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Section: Integrations

IQ Media

5 years ago · Updated · [Print/PDF](#) 

Translate this article: 

iQ Media allows brands to track any paid and earned media occurrence across local, national and global TV markets—connecting media investments to desired audience outcomes.

1. Create a deck
2. Within the deck, “Add Component” to your slide.
3. Select IQ Media from the dropdown menu
Choose from one of three components:
 1. IQ Media Featured Content
 2. Key Stat
 3. IQ Media Metrics Chart

Each component requires the same set up process however there are different metrics available within each.

1. Open the component

2. Paste your API key (available from your IQ Media representative)

3. The data will automatically populate

- Featured Content:

IQ Media Key Stat

1. Audience

2. Hit Count

3. Media Value

4. Positive Sentiment

5. Negative Sentiment

1. Open the component

2. Paste your API key (available from your IQ Media representative)

3. Choose breakdown by day/ hour

4. Select your 'Series' metric

IQ Media Chart

1. Audience

2. Hit Count

3. Media Value

4. Positive Sentiment

5. Negative Sentiment

1. Open the component

2. Paste your API key (available from your IQ Media representative)

3. Choose breakdown by day/ hour

4. Select your 'Series' metric

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