

cheat sheet Live Alerts



We all know the media never sleeps. That's why we're making it easier and faster than ever for you to stay across relevant broadcast coverage, with Live Alerts.

Set up your Live Alert inside Mediaportal in just a few quick steps, then receive an SMS or email alert notifying you to relevant coverage within just a few minutes of it being broadcast!

Setting up your Live Alerts

All users from your account will be able to set up Live Alerts inside Mediaportal using the below steps.





Review the tips for setting up keywords then click 'Okay" to move on to adding what you want to track.



Keyword tips!

- Keep your keywords simple and targeted.
- Capture mentions of keywords X or Y or Z by entering these into the top bar only.
- If you'd like assistance with your keywords, please reach out to your account management team at any time.

| 1 Ke | eywords 2 Channels 3 Delivery |
|---|--|
| \rightarrow | Tips for keywords To create an alert a keyword must be entered into either the first or second field below |
| | 1 Keywords are not case sensitive |
| | Quote marks "around your keywords" are not required Wildcard – use a * symbol after your keyword(s) to include all variations e.g. Advertis* |
| | will return items with both advertise, advertising and advertisement Stop words will be ignored and cannot be used on their own. These include: a, an, and, are, as, at, be, but, by, for, if, in, into, is, it, no, not, of, on, or, such, that, the, their, then, there, these, they, this, to, was, will, with |
| Keywords 2 Channel | s 3 Delivery |
| Keywords Include at least one of these keywords | Separate keywords with commas |
| OR e.g. crisis, campaign name, t | inancial results |
| Include ALL of these keywords | Separate keywords with commas |
| AND e.g. CEO name, company na | me |
| Exclude any of these keywords | Separate keywords with commas |
| | |

OR: Enter keywords of which at least 1 must be mentionedAND: Enter keywords that must be mentionedNOT: Enter keywords to exclude

Let us know which channels you'd like to monitor.

To limit the number of Alerts you're sent, we've introduced 'repeat intervals'. This means, if your keywords are mentioned multiple times on the same channel within a given time period, you won't be notified more than once.





Alert Actions

View your active and inactive Alerts on the Live Alerts tab, and take further action: Mute, Edit, Delete.

| You have 2 of 5 activated | | | + Add | d a live alert | | ⊔ Hit <i>Edit</i> to edit the rules, |
|---|-----------------------------------|--------------|------------------|----------------|---|--|
| CEO and charities alert(s) in the last week | Hit Mute/Muted to | r∜× Muted | <u>∠</u> Edit | ete | | channels and |
| CEO and crisis alert(s) in the last week | pause/unpause your Live Alert. | r‡× Muted | ∠ Edit | Delete | | format of your Live Alert. |
| Steel crisis alert(s) in the last week | | ば Mute | <u>∠</u> Edit | Delete | | |
| Brand mentions aler(g) in the last week | | لاً) Mute | ∠ Edit |) Delete | | Hit <i>Delete</i> to remove your |
| Christmas campaign alert(a) in the last week | | ⊄]× Muted | // Edit |) Delete | 4 | Live Alert completely. |

Receiving your Live Alerts

Messages III 🥱

l lisentia

Environmentalism Channel *

Initially inspired by her studies ir

environmentalism, She pped buying items packaged in non-recycle sterials, took along

something that you obviously change overnight. It's something that you gradually progress into. It's very hard to change your day to day habits.

These days, the whole family is on board, and Shani is hoping to inspire others. And Shani Û

her own containers to religion and evel what she could make herself at home. It's n

eterials, took along

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10:02 am

live.isentia.com

Once your keywords have been mentioned, recipients will be sent an SMS alert within just a few minutes. From here, recipients will be able to play the broadcast for no charge. This clip will stream for 2 minutes total, 1 minute either side of the mention, however will start playing 3 seconds before the first mention. The full transcript for the 2 minute clip will also be available on the stream page, with keywords mentioned in bold.

> 78% 🔳 C



Click the link to stream the video or audio file for no charge. This link will expire after 24hrs.

Click to play the 2 minute broadcast clip for no charge.

Isentia <mediaportal@isentia.com

isentia

Heads up! Donald Trump were just mentioned on ABC Radio Sydney (Sydney).

Please do not reply directly to the sending email address as your message will arrive at an unattended mailbox that is not checked.

SCLAIMER isentia makes no representations and, to the extent permitted by law, cludes all warrantles in relation to the information contained in the report and is not bie for any losses, costs or expenses, resulting from any use or misuse of the repor

Check the segment at http://uat.isentia.co/ef2efa.

Unsubscribe from alerts on these Keywords

Hi Dan

∕øisentia

to me 🤻

View full transcript below. Your keywords mentioned will appear in bold.

If you received the alert via email, a link will be sent allowing you to access the playable content and summary.

12:03 PM (1 minute ago) 🛛 🕁