

cliQ

4.0

cliQ now has over 5 million hours of broadcast TV content going back to 2010, with 14 hours of new live broadcast being digitized every minute. cliQ also has content from over 53,000 online news sources, 3.4 million social media outlets, and billions of Tweets, making our platform the largest federated and searchable database of contemporary media available anywhere.

powered by  iQ media



While all that content is a gold mine for PR, Communications, and Marketing professionals, it can be daunting to research. cliQ 4.0 delivers on the promise of big data by focusing on the user experience in two key areas: making this huge trove of media content more easily searchable, and providing new visual tools to highlight correlations and trends.

cliQ 4.0 gives users a ribbon with six functional centers: Home, Feeds, Dashboard, Discovery, Library, and TimeShift. Each center serves a specialized purpose on the continuum of Discover → Create → Engage, but they all employ a common way to interact with cliQ's media resources.

Home

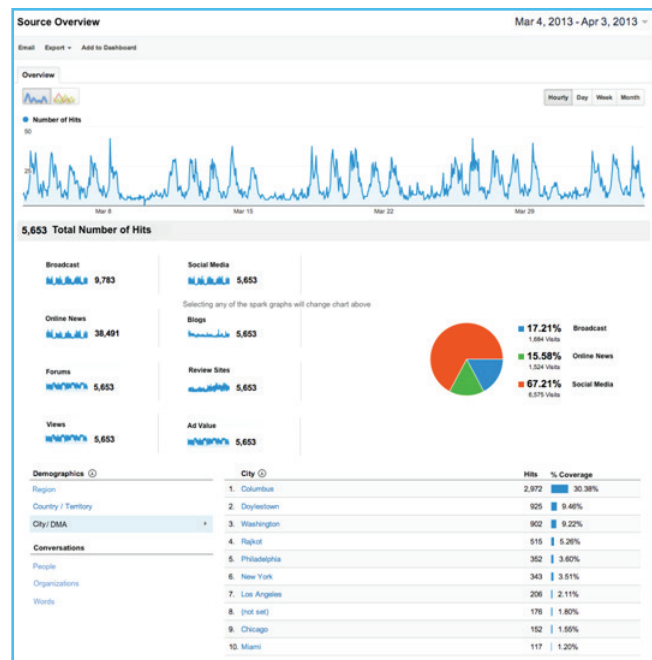
We've designed a quick snapshot of today's hottest media conversations, enabling you to keep your finger on the pulse of current debates, dialogs, and cultural happenings.

Feeds

Your Feeds Center organizes all of the data our platform indexes based on your saved iQ Agents that search across all mediums. These are media mentions that you know will be potentially important – even before they happen.

The Feeds Center has search capabilities that you will also find in the other cliQ 4.0 Centers:

- **Quick Finder:** If your feeds have many hits, you can quickly subset the content by entering a Google-like search term.
- **Narrow Results:** With 4.0, we have deployed faceted search throughout the platform, which allows you to quickly filter potentially thousands of results based on criteria such as your Agents, media type, and even sentiment. Your user experience is similar to the one you have when using leading websites such as Amazon and Best Buy – where you often may not know what you are looking for until you find it.



- **Content Metadata:** We provide metadata appropriate to the medium, including values from Nielsen, Compete, SQAD, Ad Value, and Klout metrics.
- **Alerting:** You don't have to wait until you log on to cliQ to see results from your iQ Agents. cliQ has always had email alerts, and now we've added an industry first with SMS text alerts of important coverage delivered right to your phone.

Dashboard

Your dashboard gives a Google Analytics-like visual overview of your media content. This kind of graphical presentation is very familiar to marketing and PR professionals, and makes it easy to spot trends. The Dashboard correlates across media types, and you can drill down into rich detailed mention data in a multidimensional fashion.

iQ media HOME FEEDS DASHBOARD DISCOVERY LIBRARY TIMESHIFT GROUP SETUP

Quick Feed Finder

Keyword:

Narrow Results

- Date
- Agent
- Medium
- Sentiment

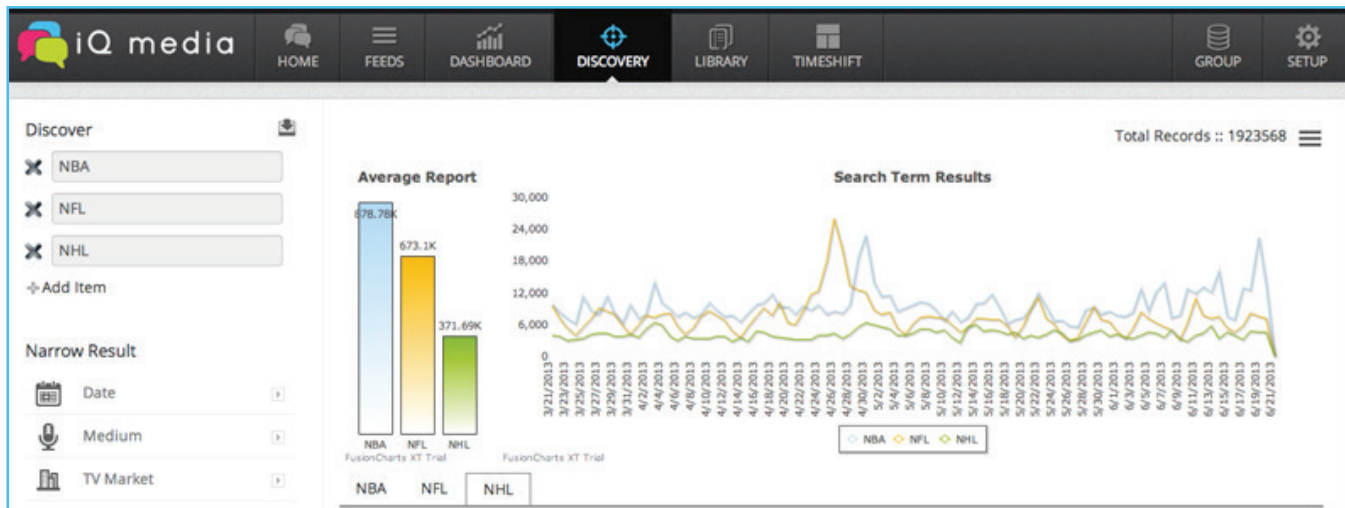
Most Recent All

MAR 19 12:33 PM Gary Ernest @SWAGary7
4.7 in 29 degree weather. Where you at @T_Masc?

Sentiment: Klout Score: 61 Followers: 10038 Friends: 338

MAR 19 12:33 PM MikeP?™ @MikePCanvas
@CieraMeade I'm good...actually a lil sick smh. ready for the weather to get nice

Sentiment: Klout Score: 65 Followers: 120710 Friends: 85824



cliQ 4.0 includes an industry-first capability whereby you can upload your own KPIs, such as web traffic data gleaned from Google Analytics, into your Library – and then use Dashboard to see side by side comparisons of your PR, Marketing, and website activity – all correlated to the volume of your media mentions. This empowers you to discover insights that simply are not possible in any other way, and cliQ is the only platform that has it.

Discovery

The Discovery Center is the tool that PR professionals have wanted for a long time. Designed for ad hoc research, it is a powerful search facility that enables you to quickly scale the entire cliQ media database.

You can visually contrast media mention volumes for individual terms (companies, products, people, keywords, etc.). An overlay technique enables you to see the relative

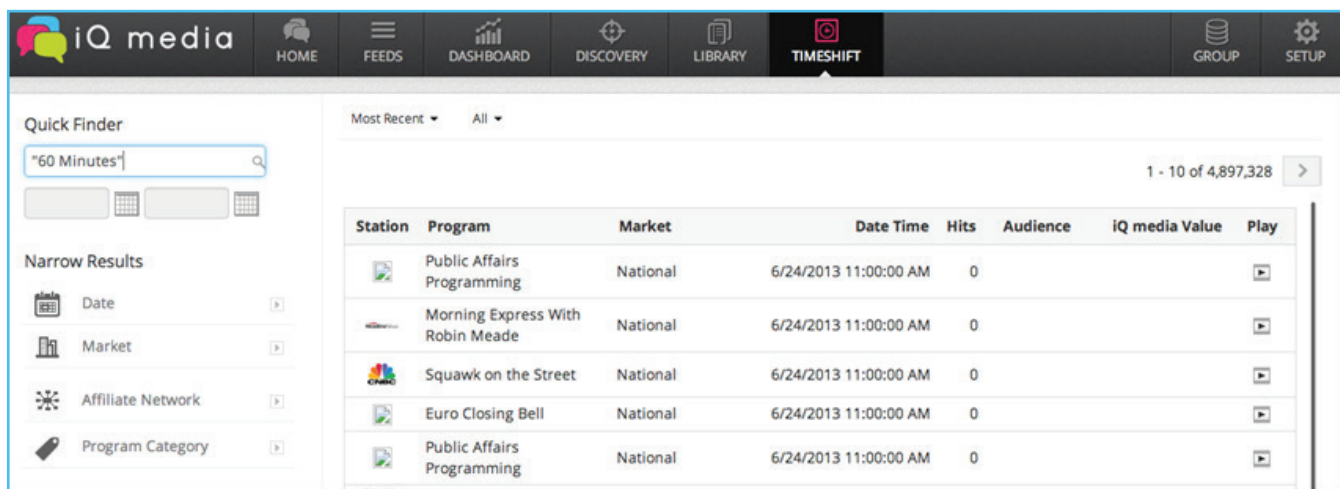
strength or weakness of different terms over time, and you can add new overlays or change them in just seconds. Faceted searching allows you to slice and dice the data multiple ways.

The Discovery Center gives you big data analysis on the fly. It opens up deep and rich comparisons PR and Marketing people have long desired but until cliQ 4.0 were either impossible or very difficult to do.

Library

This is where we indefinitely store all your media intelligence assets, which you have created through your research, PR, and Marketing activities. You can store email reports, PDF reports, saved broadcast video clips, and your own user-generated content. Because we keep all of these assets in our media-optimized cloud, you never have to download files and store them on your drive.

The screenshot shows the iQ media Library interface. On the left, there's a 'Quick Library Finder' section with a keyword search bar and filters for Date, Medium, Category, and Created By. The main area displays a list of media items. The first item is titled 'Toyota to pay \$17.35 million for recall delay' and the second is 'Competition fuels year-end car deals'. Both items show a date of DEC 19 and a time of 12:00 AM. The circulation for both items is 0. The top right corner indicates '7 of 7' and 'Refresh'.



We also index your media assets and provide Quick Finder and faceted search capabilities that enable you to manage your growing arsenal of high value content. This directly supports content curating – a key “must have” for modern content marketers.

Today’s companies need to engage their audiences as soon as possible after they’ve found great content. Alternative platforms require you to download video files and then manage them, but our cloud based platform enables you to immediately share media socially or embed video on your website or blog with just a few clicks. We know it works, because cliQ clips have been shared and re-shared over 200,000 times by thousands of parties.

TimeShift

cliQ 4.0 delivers another industry-first with TimeShift, which acts as a virtual DVR in the cloud. Because we have an archive of broadcast video content dating back to 2010 (the actual video, not just the close caption text), you can view historical broadcasts for research purposes based on date, program detail, market, and category.

You can access these programs without having to enter a specific keyword search term in advance. Once you’ve found the program you want, you can immediately watch the entire hour to clip, share, and engage your excerpted content – it just works!

Why cliQ 4.0?

Today’s companies need to do more than just monitor recent coverage for mentions. The PR and Marketing challenges they face can only be met by discovering great content, creating compelling assets from it, and engaging their audiences with it.

To succeed, they need a new kind of media intelligence platform: one that continuously accumulates broadcast media, organizes it for lightning-fast big data analysis, and enables great content to be immediately saved and shared. This is the only way for them to stand out from their competition and proactively engage their audiences – and it is what cliQ 4.0 uniquely delivers.

why settle for simple
media monitoring when
you can accomplish so
much more?



media intelligence platform

Contact iQ media today, and we’ll
show you a better way:

855.476.3342 or info@iqmediacorp.com

powered by  iQ media