

Wise Insight

Harness the true potential of
Media Intelligence



What comes after media monitoring?

For more than a decade now, Wisers has developed a scalable proprietary Chinese-Language content aggregation process to do one thing – Collect and distribute relevant information to our clients as quickly as possible.

As a result, we not only met but redefined client expectations.

However, creating award-winning, mission critical content delivery was merely the first step. With our WiseInsight suite of consulting services we are committed to bringing our clients true visibility, dynamic control and comprehensive knowledge management so they can gain the insight they need to make the right strategic decisions.

WiseInsight is... Visibility - Clearly identify trends, depth, tone and breadth with our tested classification process

WiseInsight is... Control - Benchmark performance with expert measurement tools to accelerate and improve the evaluation process

WiseInsight is... Knowledge - Our analysis and reports will reveal associations and relationships that may give you a new perspective or strengthen an existing position

WiseInsight is simply ... Advantage through Intelligence



METHODOLOGY that grants you expertise with flexibility

When just the news alone is not enough, our team's local knowledge and proven methodology delivers the professional results you need to make the tough business decisions in today's competitive and rapidly changing market.

Phase

1

Define

The **Define** Phase engages client participation to confirm requirements as well as explore possibilities that may reveal further analysis synergies. The deliverables are then provided to the Editorial Analysts for further processing.

— Client Specific Classification and Algorithms

— Industry Landscaping

— Data Tier Configuration

Phase

2

Editorial Analysis

The **Editorial Analysis** Phase is the internal starting point and drives the model of our intelligence architecture through an Editor driven Classification Process.

— Classification by Issues or Concepts

— Classification by People or Brands

— Classification by Exposure

— Classification by Relationships

— Classification by Region

Phase

3

Integration

The **Integration** Phase assimilates data from the classifications and cross-references it with further business criteria using our Mediawise analytic tool.

— Cross Referencing across Brand/ Industry Benchmarks

— Cross Referencing across Exposure Types

— Cross Referencing across Competitors

— Filtering by Tone Analysis and Influence Metrics

Phase

4

Research Analysis

The **Research Analysis** Phase uncovers qualitative and quantitative associations from the integration phase and our analyst begins to formulate the information architecture framework for output.

— Quantitative Trend Analysis

— SOV/ Venn/ Ranking Analysis

— Metadata and Source Analysis

— Brand/ Product Line Analysis

— Perspective Analysis (Multi-lingual)

Phase

5

Output

The **Output** Phase provides the analysis and reports in the appropriate formats as well as the requested language.

— Web Deployment with Interactivity

— Excel, PowerPoint or Word

— Flash/ Multimedia

Quick Fact

82%* of our Enterprise clients uses Wiselnsight Analysis to extend their information reach beyond pure Coverage Monitoring.

*Based on Wisers 2010 accumulated annual percentage

Wisers 慧科
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To learn more about the complete suite of **Wiselnsight consulting services**, contact us today.

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