



driving great brands™

Product Brochure → Get a demo at [dna13.com](http://dna13.com)

# It's time to regain control of your brand

Today's audiences talk. And their conversations matter, because what they say has the power to shift control of your brand reputation from your hands to theirs.

The speed at which these discussions develop – especially via social media – challenges traditional communications models, and demands a real-time, enterprise-wide response to keep key stakeholders on message. But organizations are barely able to handle the volume of data collected, let alone analyze it to build business intelligence.

That's why we built dna13.

dna13 is a powerful, web-based application that delivers real-time media monitoring and intelligence to help you maintain control of your brand and reputation. It makes all traditional and social media content available in a single solution, which means you can extract valuable information with speed and ease.

dna13's scalable, enterprise-class, centralized application allows you to collaborate on campaigns and issues in a secure environment, to deliver a synchronized corporate response and to engage key stakeholders – all while consolidating costs and eliminating repeated payment for the same content or activities.

**dna13** is the premier web-based application for media intelligence and public relations management. It's everything you need to take control back into your hands.

## Product Overview

- » **Delivers real-time intelligence** into everything being said across all media about your brand or issues
- » **Improves productivity** by centralizing all issue and campaign-related content and activities into a single application
- » Quickly and accurately **generates adaptable PR outputs** such as clip books and media coverage reports
- » **Improves communications results** with real-time insight generated through aggregate monitoring and PR activity reporting
- » **Provides response data you need** to adjust local or global communications strategies
- » **Centralizes collaboration and increases efficiency** of PR activities by sharing emerging issues and media content in a single application
- » **Protects your brand and reputation** by synchronizing corporate activities in response to conversations across all media

We're in good company.

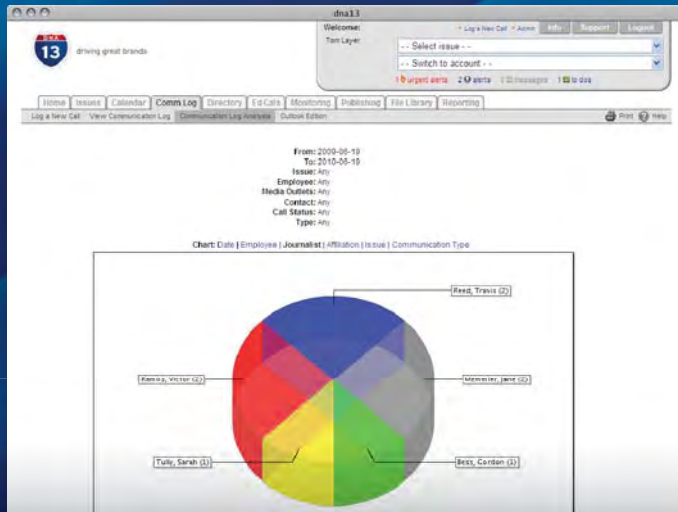


dna13 puts you in control. Read on to find out how →



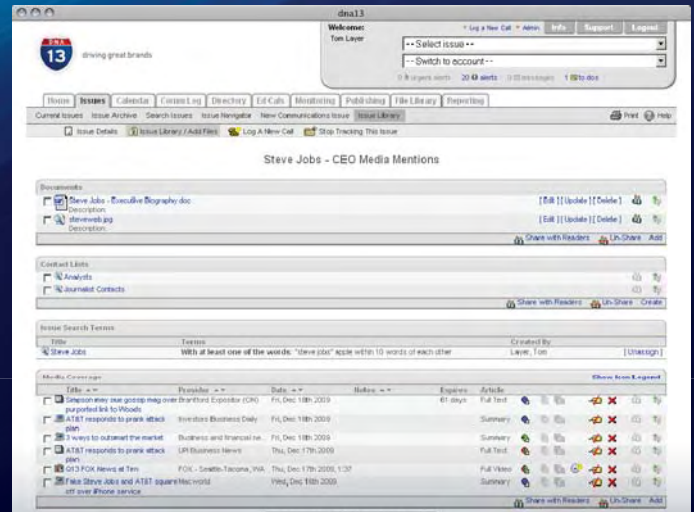
# Communications Management

dna13 supports your workflow by centralizing all PR activities, from single users through to global teams, allowing you to manage everything within a single application.



# Media Communications

dna13 offers comprehensive tools to keep you out in front of issues – and on top of all interactions and progress made with journalists and key stakeholders.



## dna13 communications management keeps everyone on the same page with:

- » Collaborative workspaces that can be extended to include key spokespeople for issue briefings or global team members' updates on projects in progress. Similarly, PR agencies can extend campaign workspaces and specific information for client review, comment or approval;
- » Alert notification of campaign or issue developments for key collaborators;
- » Discussion history, topic archiving, and a corporate history of all campaigns, activities, successes and lessons learned;
- » User rights management to dictate the privileges of team members, control sensitive issues, and ensure individuals view only appropriate content; and
- » A centralized file library where users can post their documents and link them to relevant content to ensure that everyone is working from the most up-to-date version.

## dna13's media communications features include:

- » The ability to track all news media calls across your organization, sorted by campaigns and related issues, with embedded links to issue positioning statements and FAQ's to ensure consistent messaging;
- » Alerts if a journalist has called more than one employee within 72 hours;
- » Compatibility with Microsoft Outlook, to synchronize all incoming journalist emails with the dna13 application;
- » The ability to generate detailed reports on incoming and outgoing call and email activity by campaign or issue;
- » A comprehensive global media database and integrated PR Newswire directory that allows you to research and contact key journalists and contacts;
- » An editorial calendar with advanced keyword search functionality that allows you to research upcoming editorial opportunities; and
- » A calendar and communications log.

## dna13 value

dna13 offers numerous coverage scoring dimensions and advanced metrics to report on specific issues, brands or geographies.

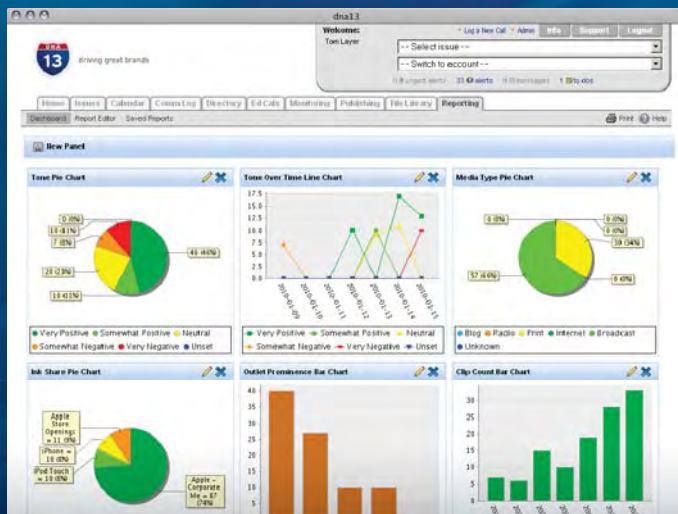
dna13 allows you to categorize tagged content and report on project-, issue- or topic-specific coverage.

dna13 provides extensive product training and customer support, to ensure that your PR activities are operating at maximum efficiency.

# Reporting

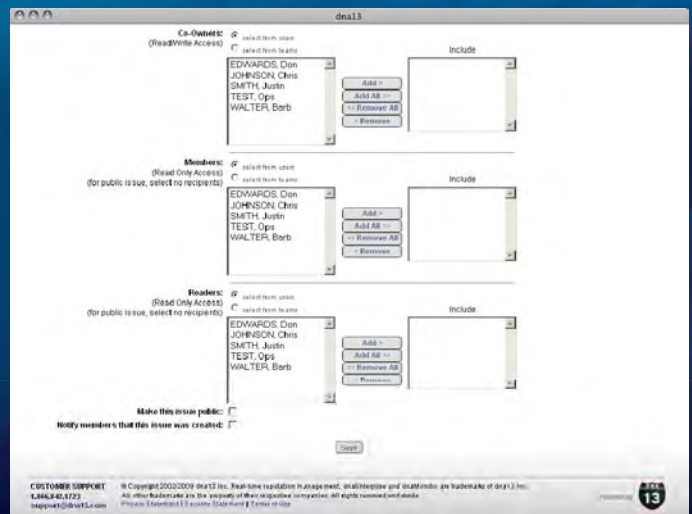
dna13 gives you the tools to directly demonstrate the correlation between your PR activities and your communications outreach – and to plan new strategies and tactics on the fly.

Its integrated report templates allow you to view and analyze media coverage and communication activity. Dashboards let you easily view key trends that drive your organization and affect your brand and reputation.



# Security and Privacy

dna13 lets you control the security roles and access rights of team members, senior executives and external PR agency teams. The dna13 software platform is hosted in a world-class, high-security data facility that guarantees secure server access and provides back-up capabilities.



## dna13's reporting capabilities include:

### Templates that deliver:

- » At-a-glance reporting of media coverage for requested results across any or all media, as well as by issue, region, or business line;
- » Competitive reports to compare your media coverage (via hits, outlets and tone) against your competitors', in clear graphic format; and
- » The ability to analyze the communications log and the effectiveness of your outreach against your media coverage.

### Dashboards that deliver:

- » Access to information across multiple lines of business;
- » Immediate analysis and real-time visibility into corporate brand and reputation performance;
- » Customizable views that allow users to personalize their dashboard with vital indicators that matter most to them; and
- » Direct access to current data and more efficient teamwork through a centralized data location.

## dna13 enterprise security features include:

- » Password protection;
- » Software security roles, that allow you to define the actions of each user according to the role they perform; and
- » Issue-based access roles, which ensure issue confidentiality by giving users read/write access on a per-issue basis.

dna13 is a leading Software-as-a-Service (SaaS) provider for public relations and marketing communications professionals around the globe. As the premier web-based application for media intelligence and PR management, the dna13 solution provides real-time access to TV, print, online and social media content, providing communicators the insight they need to plan marketing strategies, securely align corporate teams, synchronize the delivery of corporate messages, and engage with key stakeholders.

For more information about dna13 or to arrange an online demo, please contact us:

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