

My iQ-Enterprise Media Center

Enabling Strategic Communications Goals

Organizations that just monitor the media usually operate in react-mode or simply accumulate “mentions” for later reporting. They miss out on many opportunities to proactively leverage media coverage to their advantage, partly because they don’t have the tools to do it. My iQ changes all that, enabling organizations with a vision to take their communications programs to new levels.



media intelligence platform

Getting to Communications Leverage

My iQ is an Enterprise Media Center and part of the cliQ Media Intelligence Platform. It gives smart organizations the tools they need to tap in to the power of video in their own communications programs.

For instance, studies have shown that emails with a video thumbnail generate more clicks than emails with a text link. Our non-profit customers use My iQ’s e-Clips in their outreach to financial supporters, and these emails get more clicks which means more donations. This is communications leverage.

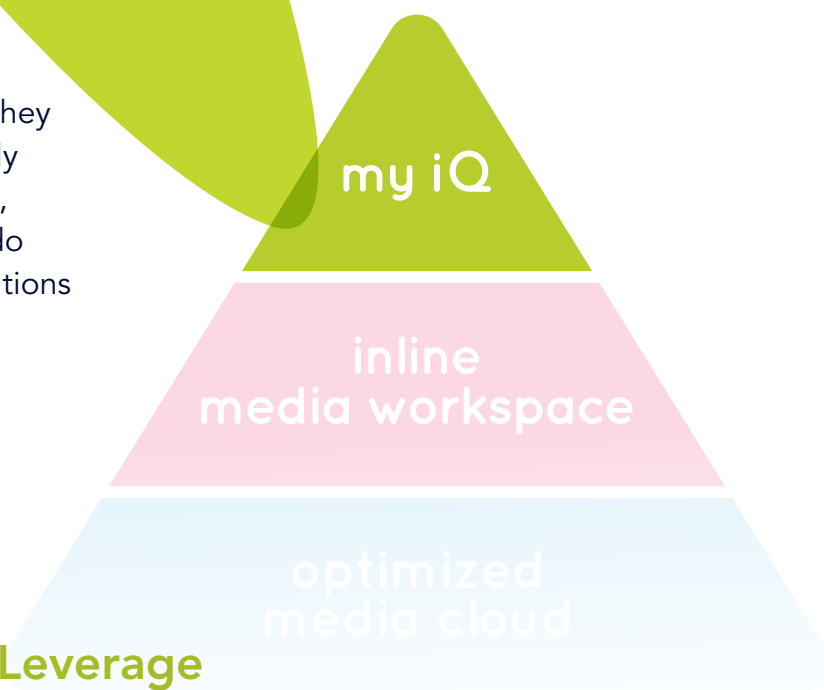
Here are some of the ways that our customers use My iQ:

Message control and distribution. Outbound communications use video to reinforce the organization’s primary message. My iQ also has facilities enabling these messages to “go viral,” geometrically increasing the audience.

Brand protection. My iQ gives organizations outbound communications techniques to proactively respond to negative coverage.

Financial Support. My iQ can be used to drive increases in income.

Such initiatives are at the core of the organization’s strategic priorities. To support them, you need a Media Intelligence Platform like cliQ, not a traditional TV monitoring service.



How My iQ Enables Media Leverage

Central to My iQ is the ability for users to create and maintain libraries of video clips. In this way, an arsenal of high-value media is amassed over time and remains permanently available to the organization. My iQ includes these capabilities:

Media Management

Clip Catalog: User-created video clips are categorized and made searchable with user-specified keywords.

Optimized Media Cloud Access: My iQ keeps user clips in cliQ's Optimized Media Cloud. The same tools used for rapid searches of broadcast media can also be used to find clips in the My iQ library.

Organizational Sharing: Each individual user can have a separate My iQ library, and libraries can be shared to provide a true organizational media arsenal.

Fair Use Protection: My iQ enables the appropriate response to Fair Use complaints while ensuring that your clips are not arbitrarily taken offline as happens often with external hosting services like YouTube.

Sharing Capabilities

e-Clips: Send emails of clips — it's as easy as entering the destination email address.

Go Viral Boost: Recipients can use cliQ tools to reshare clips to an exponentially expanding audience.

Social Media Links: Instantly post clips to popular social media sites like Facebook and Twitter.

Clip-Casting: Stream high-quality clips from pages on your corporate website in one simple step.

Dynamic Video Gallery: My iQ can embed a searchable video gallery into a designated page on your web site. Users click on thumbnails and video is streamed directly from My iQ.

User-Generated Content

The capabilities described above are unique to the cliQ Media Intelligence Platform. Now imagine how powerful they become when User Generated Content (UGC) can be integrated into My iQ — and that's exactly what cliQ delivers.

UGC is a new way to increase media leverage, but traditional TV monitoring services have no support for it. However, with My iQ, organizations can:

Upload UGC: A virtually unlimited amount of UGC can be uploaded into the cliQ Media Intelligence Platform, where it is placed into the Optimized Media Cloud and managed by My iQ.

UGC Clips: The same tools that are used to search and clip broadcast TV content can also be used on an organization's own content.

UGC Sharing: The same My iQ facilities used to share broadcast content can be used to share an organization's own content.

New Tools for a New Age

Traditional TV monitoring services (TMS) were not designed for communications leverage. They began as passive reporting tools used on temporarily available broadcast content. Today, although some TMS have added a graphical facelift and alerting capabilities, they are still limited by their passive monitoring roots.

The cliQ Media Intelligence Platform was designed to support the communications needs of modern organizations that must operate in today's connected world. My iQ gives them the tools they need to go beyond media monitoring to true communications leverage.



powered by  cliQ media