

CustomScoop

Media Intelligence

Monitor | Analyze | Report

Our media monitoring service delivers comprehensive, relevant market intelligence. ClipIQ pairs a powerful technology with search consulting from our experienced Customer Care team to ensure you stay informed about the topics important to you.

ClipIQ is a web-based solution that includes free, seamless upgrades through the life of your account. Subscribers pay a flat monthly fee (no per-clip charges).

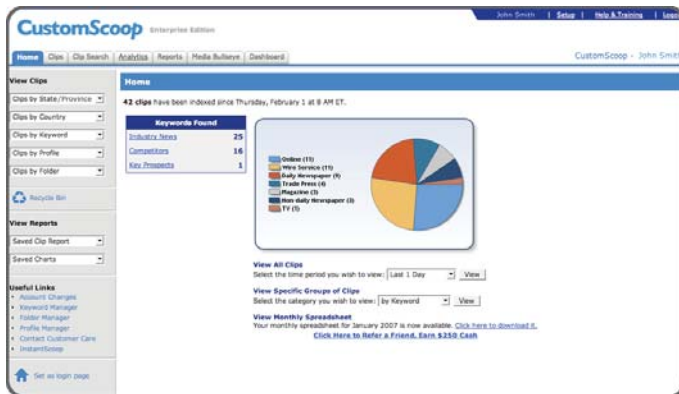
Sign up for a no-obligation free trial at: www.customscope.com/freetrial

Here is what you will receive with your ClipIQ Clipping Service:

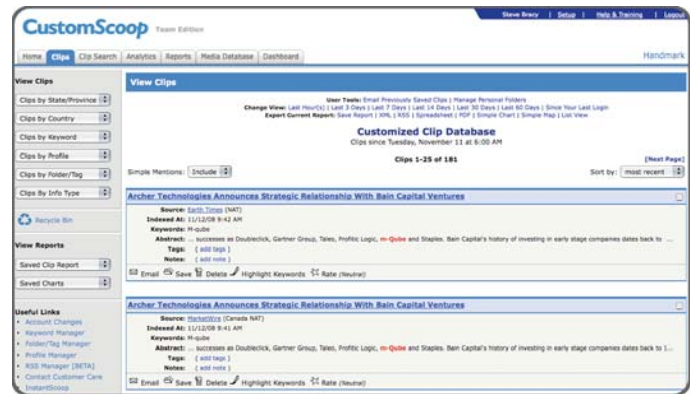
- Timely Email News Clipping Reports**
 Daily email news clip summary delivered when you want it.
 Instant Emails or RSS of clips within minutes of being found.
- Fast, Comprehensive Online Searching**
 Search criteria can be added, changed, or deleted online.
 Online sources including newspapers, magazines, & Blogs.
- Easy-to-Use Application**
 Dashboard view of results and convenient clip summaries.
 Powerful tools to email, sort, delete, and rate clips.
- Measure Results**
 On-demand charts & graphs, downloadable spreadsheets.
 Advanced Charting of clips for trend analysis.



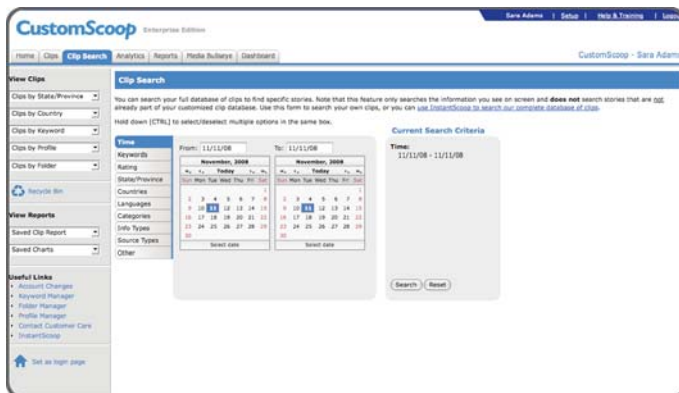
Daily Clip Report



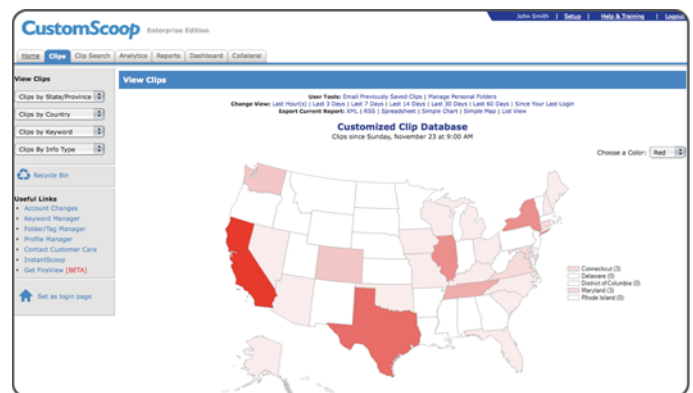
Home Screen



Clip View



Clip Search



USA Clip Map

Standard \$299/month	Professional \$499/month	Team \$999/month	Enterprise (Call for Quote)
1 User	3 Users	5 Users	Unlimited Users
15 Keywords	50 Keywords	Unlimited Keywords	Unlimited Keywords
30 Day Archive	90 Day Archive	365 Day Archive	Unlimited Day Archive
Unlimited Clips/Day/Keyword	Unlimited Clips/Day/Keyword	Unlimited Clips/Day/Keyword	Unlimited Clips/Day/Keyword
1 Custom Publication List	3 Custom Publication Lists	5 Custom Publication Lists	Unlimited Publication Lists
Unlimited Profiles	Unlimited Profiles	Unlimited Profiles	Unlimited Profiles
Email and Phone Support	Email and Phone Support	Email and Phone Support	Email and Phone Support
Web Based Training	Web Based Training	Web Based Training	On-Site Training
Basic Email Templates	Advanced Email Templates	Advanced Email Templates	Custom Email Templates
Chart Wizard	Chart Wizard	Chart Wizard	Chart Wizard
	Save Reports	Save Reports	Save Reports
	Clip Rating (Pos, Neg, Neu)	Clip Rating (Pos, Neg, Neu)	Clip Rating (Pos, Neg, Neu)
	InstantScoop	InstantScoop	InstantScoop
	Report Email Scheduler	Report Email Scheduler	Report Email Scheduler
		Customizable Dashboard	Customizable Dashboard
		Collateral Tab	Collateral Tab
		Add-a-Clip	Add-a-Clip
			White Label Customization



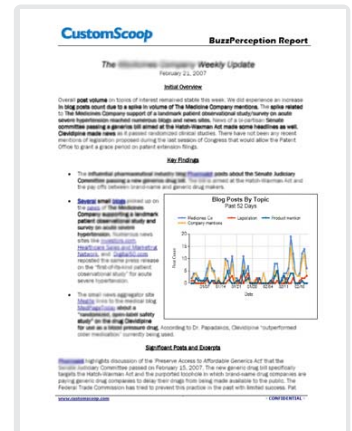
BuzzPerception Blog Monitoring & Analysis

For organizations looking to better understand and manage their brand's perception in social media, BuzzPerception is CustomScoop's premium blog monitoring and analysis solution.

Our intelligence experts work with clients to determine relevant topics to monitor and then proprietary technology is paired with personal research to effectively monitor blogs. The client team then analyzes content for tonality and relevancy, and presents actionable intelligence to clients in a weekly report.

Pricing is based on the scope of work.

- Comprehensive Searches.** CustomScoop blends proprietary technology and specialized online aggregator content to ensure a comprehensive database of blogs is always searched.
- Human Filtering.** To improve analysis where technology falls short, our monitoring includes a phase of human filtering.
- Blogger Ranking.** We apply intuition and experience to determine the key influencers who participate in the topics and issues you are monitoring.
- Tonality Rating.** Gain top-level perspective with human rating of blog posts as positive, negative, or neutral.
- Recurring Reports.** BuzzPerception reports can be delivered on a customized schedule - weekly, daily, or even immediate updates of urgent news.
- Trend Analysis.** Reports include data analysis over time as well as identification of emerging trends.



CustomScoop MediaPerception provides comprehensive media monitoring and analysis to help clients better understand and manage their media messaging.

Our media intelligence experts work with clients to determine relevant topics to monitor and then proprietary technology is paired with personal research to effectively monitor online mainstream media outlets. The client team then analyzes content for tonality and relevancy, and presents actionable intelligence to clients in a client report.

Pricing is based on the scope of work.

- **Comprehensive Searches.** CustomScoop blends proprietary technology and our hand-checked database to ensure a broad range of qualified sources, for advanced search capability and filtering.
- **Human Filtering.** To improve analysis where technology falls short, our monitoring includes a phase of human filtering.
- **Tonality Rating.** Gain top-level perspective with human rating of media posts as positive, negative, or neutral.

- **Custom Keyword Development.** A CustomScoop Account Manager, with extensive search experience will work with the client to determine relevant topics to search and any industry-specific terminology.
- **Recurring Reports.** MediaPerception reports can be delivered on a customized schedule - weekly, daily, or even immediate updates of urgent news.
- **Trend Analysis.** Reports include data analysis over time as well as identification of emerging trends.



About CustomScoop

CustomScoop, a leader in Media Intelligence, delivers customizable media monitoring technology and analysis to its customers in Public Relations, Sales, Marketing, Investor Relations, and Competitive Intelligence.

CustomScoop's solutions utilize proprietary software, an extensive database of sources and a team of search experts to deliver information quickly, accurately, and with detailed reporting. Products range from an efficient online news clipping service to an enterprise-level blog monitoring and analysis solution.

CustomScoop was founded on the idea that staying informed shouldn't be difficult. What began as an efficient online clipping service has grown into a suite of powerful media monitoring, analysis, and outreach solutions.

Throughout our evolution, we have stayed true to our goal of keeping clients informed by using a unique blend of proprietary technology and expert human analysis - always believing that each client is unique, and customizing every product to exceed their needs and objectives.

CustomScoop is headquartered in Concord, NH.