

Don't just monitor TV media.  
**Activate it!**



media intelligence platform

Media monitoring services only tell you what happened. With the cliQ Media Intelligence Platform, you can make things happen.

**Control Your Message:** Leverage cliQ to get the word out and react quickly to new developments.

**Project Your Image:** Reinforce your brand with high-quality broadcast media clips.

**Improve Your Communication:** Fuel your outreach programs with relevant and timely video content.

Open a new world of possibility with cliQ. Instantly **find** TV content. Quickly **share** video clips in targeted communications programs. Proactively **build** a competitive arsenal of reusable video content.



powered by  iQ media

cliQ puts an **Optimized Media Cloud** at your service, enabling you to scale massive media databases and retrieve high-quality video content.

With the **Inline Media Workspace** you have the tools you need to find, pinpoint, and clip the content that is most relevant to your needs. cliQ will even scan broadcast media for you, sending notifications as fast as 90 seconds after relevant content airs.

The **My iQ** Enterprise Media Center gives you powerful media sharing capabilities, along with permanent storage and management of your growing arsenal of video clips and other media excerpts.

Our customers use cliQ to proactively repurpose broadcast content. Here are just some of the ways they use their cliQ clips:

**Improved email outreach.** Clips are embedded into email newsletters to customers and donors, boosting recipient engagement with key message content.

**Better website interactivity.** Clips are streamed to corporate websites with cliQ's unique video playout feature, providing timely content that engages site visitors.

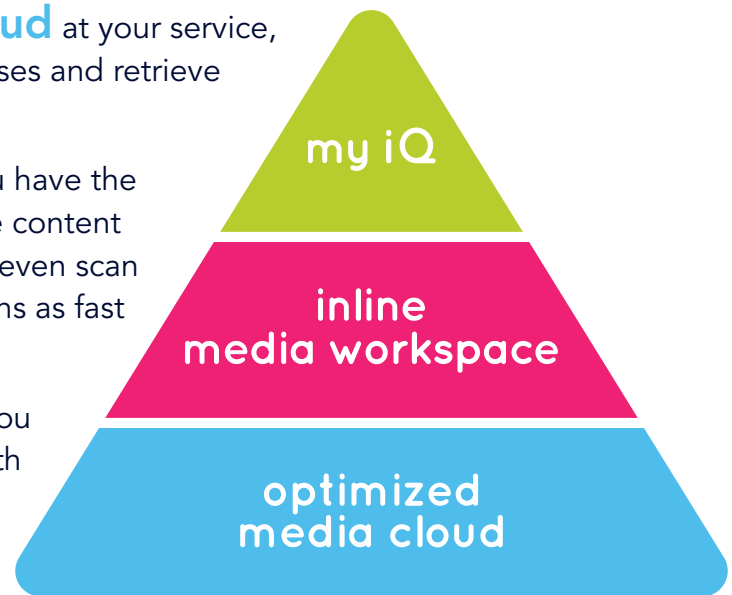
**Social media leverage.** With just a few clicks, clips are posted to social media portals — enlarging brand visibility and leveraging social networks.

**Message multiplication.** cliQ's unique Go-Viral Boost capability enables our customers to leverage their user communities to expand the delivery of key messages.

**Competitive advantage.** cliQ provides a full-range platform for accumulating, cataloging, and reusing video content. Customers can integrate in-house produced video with broadcast media. The result is an enterprise media capability that grows in importance over time.

Traditional media monitoring discovers the past. While cliQ can also monitor the media, it empowers customers to activate that media to change the future.

**But talk is cheap. The best way to judge cliQ's power and potential is to see it yourself. Contact iQ Media today at 855.476.3342 to arrange for your own personalized demo.**



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