



Onclusive

Onclusive Services

Social Media Listening

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 MarComms 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.



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



Onclusive Social





Onclusive Social

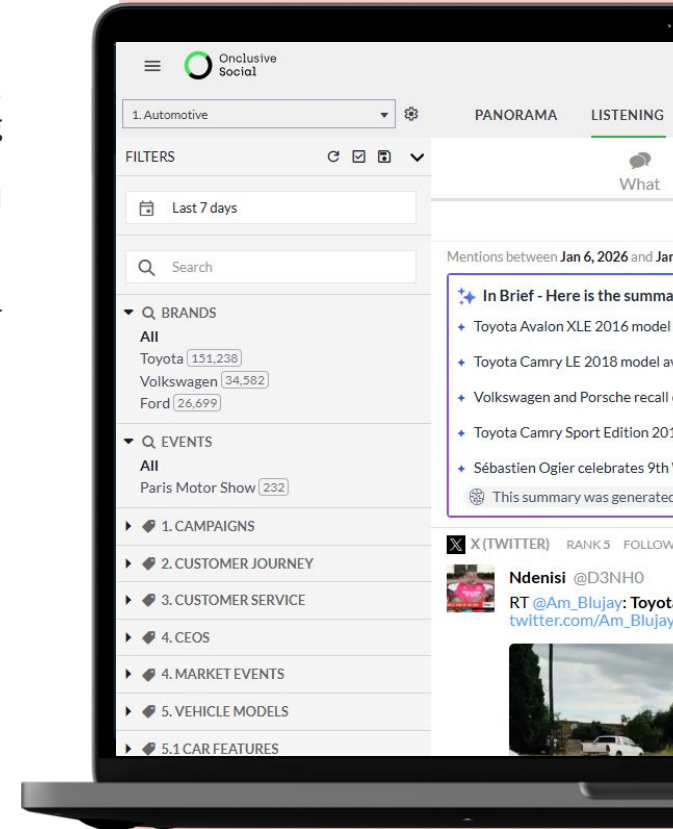
Connected social intelligence for smarter stakeholder insight

Onclusive Social is an enterprise-grade social listening platform that transforms conversations across all major social networks into strategic intelligence. Covering platforms like X, TikTok, Instagram, Facebook, Threads and LinkedIn, it gives PR, Communications and Marketing teams a real-time, comprehensive view of brand perception, trends, sentiment and competitive dynamics - all in one place.

Onclusive Social is one of the most powerful tools in the industry, thanks to our 24 years of expertise in web & social media intelligence

What it enables you to do:

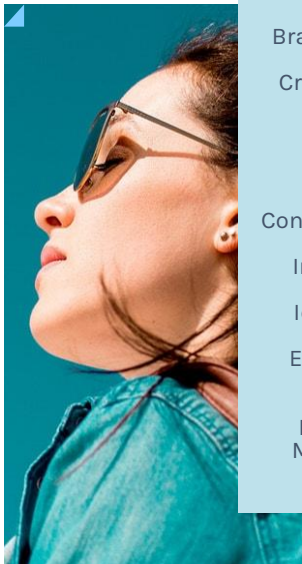
- Monitor social conversations holistically across global platforms
- Detect emerging trends, risks and opportunities with AI-powered alerts
- Understand sentiment and reputation at scale
- Benchmark brand performance against competitors and industry topics
- Generate actionable insights without manual analysis bottlenecks





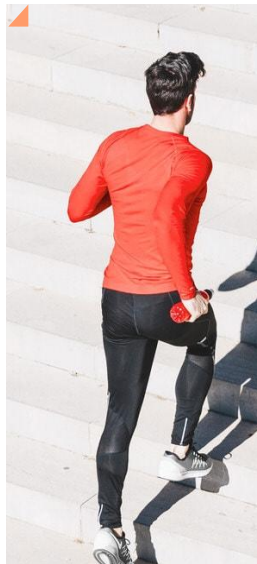
Key Use Cases

Brand Reputation



- Brand Monitoring
- Crisis & Threats Detection
- Campaigns Tracking
- Content Inspiration
- Influencers & Journalists Identification
- Events impact analysis
- Performance Measurement

Consumer Insights



- Consumer Trends detection
- Customer Experience Analysis
- Customer Journey Tracking
- Personas & Audience Analysis
- Products & Services feedback monitoring

Market Intelligence



- Competitors Monitoring
- Risks detection
- Counterfeiting monitoring
- Sales Opportunities identification
- Innovations tracking



Coverage without Compromise



Widest Data Coverage Available

+850 million sources across +20 media types over 190 countries and 80+ languages

Global

Regional

Consumer

News

Primary



Facebook



Twitter



Instagram



Baidu



Weibo



Reviews*



Google Reviews*



News, Web, Magazines



Surveys/
Interviews



Tumblr



Youtube



Pinterest



Naver



WeChat*



Forums



Reddit



Offline (TV, Radio)*



Chat



LinkedIn*



Tik Tok*



Telegram



QQ*



VK



TripAdvisor



Glassdoor



RSS, Specific websites



Email



Bluesky



Blogs



Subscriptions*



Call centers

Widest Data Coverage Available

+850 million sources across +20 media types over 190 countries and 80+ languages



Onclusive is the **only** social listening tool that offers **extensive** coverage on Facebook through **keywords**.

Whereas our competitors only collect content based on custom sources, or sources that are manually added to the tool.



Our main competitors rely on an Instagram API that collects very few hashtags and can only monitor content through the sources you add to their tool.

Onclusive, on the other hand, has a **vast** collection of Instagram **hashtags** and **keywords** without the need to add specific IG accounts.



We collect **100%** of Twitter data via the **Firehose**.



Onclusive is the **only** tool that can monitor LinkedIn by **keywords**.



Onclusive is the **only** tool capable of monitoring TikTok. Monitoring by **hashtag**.



Deliverables to suit your needs



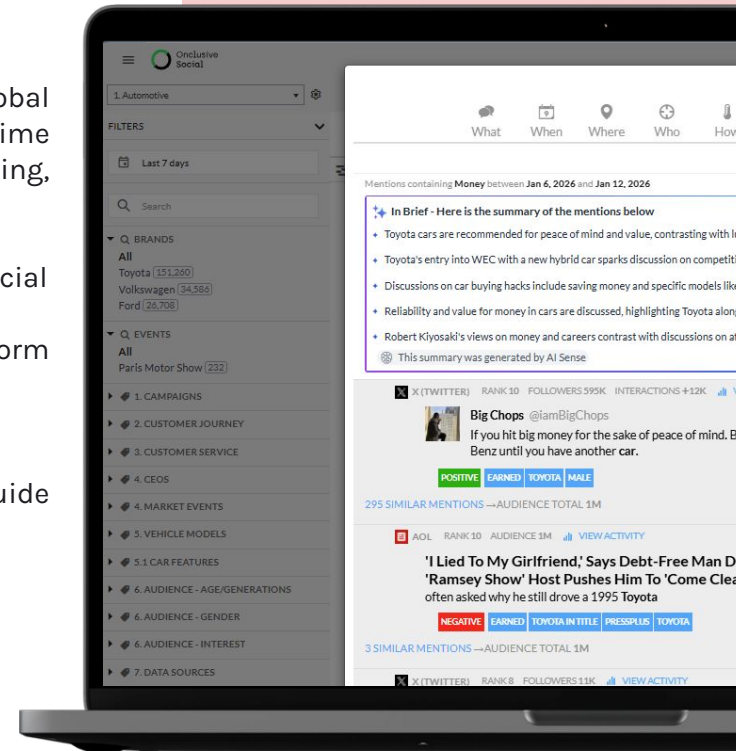


Social Coverage & Listening

Deep, real-time visibility into brand conversations

Onclusive Social delivers always-on social listening across billions of global conversations, giving marketing, communications, and PR teams a clear, real-time understanding of what audiences are saying, where conversations are happening, and how sentiment is evolving.

- Track brand mentions, reach, and sentiment across all major social networks in real time
- Monitor competitor activity and wider industry conversations to inform strategic planning
- Identify emerging trends early—before they reach mainstream attention
- Discover influencers, opinion leaders, and key voices shaping perception
- Surface potential risks and issues early to protect reputation and guide response



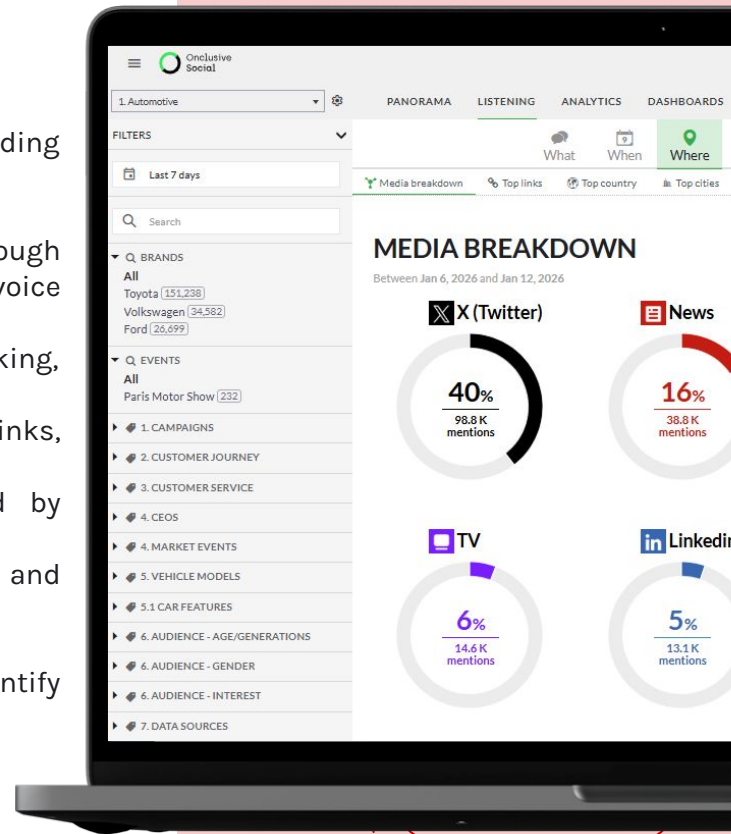
The 5Ws of Social Conversation

Simplifying social intelligence for faster understanding

The 5Ws of Social Conversation simplify social intelligence for faster understanding as it helps teams instantly grasp the full context of any conversation:

- What are they talking about? Keywords and themes visualised through concept clouds, topic clusters, most-used hashtags, and share of voice charts.
- When are they talking? Track volume of mentions, number of people talking, total interactions, and estimated reach over time.
- Where are they talking? See breakdowns by media type, most shared links, mentions by city, and geo-located conversations.
- Who is talking? Identify influencers via lists or maps, supported by socio-demographic insights.
- How are they talking? Understand sentiment (positive, negative, neutral) and emotional tone through emoji and language analysis.

This will help your team uncover trends before they become mainstream, identify influencers and opinion leaders driving the conversation & surface issues early



Explore, Visualise & Share

Review mentions, uncover insights, and distribute intelligence with ease

Easily track social conversations, uncover meaningful insights, and share intelligence across your team. From monitoring mentions to visualising trends and exporting data, get a complete view of the social landscape, all in one place.

Mentions View: Review and filter conversations at a glance

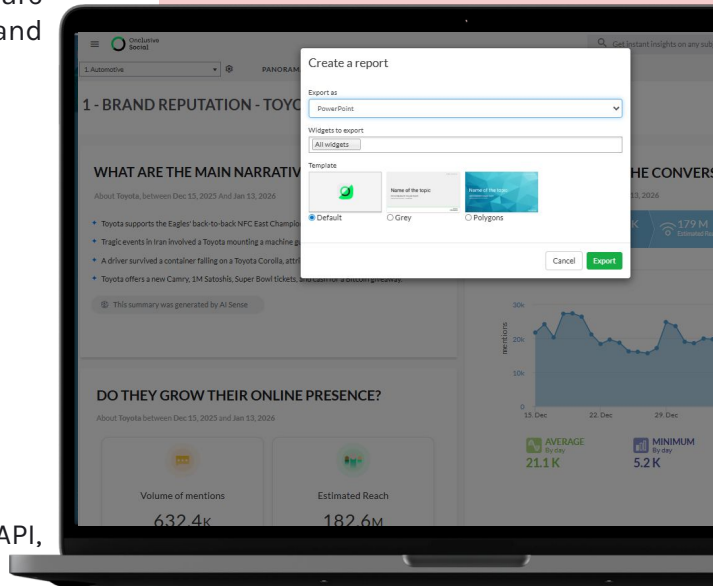
- View individual messages clearly in one place
- Filter by date, audience, media channel, geography, sentiment, and more
- Quickly identify priority conversations, influencers, and emerging issues

Visualisation & Analytics: Turn data into insight instantly

- Access 900+ interactive charts for powerful data visualisation
- Explore trends, comparisons, and patterns with intuitive dashboards
- Make insights easier to understand and share with stakeholders

Exports & Sharing: Flexible outputs for seamless integration

- Export mentions and graphics in multiple formats: Excel, Word, images, API, and more
- Easily integrate insights into existing reports, presentations, and workflows
- Share insights across teams and with clients effortlessly



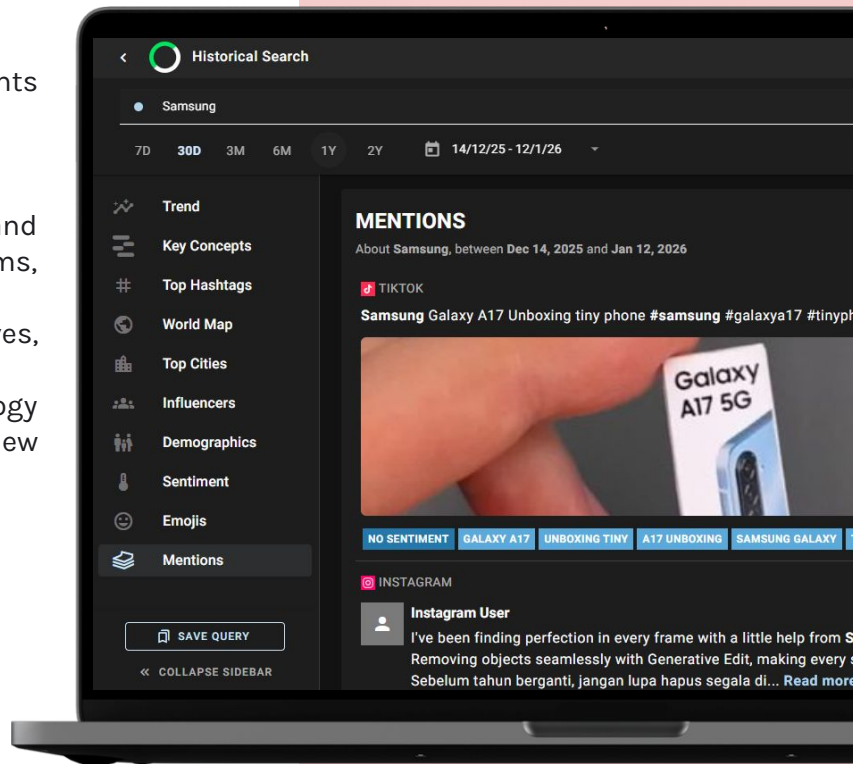


Onclusive Historical Search

Instant searches on 2 years of social archives

Understand trends, compare campaigns, and gain key consumer insights by searching your topics or queries of interest in a simple search bar.

- Extensive coverage: Up to 24 months archives for Facebook and Twitter (including firehose technology), Instagram, Blogs, Forums, News, with unlimited searches and results
- A complementary tool: Conduct quick searches on archives, without any prior setup, for use alongside Onclusive Social
- Easy-to-use: Following our simple 5W's analysis methodology (What, When, Where, Who, & How), instantly benchmark and view data visualisations



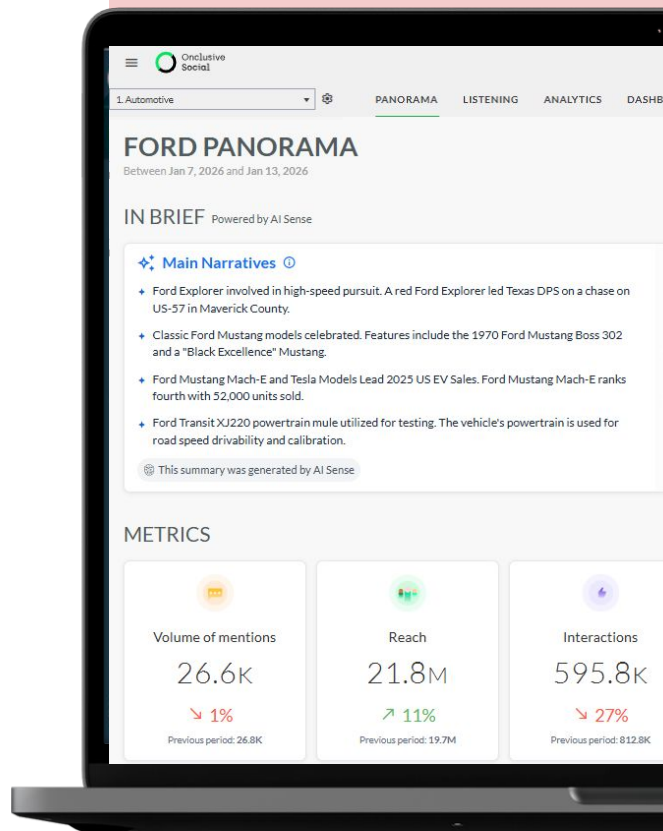


InBrief (powered by AI Sese)

Turn complex media coverage into instant, actionable intelligence

In Brief transforms all monitored 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



Responsive Alerts & AI Signal Detection

Always-on intelligence that helps you act fast

Onclusive Social uses AI Sense to power alerts that catch spikes in activity, shifts in sentiment, or the rapid spread of topics and hashtags that could impact your brand.

- Real-time alerts for critical shifts in sentiment and conversation volume
- Predictive trend detection so you can respond before issues escalate
- Custom crisis dashboards to visualise impact and response actions
- Configurable thresholds to keep stakeholders informed without noise

Onclusive Alerts

Cher **Timothé**,

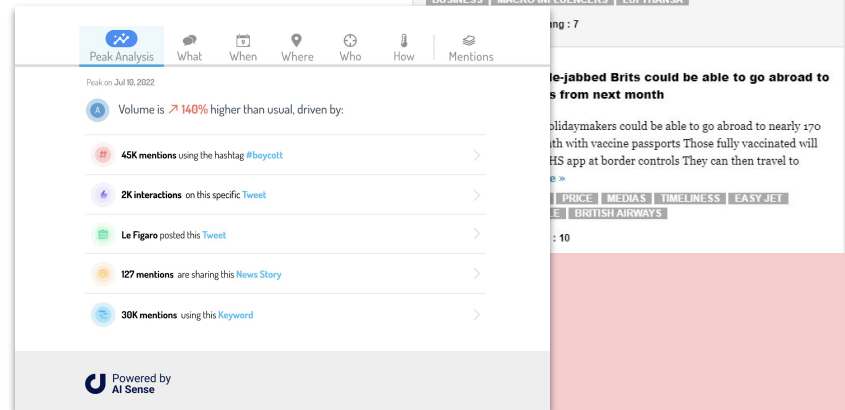
Vous avez de nouvelles mentions pour le topic Airlines EMEA.

Vous pouvez lire plus de news [ici](#).

Juergen Wagner @wagjuer

RT @business: Lufthansa plans to repay billions of euros in aid from the German government before the country's federal election in September [Lire la suite](#) »

[BUSINESS](#) | [MACRO INFLUENCERS](#) | [LUFTHANSA](#)





Insight, Trends & Influence

From noise to strategic narrative

With advanced analytics and AI Sense, social listening goes beyond counts and charts to deliver contextual insights that drive smarter decisions. Large volumes of conversation are distilled into clear themes, trends, and performance signals you can confidently share with leadership.

- Discover emerging trends to inform editorial and content strategy
- Track sentiment over time to understand brand health
- Benchmark performance across competitors, channels, themes, and audiences
- AI-generated summaries surface priority themes and key narratives
- Share clear performance metrics that support strategic decision-making

Social listening also reveals who is shaping the conversation. Understand influence, affinities, and networks to engage the right voices and communities.

- Identify and profile influencers driving impact
- Filter by geography, engagement, and audience attributes
- Benchmark reach, impact, and tone across key voices
- Segment audiences for more targeted PR, Comms, and Marketing strategies



Dashboards & Custom Insights

Tailored social intelligence at your fingertips

Create, customise, and share dashboards that turn social data into actionable insights. Onclusive Social makes it easy to monitor conversations, track performance, and surface trends, so PR, Comms, and Marketing teams can make smarter decisions faster.

Unlimited & Flexible:

- Create as many dashboards as you need without financial limits
- Fully customisable: add any collected data, customise titles, content, colours, and comments

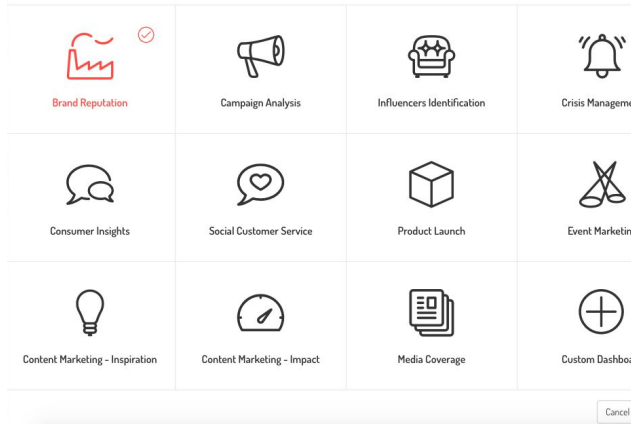
Interactive & Insightful:

- Clickable graphs and mentions for deep exploration
- Add widgets for mentions streams, analytics, and notes
- Visualise key metrics across Listening, Top Reputation, and Analytics

Preconfigured or Custom:

- Preconfigured: 11 ready-made dashboards for Brand Reputation, Campaign Analytics, Influencer Identification, Crisis Management, Customer Insight, Product Launch, Event Marketing, and more
- Custom: Build dashboards on the fly, adding any graph, mention, or data at any point in your workflow

CREATE A DASHBOARD



Cancel

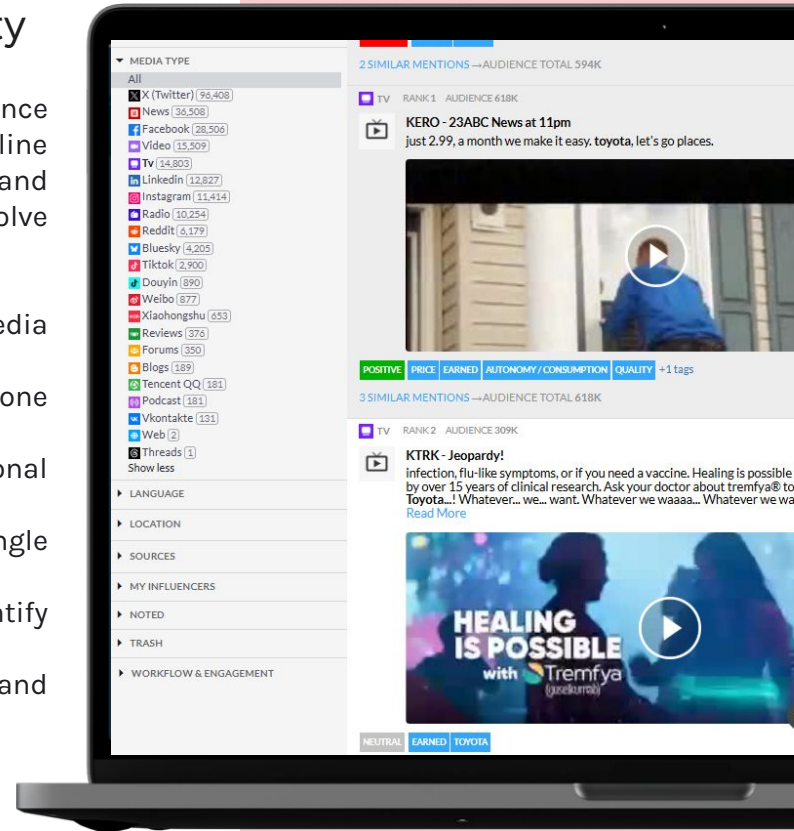


Integrated Intelligence Across Media Types

See social in the context of your broader media reality

Onclusive Social is fully integrated into the Onclusive media intelligence ecosystem, enabling you to connect social conversations with print, online news, broadcast, and digital coverage. This unified view helps marketing and communications leaders understand how narratives form, spread, and evolve across every media channel that matters.

- Gain a holistic understanding of earned, shared, and social media impact
- View Print, Radio, TV, Online, and Social coverage together in one platform
- Understand how social amplifies, reacts to, or diverges from traditional media coverage
- Align PR, Communications, and Marketing teams around a single source of truth
- Compare trends, sentiment, and volume across channels to identify momentum and risk
- Build stronger, more credible narratives for leadership, clients, and stakeholders





Expert guidance and instant support

Helping you navigate Onclusive Social

Onclusive Social isn't just a platform, it's backed by a team of specialists, dedicated enablement, and intelligent support to help you get set up quickly, use the tools effectively, and prove media value from day one.

- Dedicated onboarding and enablement: our team sets up initial keywords, branding, and provides training to ensure a smooth start
- Customer Success Manager: Responsible to ensure the good quality of the project. He's following engagements, KPIs and objectives validated during the kick off meeting to make sure they are respected
- Video tutorials and help centre articles to learn at your own pace, anytime, anywhere with our on-demand content.
- Instant, intelligent support with Otto, **our chatbot!** Get answers, guides, and tips in real time to master the platform and prove media value faster
- Direct access to specialists from the platform: contact our experts when you need personalised guidance

