



## Analysis À La Carte



Our à la carte option is popular with clients who know what information they need and want to customize their analysis. To make it easier for you to choose what you want included, we've created a menu of options to select from. Don't see something here that strikes your fancy? The list below is just a sampling of the most popular analyses requested. If what you'd like isn't on our menu, we'll gladly discuss your needs to create the perfect option for you.

**Recommendation:** It's always best to combine qualitative analyses with quantitative analyses.

**Customization Option:** All the analysis options can be offered on a single entity or comparatively against competitors or peers

### **Visibility Analysis**

This measures how much attention an entity received. Visibility analyses typically measure **number of stories, audience reach, and share of voice**. *Advanced visibility analyses can dive deeper into performance by location, language, key publications, media type, key topics, and key messages.*

### **Trend Analysis**

This measures how the volume and audience reach of coverage for an entity has **trended over time**. How did it rise and fall over time, and what caused those peaks and valleys? Our teams dig into the coverage spikes to help you understand the causes behind them. *Advanced trend analyses can dive deeper into performance by location, language, key publications, media type, key topics, and key messages.*

### **Sentiment Analysis**

This measures how favorably or unfavorably your entity was portrayed in the media. Sentiment analysis is always conducted by human beings, and takes a comprehensive look at individual articles or social media hits in their entirety and in context. Our sentiment assessment is based both your specifications and our expertise on what constitutes positive vs. neutral vs. negative coverage.

LexisNexis typically measures **positive, neutral, and negative sentiment** on a 3-point or 5-point scale; however, we offer more refined analyses (ex. 7- or 9-point scales) if required. In addition, we can assign a numeric scoring system to these sentiment options, in order to calculate an average score per article upon request.

#### STANDARD 3-POINT SENTIMENT SCALE



#### STANDARD 5-POINT SENTIMENT SCALE



#### Vocabulary du jour - Entity

You'll notice we reference the term "entity" frequently as the target of your analysis. An entity could be a brand, company, organization, product, service, person, campaign/initiative, or another idea or concept (such as "the automotive industry" or "cloud computing" or "self-driving cars"). In other words, the entity is whatever you'd like to measure and analyze.

Want to compare entities? All options can be benchmarked against competing or peer entities.



## Key Influencer Analysis

This measures which people comment or appear as sources within your coverage. Helpful for identifying organic influencers, this analysis looks at traditional and social media, with social analysis focusing on social media users or handles leading relevant conversations.

Our influencer mapping is built on a framework of 5 core variables:

- **Relevance:** *Are these people focusing on the given entity or topic?*
- **Credibility:** *Does their profile have a voice which is heard?*
- **Consistency:** *With what frequency and level of depth are they discussing the given entity or subject matter?*
- **Engagement:** *Who is interested in their content and to what extent?*
- **Network:** *What is their degree of connection with other influencers?*



## Key Message Analysis

This measures the prominence and impact of predefined positive and negative messages to help you understand how key communication messages have been conveyed by the media. Unlike automated key message analysis, LexisNexis does not simply look for the exact wording of a message when tracking its presence. Instead, we look for instances when the underlying theme or idea of the message is conveyed or delivered given the context of the story.



## Geographic Coverage Drivers

Combining elements from the Visibility Analysis and Trend Analysis, Geographic Coverage Drivers breaks down the media into different customized regions. This covers the geographic regions of the entity, and in competitive analyses, those of the peers/competitors.

Regions are typically broken down by country or by state (in the US).



## Media Landscape Profile: Top Publications

This measures which media outlets carried the most coverage about you. The analysis looks at number of mentions and audience reach.



## Media Landscape Profile: Top Journalists

This measures who authored/presented the most coverage about you. The analysis looks at number of mentions and audience reach.

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Ready to get started? Even if you don't know which options are right for you, our team can talk through your needs to build the perfect analysis for you.

Contact us to learn more about our Media Intelligence Research & Analytics offerings!



[www.lexisnexis.com/internationalsales](http://www.lexisnexis.com/internationalsales)



+31 (0)20 485 34 56



[support@lexisnexis.eu](mailto:support@lexisnexis.eu)



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