

THE DIFFERENCES ARE REAL.

Universal Information Services recognizes that no PR campaign is identical to another and may require special handling to yield the best results. We have created a level of service that allows each client to structure a media monitoring and measurement program around their needs. Rather than force our clients into a defined set of services found in a SaaS (software-as-a-service) platform, our portal delivers what you need – the way you need it.



FROM OUT OF THE GATE, UNIVERSAL PROVIDES...

- Comprehensive media monitoring and analysis
- Permanent archive
- More results
- Downloadable clips
- Accurate measurement
- HD content

AND MUCH MORE...

- Flexible agreements
- Unlimited keywords
- Unlimited recipients
- Unlimited results
- 24/7 access to service and support

SIGNIFICANT FEATURE	UNIVERSAL	MELTWATER	CISION	TVEYES
Unlimited keyword searches/agents	✓			✓
Unlimited search results	✓	✓	✓	✓
Flat fee services and packages	✓	✓	✓	✓
Monitoring over 250 radio stations	✓			
Integrated results for ALL media types	✓			
Mobile media monitoring app	✓	✓		✓
Professionally edited daily news briefings	✓		✓	
True quantitative AND qualitative measurement	✓		✓	
Ability to customize any service offered	✓			
Dedicated client relations representative	✓		✓	

While our competitors offer some of these service elements, none match up to Universal's industry-leading standards.

Let Universal take your news tracking and media measurement to a level that delivers the mission critical insight you need.



universal-info.com
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