

**NewsWhip is a social discovery and content analytics platform that tracks and predicts engagement from the world's news and social, powering a suite of products used by journalists, marketers, communications and PR professionals.**

Our Spike dashboard shows journalists and PR professionals which events, stories, and influencers are getting the most social engagement, in real-time, globally or locally. Tracking a wide range of digital objects — including articles, videos, Facebook, Instagram, and Youtube posts — Spike gives a singular view of what content is performing on social and predicts which stories will go viral next.

Use Spike to:

- Predict what stories will be an opportunity or threat
- Save hours of media reporting time
- Increase earned media attention and engagement
- Better manage reputations online

NewsWhip Analytics is the only tool that gives you an understanding of how earned media is performing across web and major social platforms. Analytics is armed with the world's most comprehensive data of how stories are engaged with on social media since January 1, 2014.

Use Analytics to:

- Understand what's working and why in your content portfolio
- Benchmark your client performances, against competitors
- Plan for future events to drive a bigger result for your client
- Pitch and win new business using 3 years of data to provide direction and insights

# Our Products



## Spike

Real time content intelligence dashboard that predicts what stories will make an impact every day.



## Analytics

Data on billions of stories to enable content planning, competitive research



## API

Outputs for business integration