



COMPARE TOP MEDIA MONITORING SOFTWARE SOLUTIONS

Based On The 2021 G2 Crowd User Satisfaction Ratings



Overview

G2 Crowd, the leading independent business software review company, has compiled a report that compares top media monitoring and PR analytics software solutions, including Onclusive, Meltwater, Cision and Muck Rack.

The G2 Crowd Report for User Satisfaction Ratings is one of the most trusted voices in the industry. Using data from hundreds of thousands of verified business user reviews, the platform collects unbiased feedback on industry-leading software to help technology buyers, investors, and analysts make better purchase decisions. Once again, this year, the Onclusive team is honored to be rated #1 in most categories!

In this guide, we explain what's behind the ratings and highlight important considerations for communications professionals when choosing a unified earned, owned and social media monitoring, media relations and PR analytics platform.



Return on Investment (ROI)

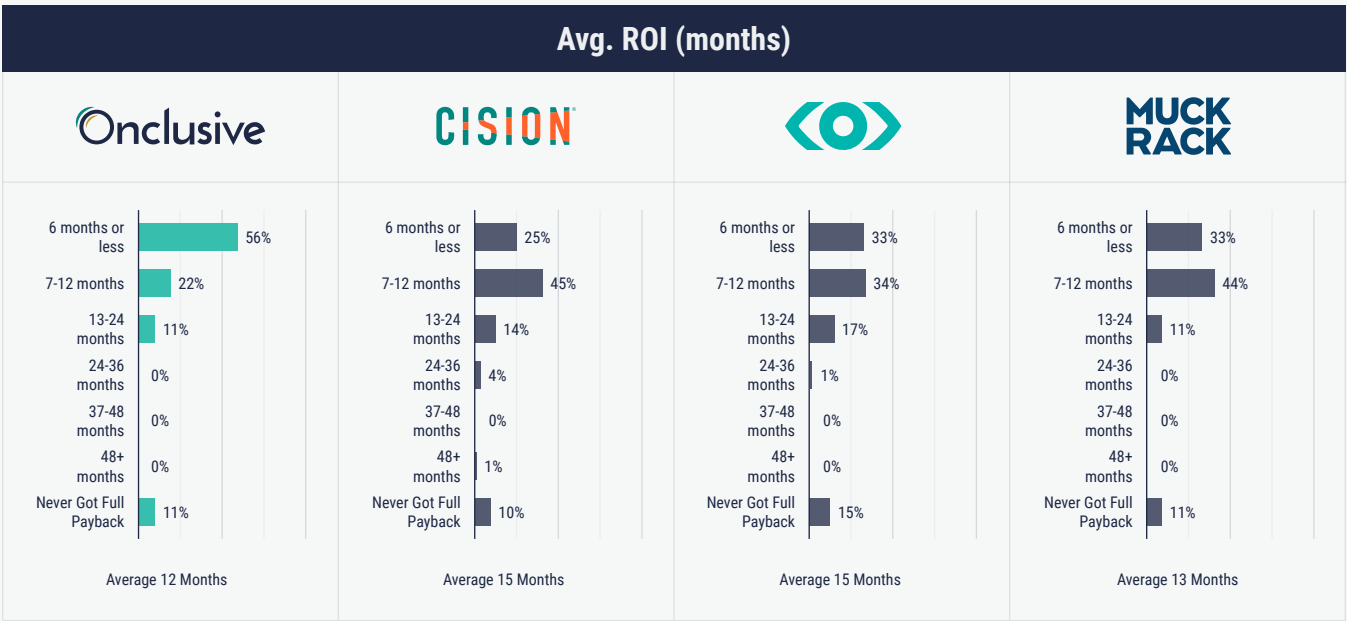
Return on Investment (ROI), not Total Cost of Ownership (TCO), is the most important metric in the cost-benefit analysis for any technology platform. Onclusive is leading the industry with an average time to ROI within 12 months, and 78% of our customers see ROI in 12 months or less.

How do these companies achieve such a fast ROI? They use the data provided by their one-stop-shop media measurement software to **develop more effective communications strategies**, **focus on the right stories, authors and media outlets**, and **optimize their messaging** across **earned, owned and social media**. Going one step further, the Onclusive platform also enables PR professionals to measure which content directly impacts the customer journey and key business outcomes through **PR Attribution™**.

JAKE MAZANKE

Corporate Communications Manager, Livongo

What we're most excited about is being able to measure how our national media campaign led to a 40 percent stock increase on the IPO day. It was not only the ultimate validation for our business, mission and months of preparation, but also a great indicator of the overall excitement surrounding the company. This really speaks to our impact on tangible financial results and raising the profile of the entire industry. Big thanks to Onclusive for helping us demonstrate these outcomes and being a great partner for us throughout the entire process!



Other departments within an organization can also tap into PR analytics data to help them be more effective, which can cause ROI to snowball. In fact, many Onclusive customers share PR data with their colleagues in marketing, product and other functional areas, and 90% of our users agree that Onclusive’s platform promotes team collaboration.

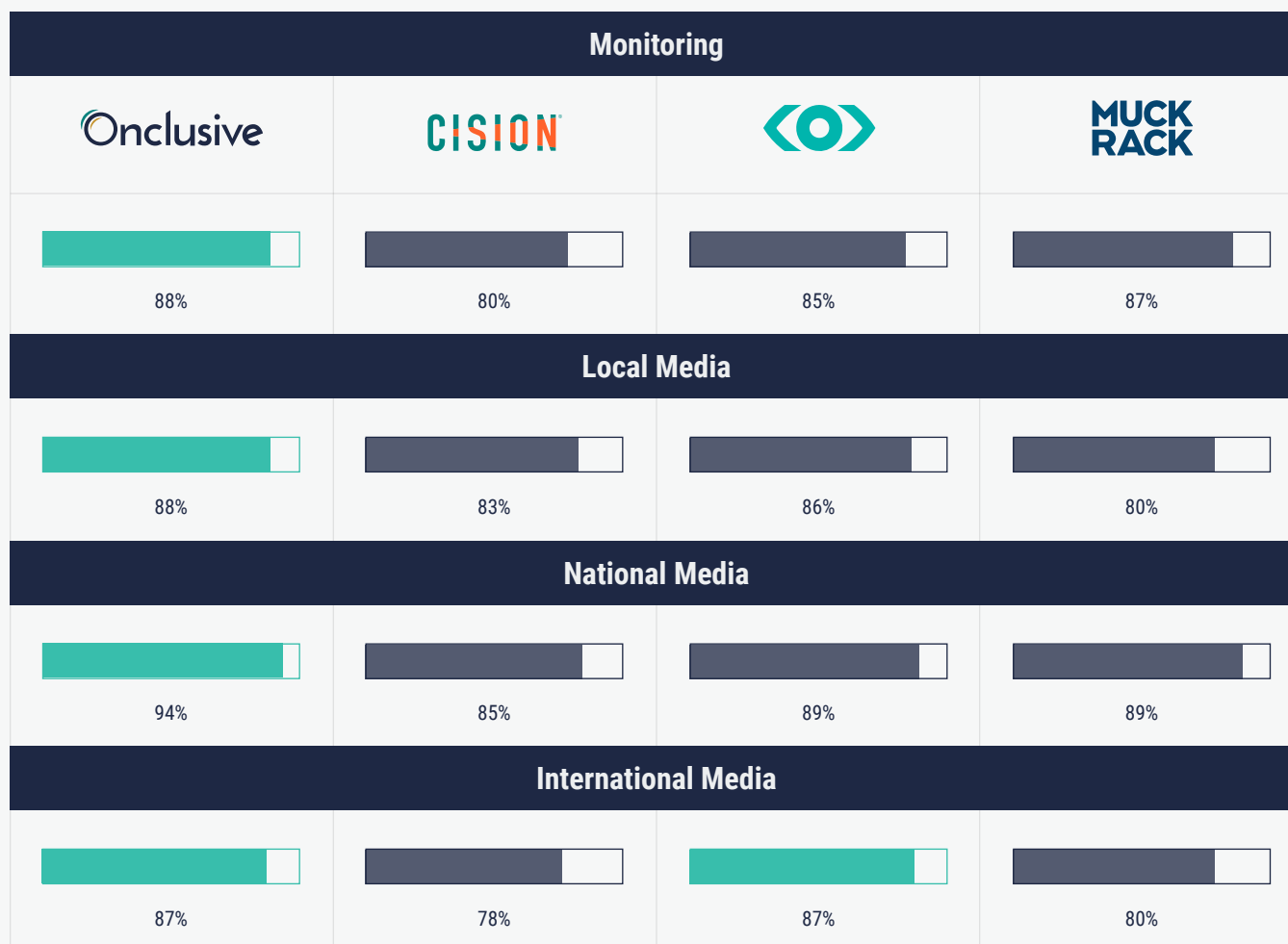
LONA THERRIEN

Sr. Director, Global Corporate Communications, Mimecast

Because of the metrics we are tracking, PR has become part of Mimecast's Objective Key Results dashboard at the executive level, and our team is now integrated into the overall marketing effort. Our head of marketing asked us to package PR data on a quarterly basis for all regional executives. This regional data is shared to help guide marketing plans. This has certainly helped us stay funded and keep the right conversations going across our entire organization.

Team Collaboration			
			
			
90%	79%	83%	85%

Comprehensive Media Monitoring

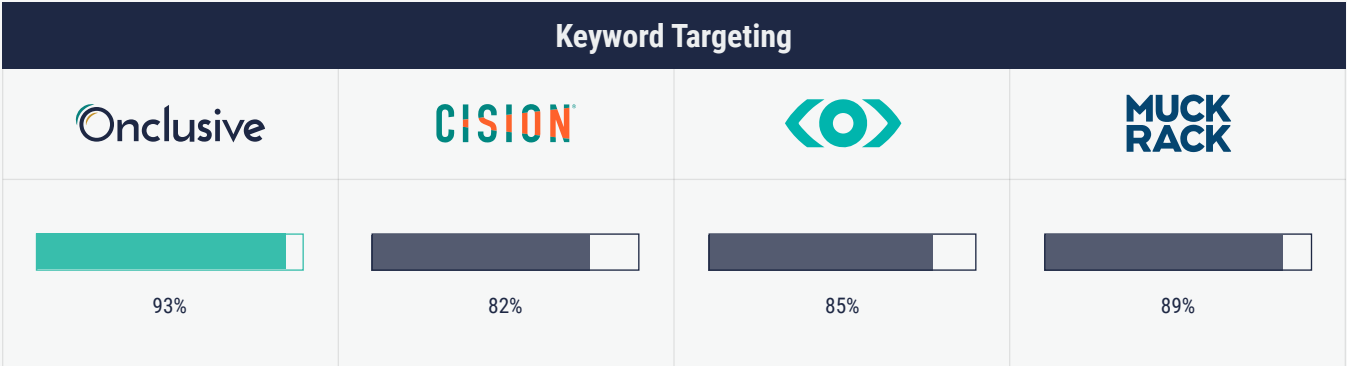


Media monitoring is a must-have for successful PR and communications professionals. You need to be in the know about all of the media coverage around your brand, your competitors, and keywords that are important to your business.

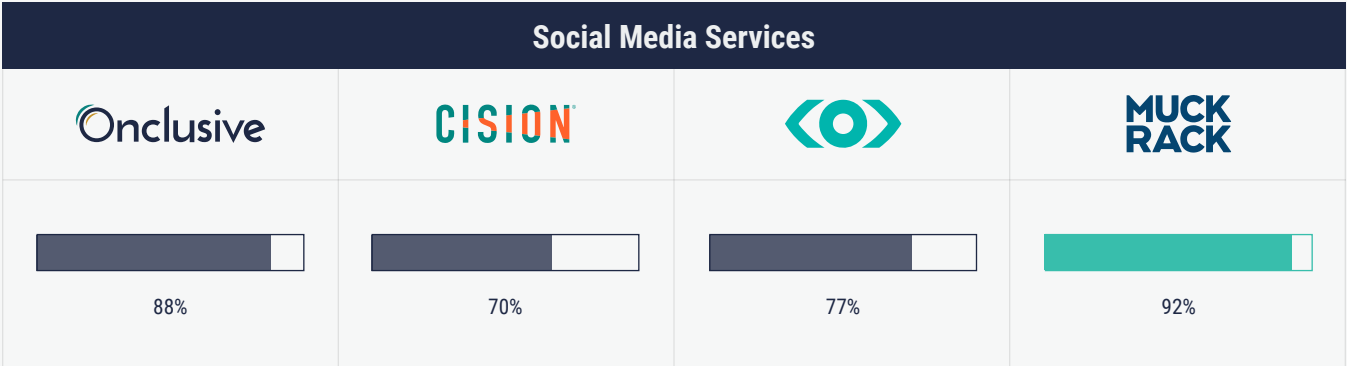
Are you confident that your earned, owned and social monitoring software is capturing every relevant piece of coverage, or are you concerned that you might be missing some of it?

Our customers agree that Onclusive provides the most comprehensive media monitoring available, including digital, newswire, print, broadcast, radio and social coverage. Our monitoring solutions are the highest-rated for the categories of local, national and international media, thanks to Onclusive's proprietary newscrawler that has stored over 5 billion articles to date and continues to capture over 6 million pieces of earned, owned, and newswire content every day – more content than any other source.

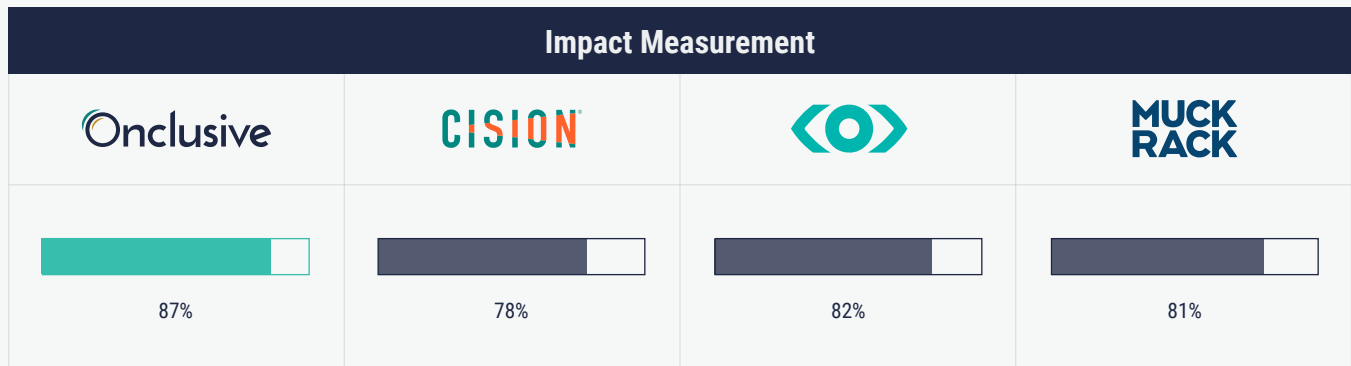
The smartest media monitoring platform in the industry, Onclusive uses cutting-edge data science to target your keywords while eliminating irrelevant or spam articles that don't contribute to your goals. News Engine Optimization (NEO) technology provides powerful insights into how the media, influencers and ultimately customers are responding to and amplifying “sticky” messages: messages that can then be used to drive future marketing and public relations activities, owned media content creation and even advertising campaigns. Discover which keywords have the highest pull-through, which messages were amplified the most across social media, and which drove the greatest amount of website traffic and actions.



When it comes to social media, 88% of Onclusive’s customers are highly satisfied with our enterprise-caliber social listening capabilities, a close second for the category. We provide real-time social analytics for your brand, competitors, topics, and influencers across all major platforms including Twitter, Facebook, Instagram, YouTube and TikTok. PR teams tell us that this level of social media monitoring helps them better manage their brand reputation, uncover new opportunities, and prove the value of their social strategies.



Business Impact Measurement



For communications professionals to continue to have a seat at the table, get the credit they deserve and secure the budget they need, knowing how earned, owned and newswire content drives actual business outcomes has become a necessity rather than a luxury.

The most reliable and scalable impact measurement tool in the communications industry today is **PR Attribution™**, a proprietary Onclusive methodology that allows you to measure how many times people, after having read a piece of content about your brand, eventually visit your website and which actions they take – including pages visited, content downloaded, sign-ups, and sales – even if there is no backlink in the article. As a result, 87% of Onclusive customers say that they are able to link their PR strategies with business impact.

For example, **Airbnb and 23andMe demonstrated the bottom-line impact of their joint “Heritage Travel” campaign** by using Onclusive to accurately measure 2,200+ total website visits, as well as almost 3,000 searches and accommodation bookings for Airbnb and DNA testing kit orders for 23andMe, driven by the campaign.

Lisen C.

Director of Communications, enterprise real estate company (>1000 employees)



USER-FRIENDLY, SMART TOOL TO MEASURE AND EVALUATE

Onclusive allows me to easily organize a robust PR program using tags and other filters, so that I can drill down and really measure impact of media coverage based on a number of parameters. It's efficient to run various tests and get nice visuals to best represent PR success, so my reports are more polished. Of course, tying PR results to site traffic and actions taken is a huge bonus that helps me report true ROI.

Reporting

Dashboard			
			
 94%	 86%	 85%	 88%
Custom Reports			
 96%	 86%	 83%	 90%
Custom Feeds and Alerts			
 93%	 83%	 87%	 85%

Onclusive's earned, owned and social media dashboards, reports and alerts all ranked at the top of the comparison, earning a 93% customer satisfaction rating. Our one-click, beautifully designed, presentation-ready reporting templates have been proven to save PR pros immense amounts of time and effort. These templates can also be customized to showcase your impact on business results in the most visually impactful way and exported for external sharing.

Moreover, with real-time alerts about any brand, competitor or keyword mention, you can stay on-top of developing crises or newsjack your competitors when they receive buzz about a particular topic.

David Chun

CEO & Founder, Equilar



TWO-TIME ONCLUSIVE CLIENT

We've been very happy using Onclusive over the last year. The platform provides us the ability to create sophisticated dashboards to effectively track our media coverage and reach. In addition, the ability to seamlessly generate reports brings tremendous value to our communications team as they provide a great snapshot of our performance. As Equilar continues to expand its media presence, there is no question Onclusive will play a pivotal role.

Contact and Campaign Management

Contact/Campaign Management			
			
 85%	 81%	 81%	 84%

A robust media database powers another communications and PR cornerstone – media relations. In today’s increasingly fragmented author ecosystem, it’s more important than ever to invest in building relationships with those journalists and media outlets that actually contribute to your business outcomes and growth.

Onclusive’s integrated contact and campaign management workflow came in as the highest rated, with 85% of customers finding value in our verified media database, robust author profiles and journalist relationship management tools. As a result of a thorough human-curation process, Onclusive now boasts the most current journalist database in the industry.

Discovering, pitching, corresponding and managing relationships with target reporters has never been easier. You can create media lists with the click of a button and communicate with journalists without leaving the Onclusive platform. Our built-in PR workflows allow you to personalize your outreach copy, add images and attachments, schedule emails to your contact lists in advance, and manage follow-ups.

The powerful integration of earned, owned and social media monitoring with a world-class media database and newswire distribution capabilities makes Onclusive the most complete platform in the business.

Onclusive Customer
Mid-market Financial Services Company (51-1000 employees)



TWO-TIME ONCLUSIVE CLIENT

With Onclusive, we have been able to show progress in gaining share of voice relative to our competitors, identify new media outlets and reporters, and develop a better understanding of what works and what is less effective.

Product Direction

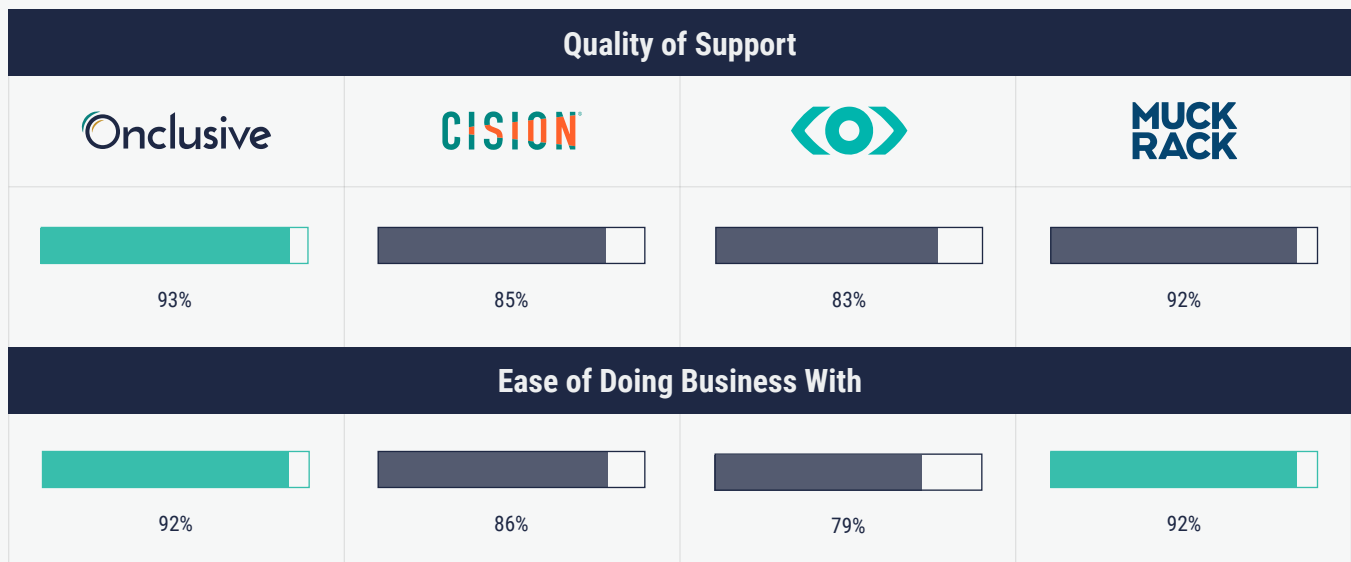
When it comes to any solution in your company’s tech stack, you want to make sure that it both meets your current requirements and has a forward-looking product roadmap that is well positioned to respond to customer needs and anticipated industry shifts.

89% of Onclusive’s customers agree that our platform meets their requirements, and 93% of customers think that our products have a positive direction. We invest heavily in research and engineering and it shows!

While Onclusive’s Analyst product is more powerful than anything else on the market and requires a more sophisticated setup and admin, our Pro solution is simple and easy to implement in virtually no time. We also provide the highest-caliber whiteglove customer service in the industry.

Meets Requirements			
			
 89%	 82%	 78%	 87%
Product Direction (% positive)			
 93%	 79%	 77%	 84%
Version Control			
 92%	 77%	 83%	 83%
Ease of Use			
 83%	 79%	 76%	 89%

Customer Support



Customer support can be a critical factor when implementing and using a new technology solution. We pride ourselves on making our customer support the best in the business, and we're particularly pleased to be at the top of the leaderboard in the categories of "Quality of Support" and "Ease of Doing Business".

Our Customer Success team not only holds your hand through onboarding, but we also partner closely with you in the long term, finding creative solutions, suggesting best practices, and ensuring you always get the most value out of the platform.

Christine K.

Communications Manager, mid-market internet company (51-1000 employees)



UNPARALLELED CUSTOMER SERVICE

We switched to Onclusive because of excellent customer service, swift action in incorporating customer feedback into their roadmap and having the ability to track attribution for articles.

The on-boarding process was seamless and quick and throughout the relationship, our account manager has been very involved with optimizing our tool for not only our US team, but for all our global team members across EMEA and APAC. She worked directly with their CTO and tech team to figure out what the issues were and provided solutions where possible and effective workarounds if technically something wasn't possible yet.

An incredibly valuable aspect of Onclusive's approach is that they sincerely listen to their customers and their customer's feedback to integrate into their roadmap immediately where possible, rather than just collect this information and sit on it. We have had a few different requests for features within the platform, and most of these changes were incorporated within a matter of months.

Next Steps

While the specific ratings we discussed are the areas we believe are essential for choosing a media monitoring and PR analytics software provider, the features and services you ultimately consider will depend on your specific business goals, users and context. The good news is that you can give any solution you're thinking about a test drive.

Ready to give Onclusive a try? [Request a Demo](#) or [Start a Free Trial](#) today.

KATIE WATSON

VP of Communications, 23andMe

By understanding the business impact of our earned, owned and newswire efforts, we can better shape our broader strategy and make data-driven decisions around the specific content, media strategies, publications and reporters we want to focus on moving forward. PR Attribution™ analysis also provides our leadership with the metrics they want to see, including ROI.



Onclusive empowers the world's leading brands and agencies to modernize communications, increase performance and demonstrate value. The inventors of PR Attribution™ and Power of Voice™, Onclusive measures the true impact of content on a company's bottom line. Onclusive empowers communicators to pitch, monitor, and showcase success with a unified media relations and reporting platform. Onclusive was founded in 2011 and is headquartered in the San Francisco Bay Area.

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