

## New and Exciting Features and Tools!

Learn more about FPinfomart's complement of exciting tools and features to make your media monitoring and information sharing easier!

### Social Media Monitoring

- Monitor, understand, and engage with the social media landscape using FPinfomart Heartbeat. This advanced tool allows you to monitor and identify key conversations and influencers to see what's being said about your organization and industry in the Social Media world.

### Newsletter Publisher

- Share important news results with your organization via email with a daily newsletter including your company logo.

### Intranet RSS Feed

- Enhance your company intranet by including an RSS feed. Simply cut and paste our RSS URL into your intranet to include content from Personal Profiles, FPinfomart Folders, or Industry News.

### Intranet HTML Results

- If your intranet can't display RSS feeds, try our hosted Intranet HTML Results. This feature provides you a link which redirects users to an FPinfomart page displaying your news results.

### Import Tool

- Include any online content not currently monitored by FPinfomart in your Newsletter, Intranet RSS Feeds, Intranet HTML Results, and Media Analysis Reports with the Import Tool.

### Radio Monitoring

- Monitor 50 Canadian Radio Stations by adding full text radio transcripts and audio files to your FPinfomart sources.

### Television Monitoring

- Monitor real time television coverage over from 80 Canadian channels, including national & local newscasts, current events programming, and up to the minute content from major news channels.

### Custom Media Analysis

- Measure the impact of a campaign, event, or issue with a Custom Media Analysis report. This is a premium service provided by FPinfomart to give you a clear picture of media coverage based on your specific needs.
- This report may include data points such as hits by medium, tone by geography, ad value by date, entity mention counts, and more.
- More in-depth reports can also include qualitative analysis such as the identification of trends and emerging issues, strengthened with data surrounding these findings.