
Negative thinking dragging you down? Learn steps to break the cycle. 00:50:00

Similar articles (0) | Comments (0)





Deliverables to suit your needs





Your Monitoring Platform

Access your content in real time, 24/7

Onclusive's Platform provides real-time access to your media coverage across all channels. It allows you to easily share customised Press Reviews and key insights, keeping teams aligned and informed. The platform enhances your media monitoring service by serving as a central hub for timely, relevant, and actionable intelligence.

Key Features

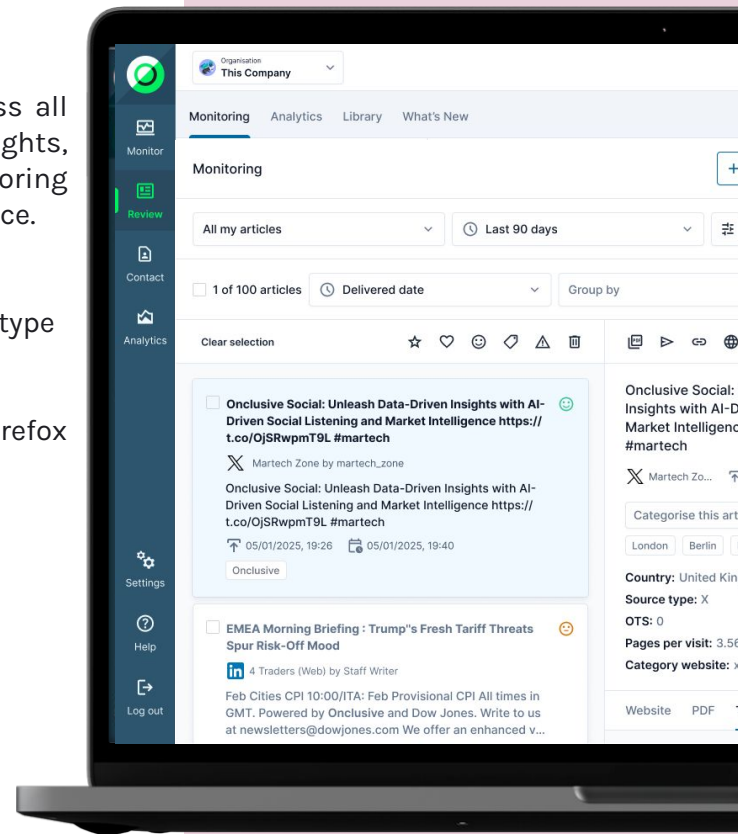
- Access all of your coverage with filters including date, keyword or media type
- Understand the context of each mention with downloadable PDF copies
- Unlimited alerts to support campaign or crisis-specific updates
- Fully mobile-accessible, and compatible with Microsoft Edge, Chrome, Firefox and Safari

Archive & Access

- Password controlled
- Full media archive with 28-day rolling access (NLA-compliant)
- Secure online portal available 24/7

Downloadable Analysis & Reporting

- Export and download detailed coverage and insights
- Ready-to-share with key stakeholders





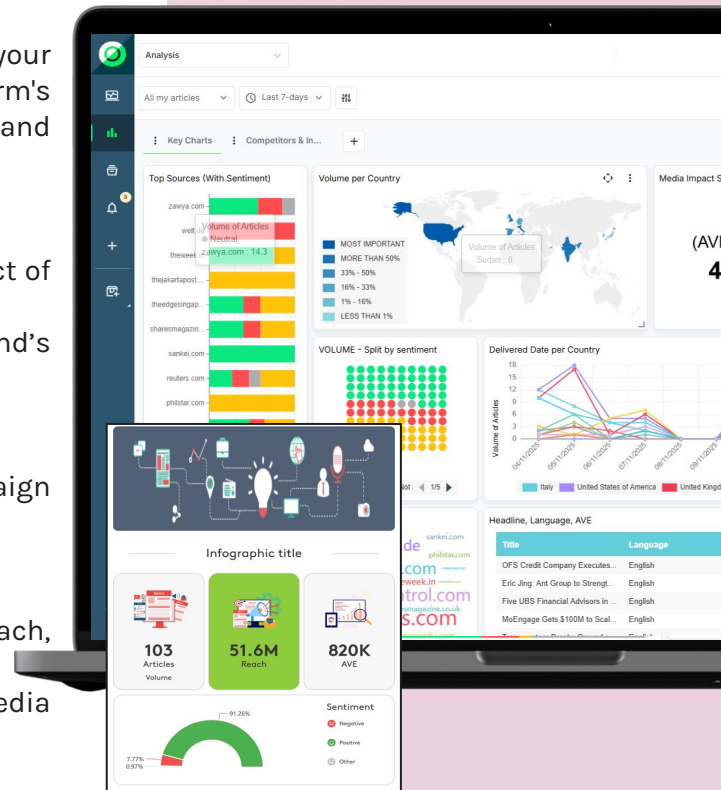
Reputational Analytics

Prove and Improve the value of your work

Onclusive's Platform empowers you to measure and understand the impact of your media relations activities all within a single, user-friendly tool. The platform's Analytics tab provides actionable intelligence, enabling you to demonstrate and enhance the value of your communications efforts.

Key features include:

- Build dynamic analytics dashboards to track and demonstrate the impact of your media coverage.
- Share key performance indicators (KPIs) and benchmark your brand's competitive positioning.
- Access on-demand visual metrics for fast, clear insights
- Monitor the volume and reach of your coverage across all media types.
- Up to 25 custom tags to track for key messages, spokespeople or campaign in real-time.
- Identify trends in sentiment.
- Leverage real-time, shareable analytics via live dashboards.
- Customise your own charts to highlight success, such as sentiment, reach, coverage volume or media type.
- Please see an example of our Earned Media Dashboard & Social Media Dashboard



Understanding Brand Visibility in AI Search

GEO Metrics

Generative Engine Optimisation (GEO) is the practice of measuring and optimising how your brand appears in AI-generated search results from platforms like ChatGPT, Google Gemini, Perplexity, and Claude.

Why It Matters: As 80% of consumers now rely on AI-written results for at least 40% of their searches, brands must understand how they are portrayed in these AI-powered answers, not just traditional search rankings.

Onclusive delivers GEO analytics organised into three actionable categories:

- **Category Visibility Analysis:** Track brand visibility percentage, ranking position, share of voice, and identify which prompts mention your brand versus competitors.
- **Reputation Analysis:** Understand the sentiment and topics associated with your brand in AI responses, with full source attribution to inform content strategy.
- **Competitor Analysis:** Compare how LLMs choose between you and competitors, with pros/cons analysis and improvement opportunities.
- **Unified cross-media analytics:** Onclusive is the only provider offering GEO metrics alongside earned media, social, and traditional analytics in a single unified view, enabling PR and marketing teams to see the complete picture of brand visibility across all channels.



Real Time Alerts

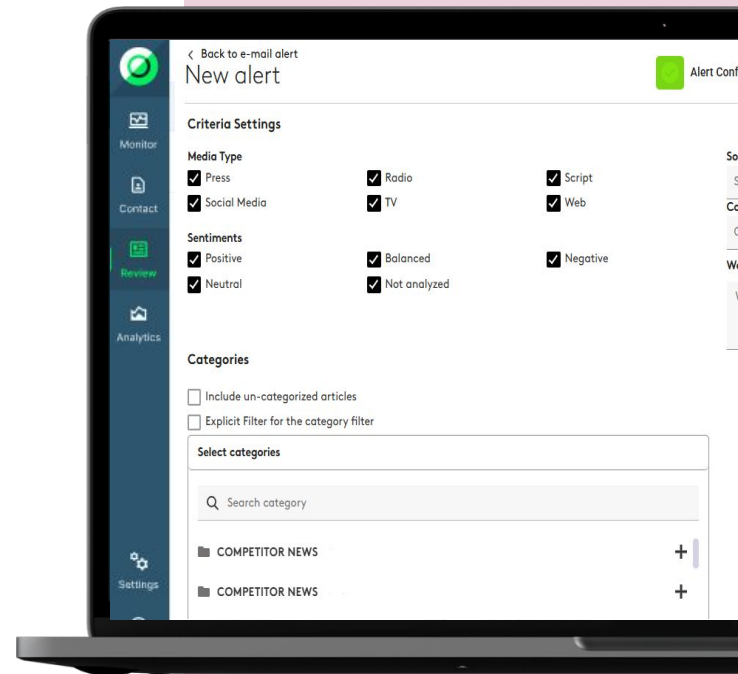
Never miss any breaking news

Stay ahead of the conversation with Onclusive's real-time alerts—designed to keep you informed the moment your brand, campaigns, competitors or key topics are mentioned across print, online, social or broadcast media.

Powered by our advanced media intelligence platform, these alerts give you instant visibility into the stories shaping your landscape, enabling you to react swiftly to opportunities, mitigate reputational risks and stay engaged with the moments that matter most.

Highly customisable and unlimited, Onclusive alerts can be tailored to specific keywords, stakeholders or media types—so whether you're monitoring a fast-moving issue, tracking the success of a PR campaign or managing a crisis, your team is always in the loop and ready to act.

Onclusive's real-time alerts help communications professionals, press teams and executives stay proactively informed, ensuring you're not just keeping up with the news—but staying one step ahead of it.



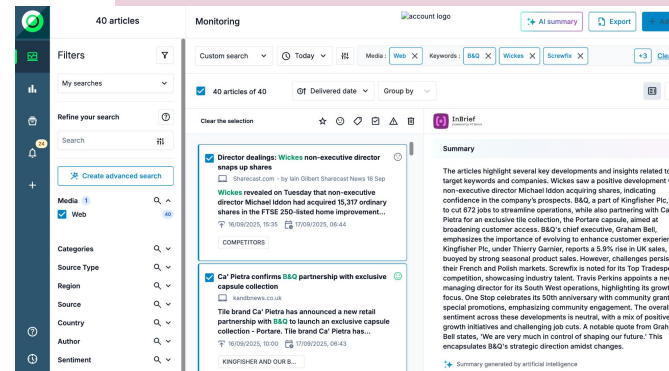


InBrief (powered by AI Sese)

Turn complex media coverage into instant, actionable intelligence

In Brief transforms all monitored media coverage across Onclusive into clear, concise summaries in real time. It analyses coverage as it's collected, distilling complex narratives into key themes, risks, and opportunities, so teams can quickly understand what's happening, why it matters, and what to do next.

- Accelerated understanding: instantly surface key themes, sentiment, and narratives shaping coverage across markets, with local-language nuance preserved
- Smarter, faster decisions: reduce manual analysis and act confidently on comprehensive, AI-driven intelligence
- Trend and issue detection: identify emerging risks, opportunities, and shifts in tone before they gain traction
- Sharper focus for leadership: highlight the most influential stories, top articles, and reputational drivers
- Confidence in accuracy: AI Sense is purpose-built for PR and communications, cross-checking summaries against source content to deliver reliable, hallucination-free insights

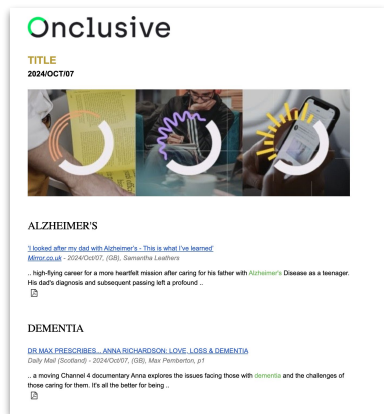


The screenshot displays the InBrief monitoring dashboard. On the left, a sidebar contains filters for 'My searches', 'Refine your search', and 'Create advanced search'. Below these are tabs for 'Media' and 'Web', and a list of categories including 'Source Type', 'Region', 'Source', 'Country', 'Author', and 'Sentiment'. The main area shows a list of 40 articles. Two articles are highlighted: 'Director dealings: Wicks non-executive director snags up shares' and 'Ca' Pietra confirms B&Q partnership with exclusive capsule collection'. The right side of the interface shows a detailed summary for the selected article, including a brief overview, key points, and a section for 'COMPETITORS'. The summary text mentions Wicks' positive development, B&Q's chief executive, Graham Bell, and the company's strategic direction.



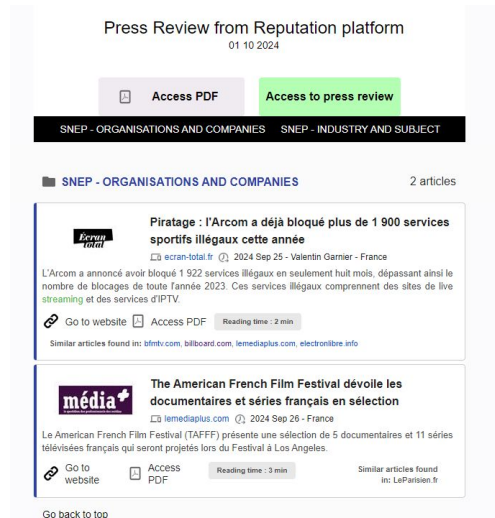
Clippings & Press Reviews

Your daily briefing on the news shaping your organisation



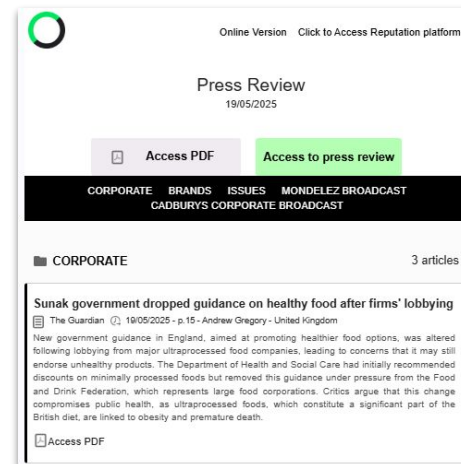
Instant clarity on your media presence.
Quick, keyword-focused article snippets delivered to your inbox, helping you identify key stories, measure impact, and brief internal teams effortlessly. Maximises value from your monitoring package at no extra cost.

Clipping



AI-powered, tailored coverage digests for stakeholders.
Flexible layouts, content prioritisation, and unlimited deliveries — 7 days a week, 365 days a year. Easily share coverage, control content appearance, and save time with a consistently clear, digestible format.

Press Review



Adds expert editorial validation to your daily coverage.
Top articles manually reviewed for relevance and impact, combining AI speed with human insight. Available early each day to deliver a focused, fully vetted snapshot of critical stories, enabling fast, informed decisions.

Press Review+



Editorially Curated Premium Daily Digests

Expertly curated, human-edited briefings that provide context, clarity, and actionable insights

Above our Press Review+ service, Onclusive also delivers fully editorial daily News Digests crafted to be board-ready, easily digestible and truly premium.

We can provide a fully curated, editor-written daily News Digests which incorporates the highest level of precision and relevance in news delivery. Each Digest is crafted by a human, in-house Onclusive editor, ensuring not just accuracy and quality control, but also context and industry insight.

- Editorially written, not just aggregated: Delivering a clear narrative in your own brand language.
- Tailored in format and style to fit your brand guidelines and audience preferences.
- Fully human-vetted, ensuring accuracy, local nuance and removal of irrelevant or syndicated content.
- Context-rich: Providing a concise editorial overview and impact of the day's most important issues, with the detail and analysis stakeholders need.
- Local Market Flex: We can deliver each briefing at whatever time suits the individual market - one size doesn't have to fit all.



Access Reputation platform

Media Coverage

03 December 2025

TOP STORIES

Coca-Cola will once again team up with FareShare, the UK's leading food redistribution charity fighting hunger and food waste, as part of the firm's national Christmas Truck Tour, reports *LeedsLive* and other outlets. As well as being given the opportunity to turn their selfies in front of the iconic truck into personalised baubles for their trees at home, guests can enjoy their visit in the knowledge that Coca Cola will be donating the equivalent of one million meals to the charity. Graham Kelly, Head of Fundraising at FareShare said: "We are so grateful to Coca-Cola for their continued support [which] is instrumental in strengthening communities and improving lives in every region of the UK. Together, we can create lasting change, one meal at a time." The truck is due to visit Leeds on December 3.

For the 17th year in a row, Coca-Cola will be running a *Designated Driver* campaign in Northern Ireland and Eire. The campaign, which aims to encourage responsible choices during the festive season involved giving two complimentary Coca Cola soft drinks to anyone acting as the designated driver at participating venues across the island of Ireland, notes *LoveBallymena* and *Drinks Industry Ireland*.

The City of San Francisco has filed America's first government lawsuit against ten major manufacturers of ultra-processed foods, arguing they knowingly harmed Americans' health through product engineering and marketing, reports the *Independent*, *BBC*, *Mail Online* and many others. The Coca-Cola company is specifically named as one of the ten corporations being sued. The suit claims these companies created a public health crisis that led to costly health conditions and is seeking damages and penalties to offset the "astronomical health care costs" borne by cities and states.

The *Press Association* and industry titles including *Retail Times* and *Grocery Gazette* note that the Food Foundation's annual State of the Nation's Food Industry report has concluded that efforts to tackle childhood



Clippings & Press Reviews

Branded, compliant, and designed for effortless consumption

Onclusive press reviews and clipping digests are fully configurable to align with your brand, audience, and compliance requirements, while remaining consistent and easy to navigate for all stakeholders.

Branding & Presentation

Custom branding: adjust colours, banners, and logos to match your corporate brand profile

Mobile-optimised design: seamless reading experience across desktop and mobile devices

Navigation & Usability

Navigation, Usability
Jump links and category navigation: quickly move between sections and categories

Global PDF option: generate a single PDF containing all content
Also-Ins support: include additional relevant and syndicated content

Compliance & Content Control

Compliance & Content Control
NLA-compliant delivery: remove links to full coverage where required

Keyword highlighting: automatically surface key terms to draw attention to priority topics

Insight Indicators

Display key metrics at the top of the digest to provide instant context - such as:

Volume, Sentiment, (Positive / Negative)
AVE & Weighted AVE
OTS (reach)
Media Impact Score
Social metrics (e.g. Tweets)

Visual Insight Widgets

Add configurable data visualisation widgets to enhance understanding

Control widget visibility, naming, and colour styling

Position widgets at the top or end of the email for maximum impact



We commit to building a collaborative partnership with KPIs around proactivity and a clear SLA

Monthly & Quarterly review meetings

Adherence on agreed SLA's

Proactive suggestions to enhance service

On-demand training whenever required

Regular consultancy meetings with analysis team

Additional support during crisis

Complimentary copyright support

Always on, 24/7 support 364 days a year

Getting to know your team is central to the way we work – we build long-term partnerships by learning about your priorities, challenges, strategies, and the pressures you face from internal and external stakeholders