



**Press  
Monitoring**



**Web & Social  
Monitoring**

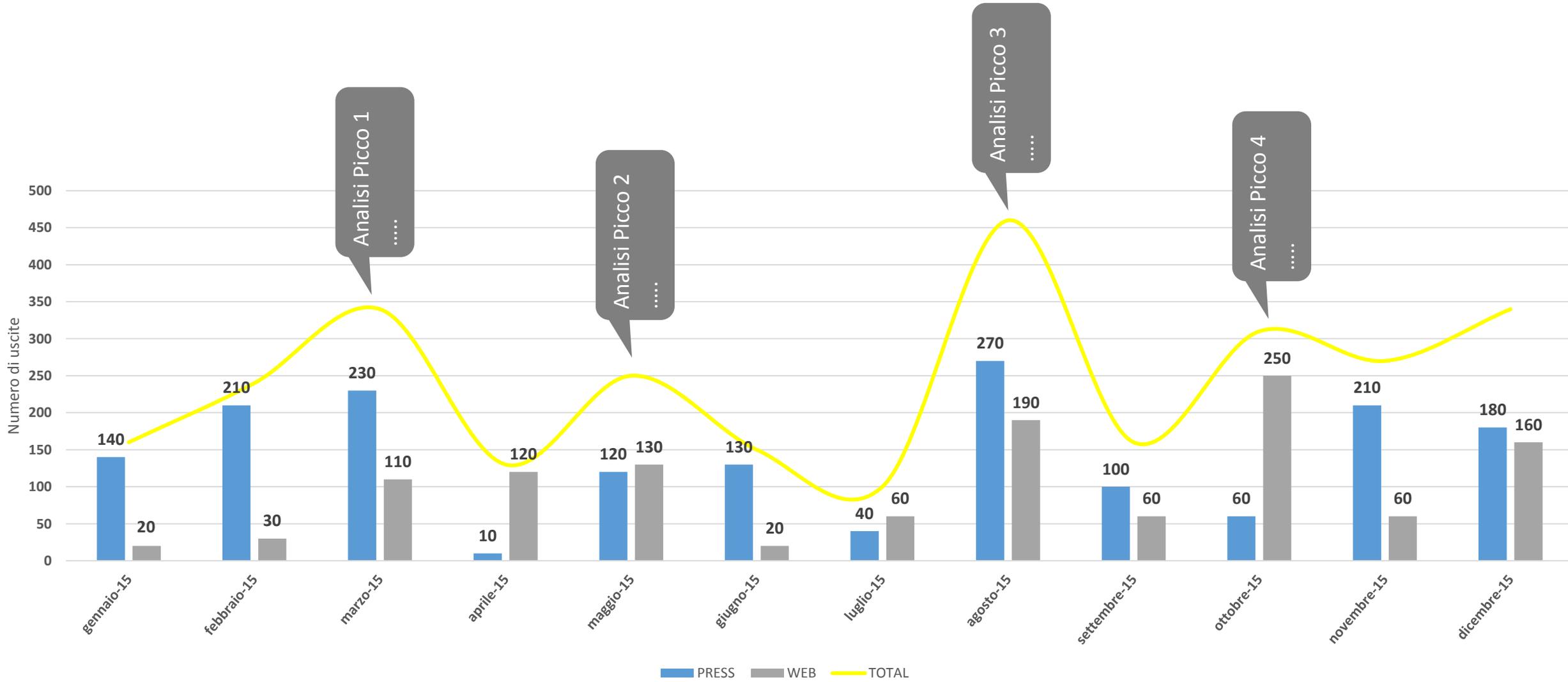


**Sentiment  
e Reputation  
Analysis**

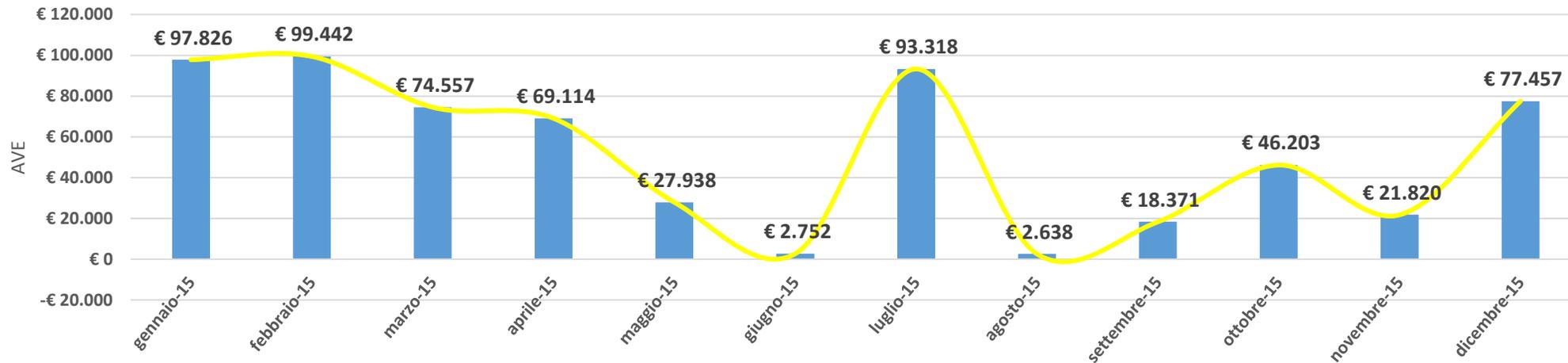
# Media Coverage Analysis

**Periodo dal 01.01.2015 al 31.12.2015**

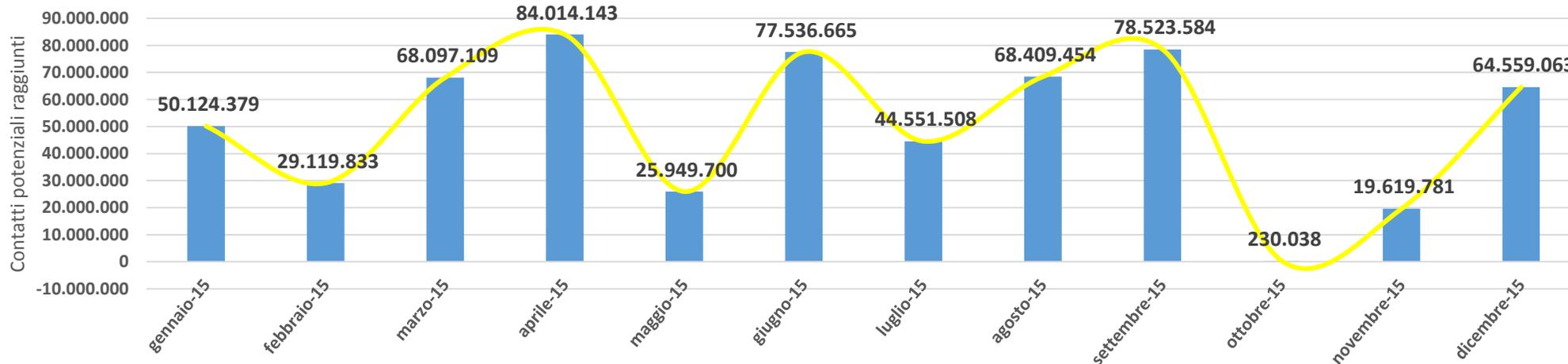
<b>MEDIA REVIEW</b>	<b>STAMPA</b>	<b>WEB</b>
<b>Totale Uscite</b>	81	165
<b>Massimo Valore Potenziale</b>	€ 1,363,183	€ 756,342
<b>Valore Pubblicitario Equivalente</b>	€ 578,022	€ 432,098
<b>Contatti Potenziali Raggiunti</b>	8,363,422	9,845,674
<b>Spazio Occupato (cm2)</b>	24,406	-



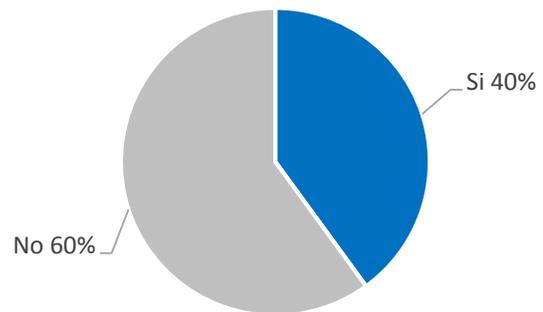
## ANDAMENTO PERIODICO: VALORE PUBBLICITARIO EQUIVALENTE



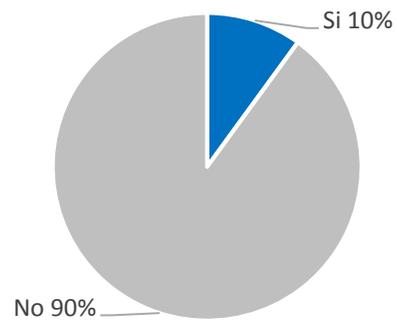
## ANDAMENTO PERIODICO: CONTATTI POTENZIALI RAGGIUNTI



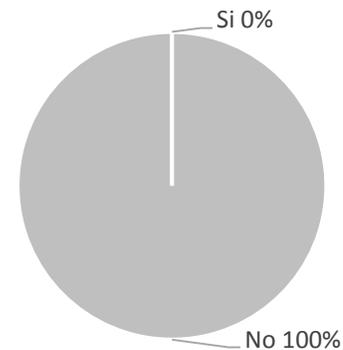
### Stampa - Articolo Dedicato



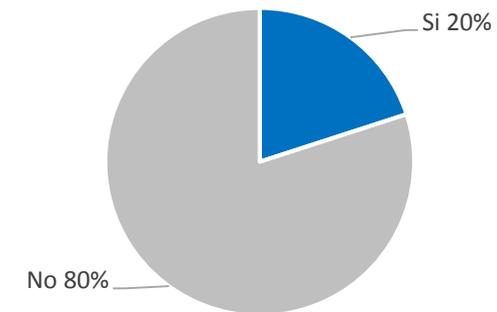
### Stampa - Presenza nel Titolo



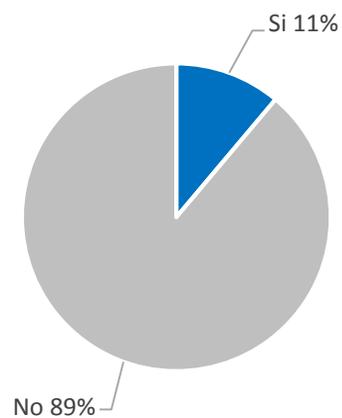
### Stampa - Presenza Logo



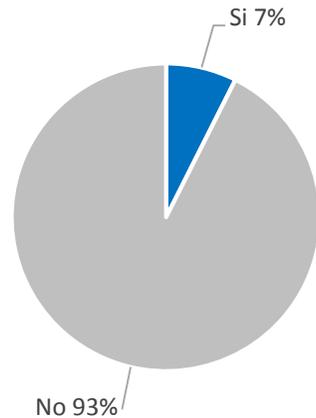
### Stampa - Presenza Immagine



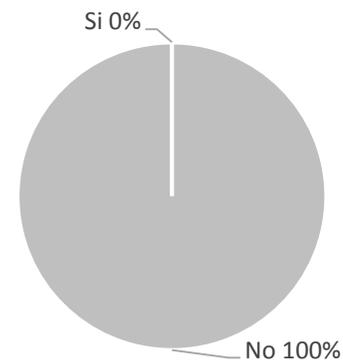
### Web - Articolo Dedicato



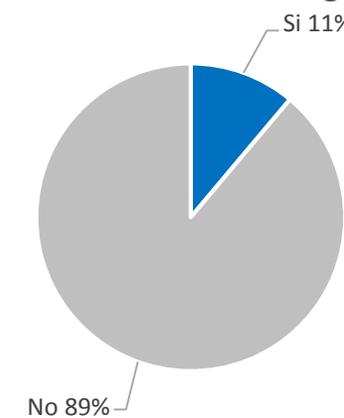
### Web - Presenza nel Titolo



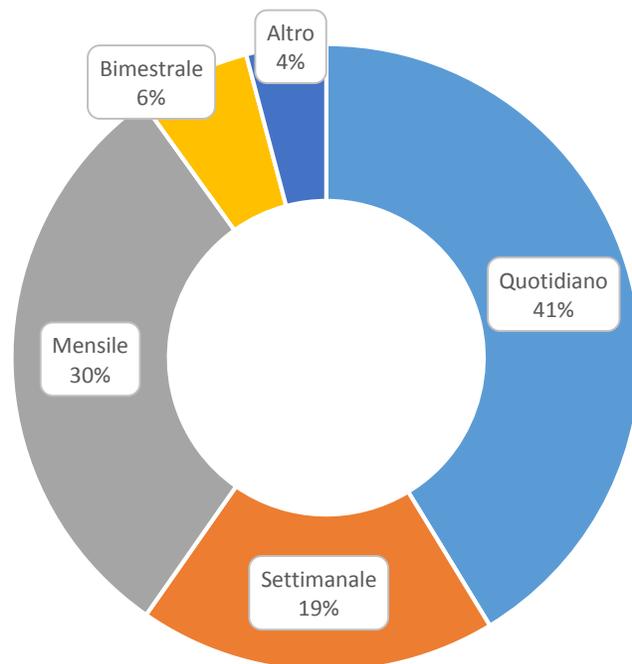
### Web - Presenza Logo



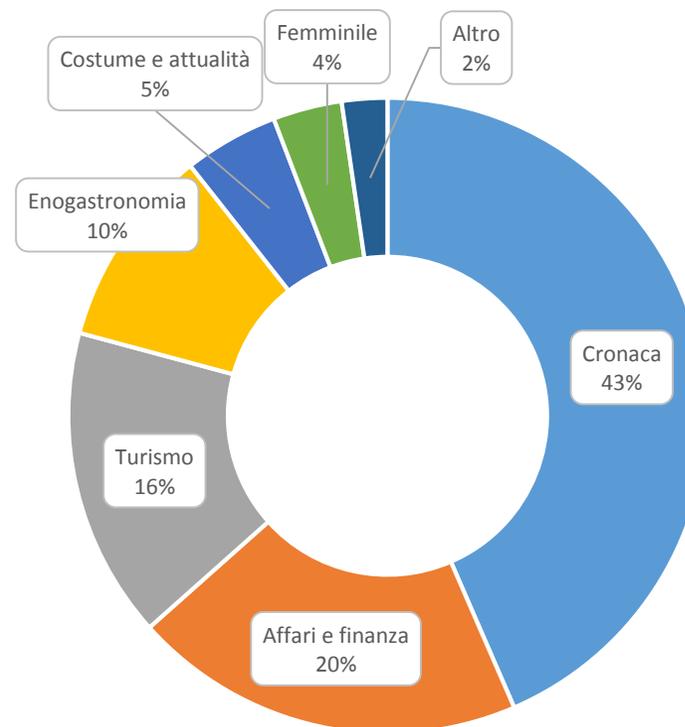
### Web - Presenza Immagine



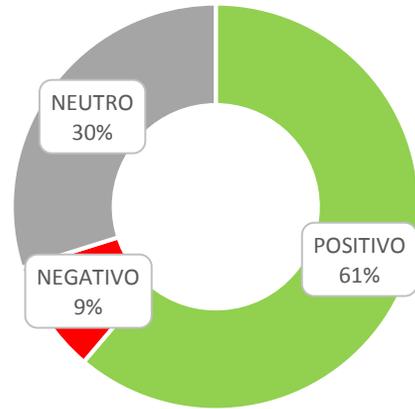
Periodicità testate



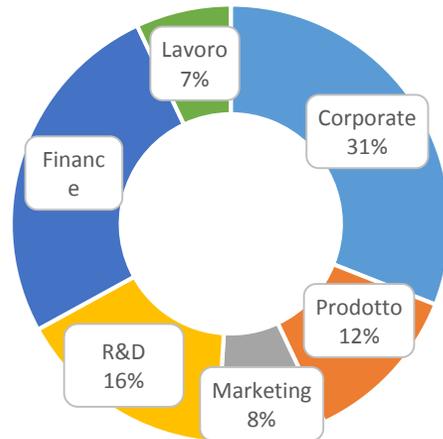
Target testate



## Sentiment



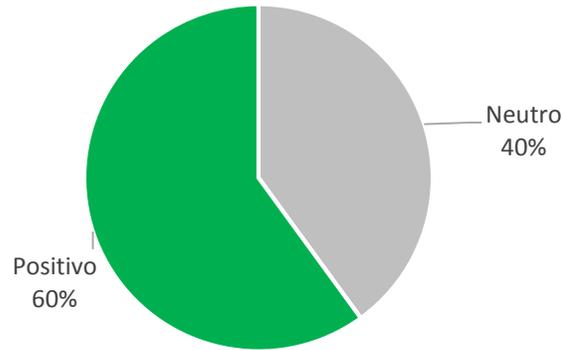
## Temi



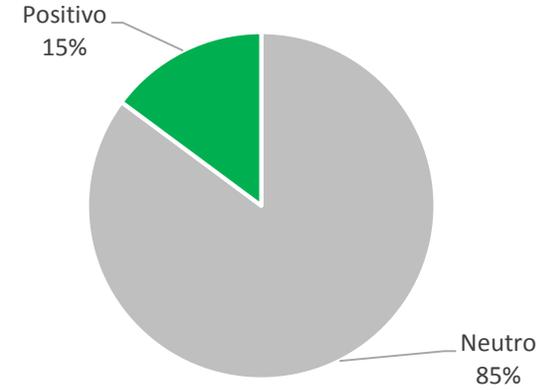
## Area di commento:

- Analisi del sentiment
  - driver positivi
  - driver negativi
- 3 livelli di tagging:
  - tema dell'articolo (Finance, Lavoro, Marketing, Prodotto etc.)
  - tipologia di articolo (Editoriale, Notizia, Intervista, Box etc.)
  - eventuale livello personalizzabile (Es. Indicazione dei prodotti o della concorrenza etc.)
- Link agli articoli più rilevanti

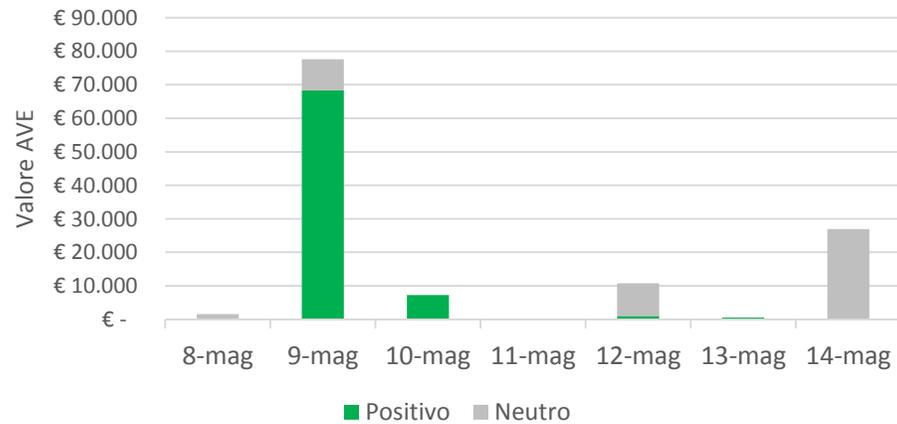
### Stampa - Sentiment (% Articoli)



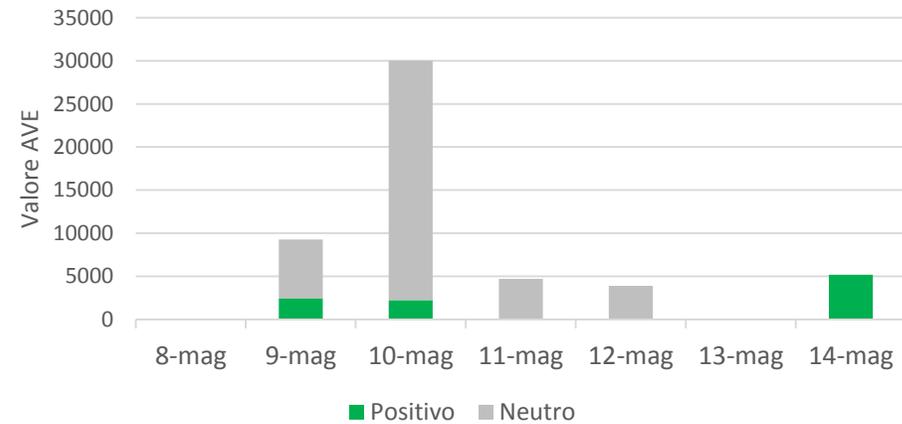
### Web - Sentiment (% Articoli)



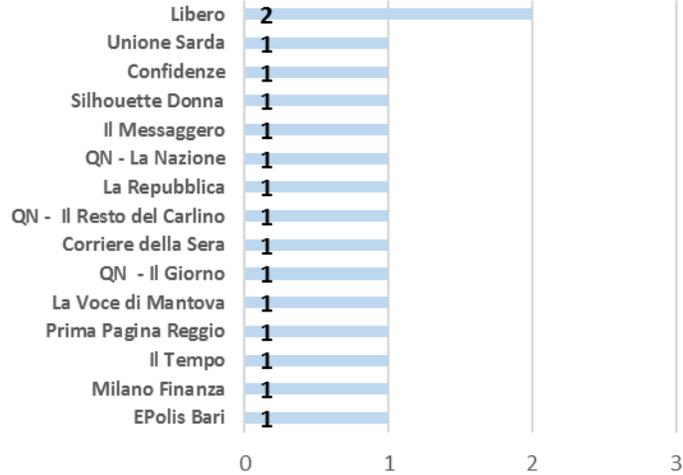
### Stampa - Trend AVE



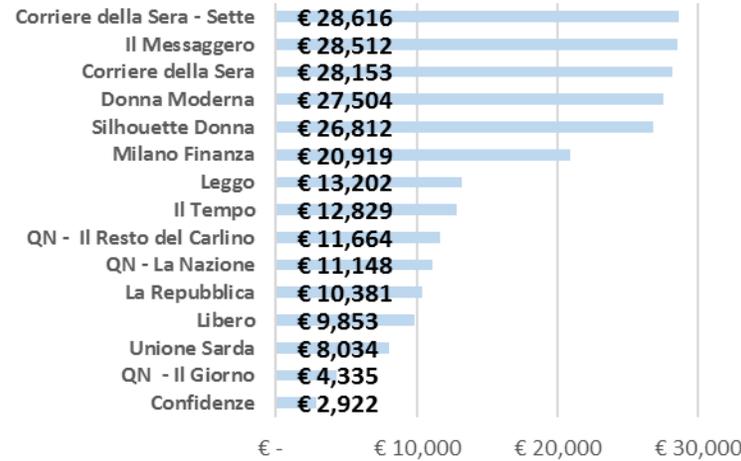
### Web - Trend AVE



## Stampa - N. Articoli per Testata



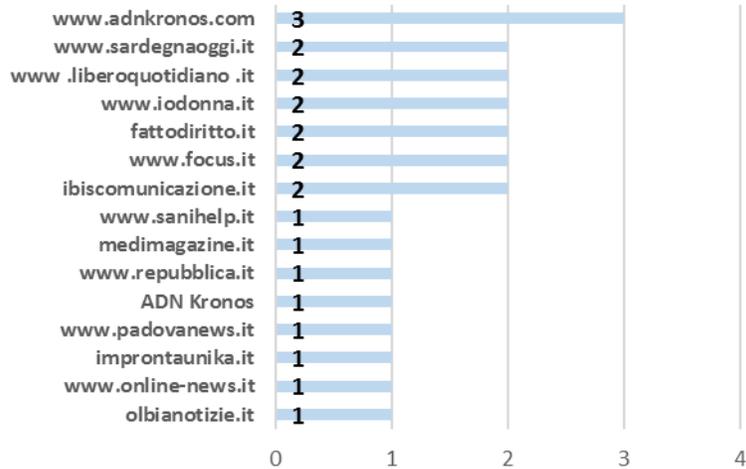
## Stampa - Ave per Testata



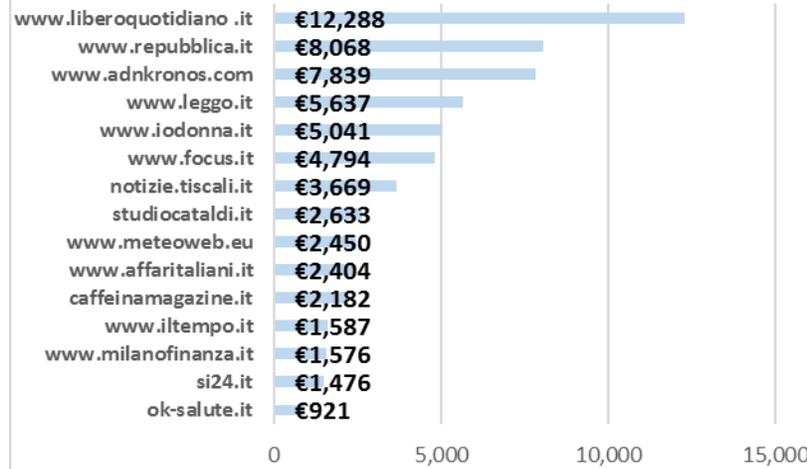
## Stampa - Contatti Potenziali per Testata



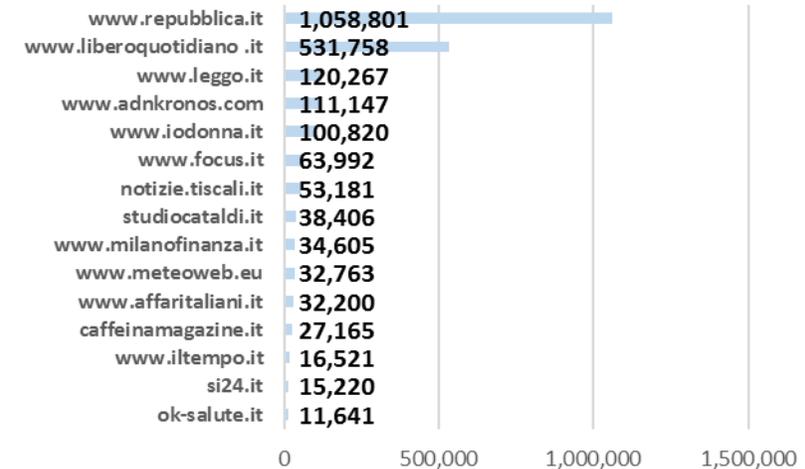
## Web - N. Articoli per Testata

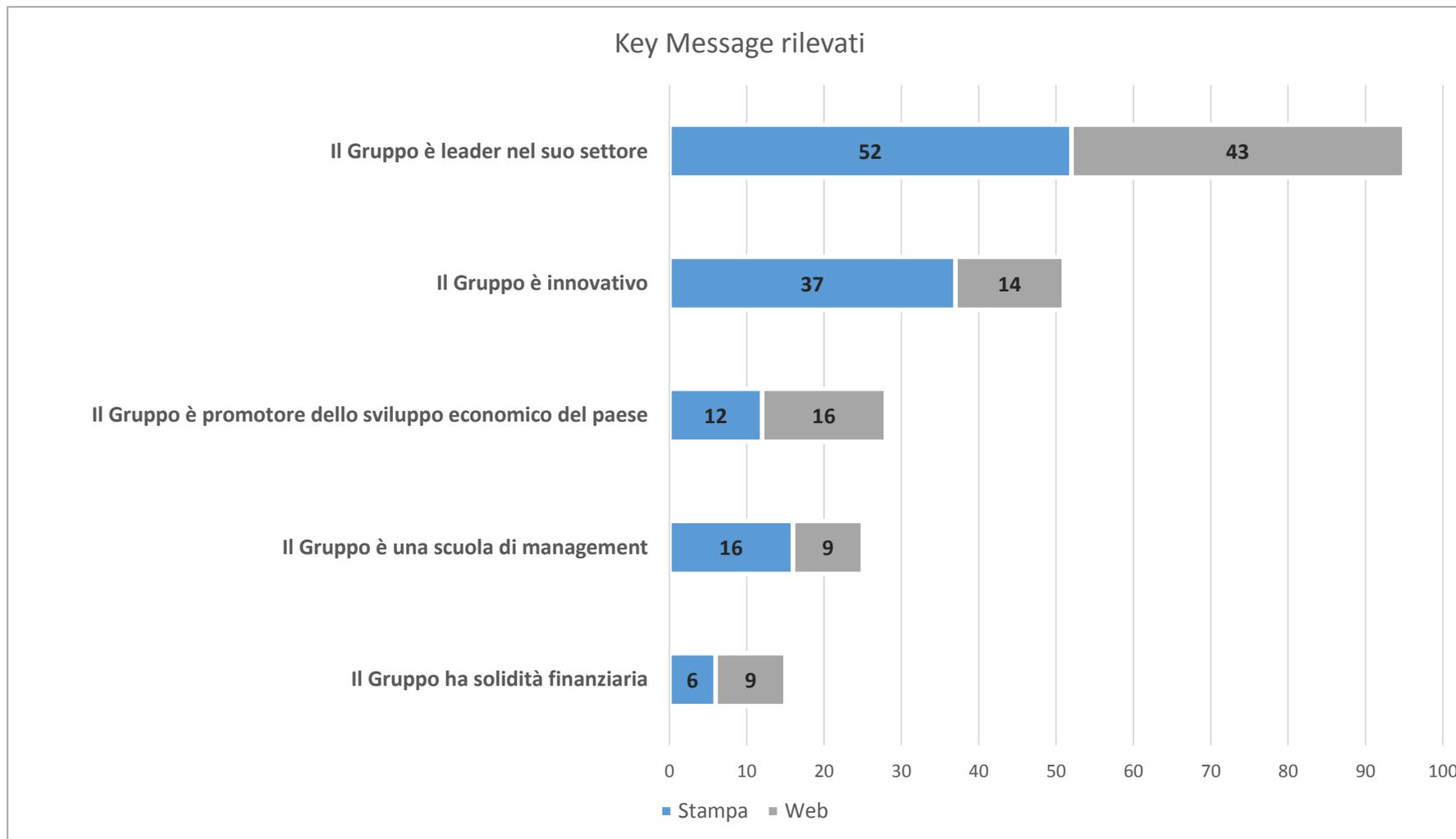


## Web - Ave per Testata



## Web - Contatti Potenziali per Testata







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Analysis**

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