

At the heart of the Definers Public Affairs' system is our information operation - our media monitoring and rapid response mechanism known as the War Room. This department constantly monitors all forms of media and other sources of news for the issues that impact our clients and their interests; it is these streams of information that help the trade associations, non-profits, and Fortune 500, Fortune 100, and Fortune 50 corporations we work with make real time decisions about the issues and policies that impact them. It also enables them to monitor for potential crises, as well as to track their message dissemination, relevant responses to their messaging, and what competitors' actions have been.

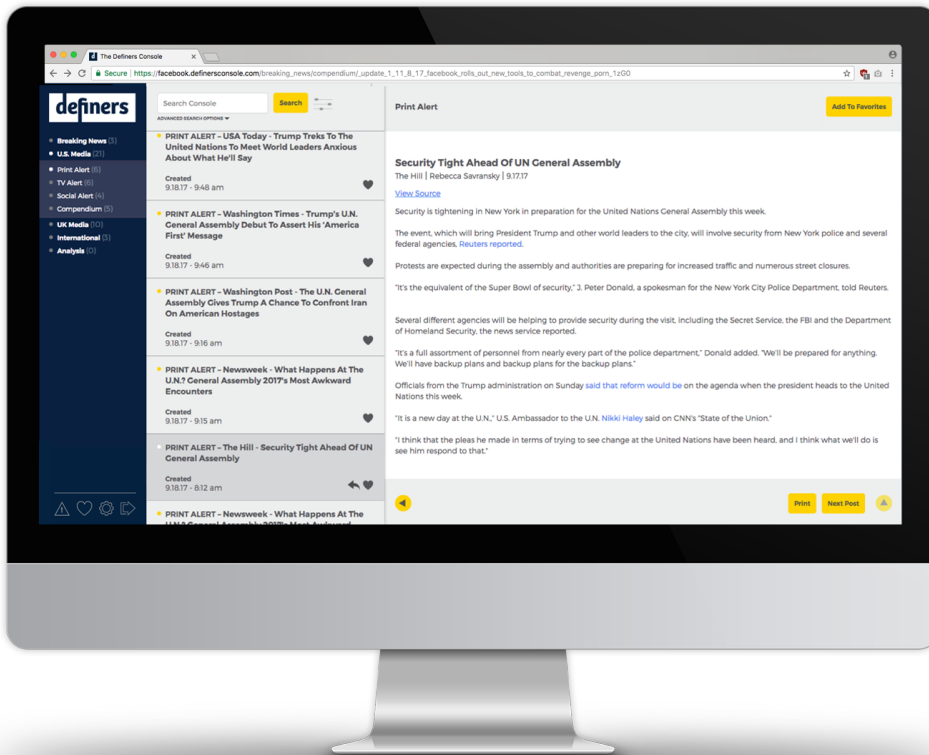
The Definers Difference

While there are many tools available to keep on top of the latest news or gather macro-level data on news coverage, there aren't any quite like a War Room. A War Room offers the flexibility and dynamism necessary for robust intelligence gathering, in real time or in aggregate, faster and more comprehensive than automated services like Google Alerts and with more actionable information than data services like Cision.

What sets the Definers War Room apart from the rest are our systems and processes. We have gleaned best practices from political and issue campaigns as well as private sector disputes. Our analysts come from diverse backgrounds and have worked in companies and organizations across a wide array of sectors and industries, each of which has its

own approach to intelligence gathering and opposition work. This experience informs the way we gather, synthesize, and disseminate information.

In addition, the War Room's services go beyond simple monitoring and reporting - Definers also offers a human analysis component to its services. This adds further context and value to the information being reported, with a fresh take from an "in the weeds" perspective, always with client interests foremost in mind. All of this information and analysis is sent to clients directly, but is also organized into a groundbreaking and fully-customizable platform called the Definers Console.



THE DEFINERS CONSOLE

*("The Console")
revolutionizes the way our
clients consume the data
they need to make critical
decisions, by providing
a customizable online
portal with real time
access to developing news,
actionable intelligence, and
detailed analysis.*



The Definers Console is a personalized interface populated with Definers' curated and produced content. This dynamic portal has all of the information that your team needs to make informed and efficient decisions, without any of the undue noise around it. It has been designed as a powerful and intuitive tool that effectively melds cutting-edge technology with human analysis meant to provide instant access to the most relevant information.

The Console is populated with the latest key news, compendiums of news coverage, press releases, influencers' social media postings, public statements, relevant video, and other critical business intelligence; this will provide a clearer picture on what is happening with your company, industry, and relevant economic sectors across the country and around the world.

Features

A powerful search function, designed to allow you to quickly sort through large volumes of content to find exactly what you need. For example, if you want to quickly see how a wider audience is talking about your company or the issues of importance to you, the search function will make that simple.

Tags that are tailored to your company's areas of interests, which allow for quick sorting and tracking of issue-specific data.

The ability to pre-load your Console with the issues and news data types relevant to you, which will continue to be populated in real time.

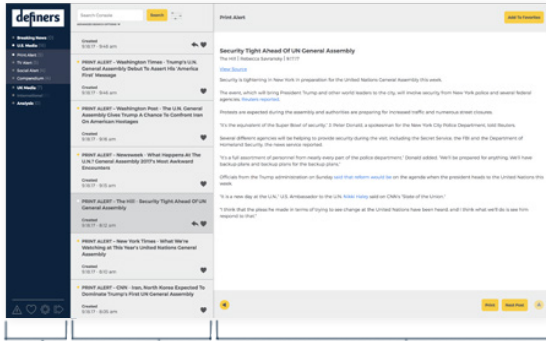
Continuing to provide traditional email alerts for instant notification, while acting as an independent place for viewing and sorting data without the clutter or limitations of email platforms.

Pricing

Due to the customizable nature of both The Console and Definers' media monitoring services, prices are determined on a client-by-client basis depending on the needs and details of each contract.

MAKING BUSINESS EASIER, SMARTER

Content Organized and in One Place



1

NAVIGATION SIDEBAR

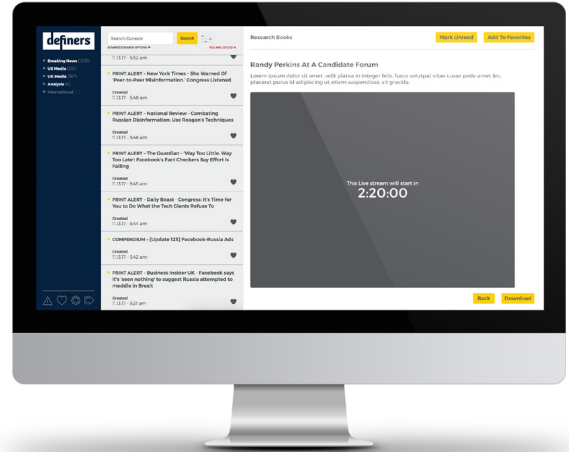
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CONTENT LIST

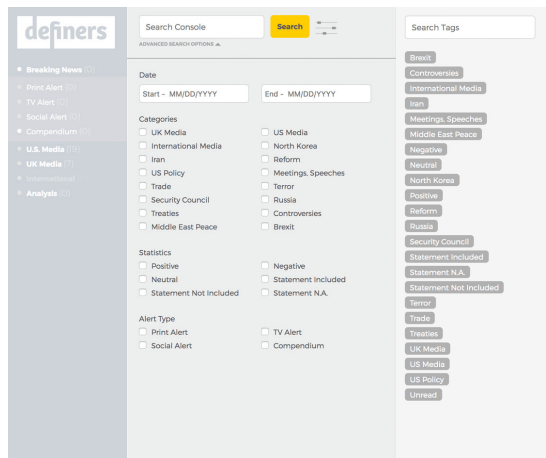
3

DISPLAY WINDOW

Livestreaming Platform



Powerful Search



Email Alerts

