



**See. Measure. Share.**

## What Makes Universal Different from Other Services

Why Universal? Because we control the entire media monitoring and measurement cycle, we have several points of differentiation that distinguish us from other services.

- 🌐 Comprehensive: The only monitoring service to completely integrate real press clippings, TV, radio, web, and social media results into a single report and user interface.
- 🌐 Permanent Archive: All your results are permanently archived in your online portal so you can research, spot trends, and share key stories as needed. Results don't expire after 90 days.
- 🌐 More Results: Most comprehensive media monitoring of print, broadcast, web and social networks.
- 🌐 Downloadable Clips: Yes! We allow our clients to download TV and radio clips in both low and high resolution formats.
- 🌐 Accurate Measurement: Real media measurement to gauge the reach, impact and value of your media exposure. Automated analysis is just over 50% accurate, our analysis averages 93% accurate.
- 🌐 Flexible Agreements: The only US monitoring service to offer both annual AND short term contracts, as well as service on ad hoc projects with a limited duration.
- 🌐 Unlimited Keywords: Any reasonable needs our clients have will be accommodated, regardless of how many keywords are needed.
- 🌐 Unlimited Recipients: We don't limit our searches, agents, or output to a defined number of recipients within your organization.
- 🌐 Unlimited Results: We don't cap you based on the amount of usage or results delivered.
- 🌐 24/7 Access to Service and Support: A dedicated client relations representative that can be available 24/7 to help you regardless of the time or day.