

HOME > MARKETINGWEB > HOMEPAGE > TOP STORIES

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Market IQ in review

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[Bette Kun, managing director, Stone Soup, takes a look at the service provided by Market IQ – and finds it a measurement of awareness, rather than a clipping service.](#)

Before I review Market IQ, let me state up front that I wholeheartedly recommend it to my clients as an additional measurement of awareness to a clipping service. I don't get a commission or anything, as I encourage them to pay direct.

Having cleared that out of the way, what, I hear you asking, makes it any better than one of the clipping services we all love to hate? It's not better, it's different. Market IQ is not a clipping service, it delivers market intelligence onto your desktop, if you use it properly.

It works on keywords - your core interests, competitors, mentions of your company, your spokespeople, products - but it only searches online mentions, i.e. websites. Each day of the working week, around 9am, the Market IQ daily e-zine arrives in your inbox as well as the inboxes of your list of other recipients in your company.

The content looks like your company newsletter, with your logo and look and feel - and if you use any of the many options on the navigation bar - you're taken to what looks like your own company branded portal. The day's news items are split into designated sections: Company, Competitors, Key People, Industry, News, and whatever else you decided you needed. There's a short synopsis of each news item and clicking through on the title takes you to the original news source so you can read the entire story.

Once in the portal, accessed by clicking on your logo, you can browse the archives, search by keyword topic, competitor or other section. This gives you a great one-stop review of recent activity in these sectors.

Who's publishing what

Monthly analyses are also part of the deal and the information is split into news sources and articles, so there's a great perspective of who is publishing your releases and who is writing about your company. Again, intelligence to base decisions on.

Each company can assign an editor to the portal to make changes online, remove items and more. It gives communicators a flexible but manageable information tool and, if used properly, provides the company with true market intelligence.

With more and more print publications also having their own websites, the incidence of articles picked up is increasingly crossing into the print arena. It's easy to add websites to the list - a quick e-mail to Market IQ brings them into your searched sites. The guys over at Market IQ are extremely service-centric.

The benefits of using this service become more apparent with regular use - quick daily delivery, no delays due to the mailing of actual print copies, ease of circulation to your chosen distribution list, an available and very easy to use competitive research tool.

Cost is based on the number of keywords, and adding sites outside South Africa is instant. Does it replace the traditional clipping service (e-mail delivery of clips with AVEs)? No, not yet.

There's also no way of calculating AVE from the online entries, but then few countries outside of SA use AVE as a measurement tool - most companies are happy to see which strategic publications are mentioning them. As an information tool, it's invaluable. As added value to marketers - priceless.

<http://www.marketiq.co.za/>

Author profile

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