

TIGERCOMM SAYS “HELLO” TO MEDIA INTELLIGENCE

A Q&A Spotlight on how iQ media customers have utilized our media platform

iQ media is a provider of cloud-based media intelligence software that helps companies leverage broadcast and online media. Our platform gives users unprecedented access to data, allowing the ability to research and identify trends, telling an organization the whole story of their media footprint.

Bridgette Borst, Director of Digital Strategy at Tigercomm, shares how her organization utilizes iQ's flagship product cliQ for their clients. Tigercomm is the leading cleantech PR, marketing communications and public affairs firm in the country.



HOW DOES TIGERCOMM USE IQ MEDIA?

“iQ allows me to find the exact time they are published via broadcasts and I can go in and edit the clip...”

We have a few team members who utilize iQ media on a weekly basis. They are using the tool for ongoing monitoring of their clients. For me personally, I use the tool to track earned media coverage of stories I recently pitched to the media.

For example, I have a client in Nevada that I pitch stories for weekly. I know the area and know that they are going to be published, but I don't know the time or exactly when they will be published. iQ media allows me to find the exact time they are published via broadcast and I can go in and edit the clip include in a report to my client or a funder.

In addition to the clients I monitor, our Account Executives are actively using iQ media to monitor our 50+ clients on a daily and weekly basis. Even though we do not have individual agents set up for each client, we can still go in and find information for a client report or specific coverage that they received. We love that Discovery can provide us information quickly even when we do not have an agent set up for a particular client.

WHAT CHALLENGES DID TIGERCOMM OR YOU AS A PUBLIC RELATIONS PROFESSIONAL FACE BEFORE UTILIZING A TOOL LIKE IQ MEDIA?

As a PR professional, I love having a one-stop shop where you can not only monitor earned and paid media but also have access to media intelligence. The analytics, the sentiment, the numbers and the science behind a client's media coverage are extremely helpful.

What I also like about iQ media, that I have not found with other similar software platforms, is the in house video editing tool in Timeshift. It sets you apart from your competitors, and I don't have to utilize another program to edit client clips. I can easily highlight the closed caption text within the tool and make a clean clip in a snap.

“iQ media is a one stop shop which has saved us a ton of time... making my job much more efficient.”

HOW HAS IQ MEDIA IMPROVED YOUR DAY TO DAY ACTIVITIES AND OVERALL PRODUCTIVITY?

The tool has improved our weekly activity greatly. We are finding that we do not have to set up Google alerts, and we don't have as many alerts set up as we used to. It was overwhelming to have alerts coming from all different directions, but iQ media has helped improved that for us.

iQ media is a one stop shop which has saved us a ton of time. I love that I do not have to have alerts set up, or clutter my desktop with other tools; I can just go into the platform and find my clients mentions quickly and easily, all in one place, making my job much more efficient.

ANY OTHER BENEFITS YOU HAVE EXPERIENCED WHILE WORKING WITH IQ MEDIA?

Our personal experience with our dedicated Account Manager has been phenomenal. They get the software, they get that we need information quickly and are always available. When I need a question answered for a client on the west coast and it is 7pm on the east coast, they have always come through.

I appreciate that they will take time to walk me through step-by-step of how to set up an agent or how to edit a broadcast clip. I have worked with other platforms so it was great that they were willing to help and were patient with me when I was getting acquainted with new technology. And they continue to provide excellent support when I'm not sure I'm doing something correctly or need a second set of eyes for a report. We have been extremely impressed with customer support from iQ media.

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FINAL THOUGHTS?

I look forward to all of the things I have yet to discover with iQ media. I am also looking forward to continuing my education of the tool with their iQ academy classes. Continuing professional education is something I'm always interested in, and I cannot wait to attend a future class to better my user experience.

