

**CHEAT SHEET** Live Alerts Recipients (Beta)



You've been added as a recipient to Isentia's Live Alerts.

What are Live Alerts? Live Alerts notify you to relevant broadcast coverage via SMS within just a few minutes of it airing. From the SMS alert you will be able to stream a 2 minute clip of the coverage at no cost.

Live Alerts are a new product currently being developed by Isentia, your media intelligence provider. Your organisation has been selected as a beta client to test the new product.

Your colleague has identified you as someone who needs to stay informed on a particular topic, and has therefore added you as a recipient to Live Alerts. Please reach out to them for more information or if you would like to be removed as a recipient.

## What do I do when I receive a Live Alert?

Once your keywords have been mentioned in the relevant context, you will be sent an <b>SMS</b> <b>alert in a few minutes</b> . From here, you will be able to <b>play the</b> <b>broadcast for no charge</b> .	Image: second	• Messages utl  10:02 am 78% ■ 10:02 am 78%
This clip will stream for 2		FAMILY'S WAR ON WASTE
minutes total, 30 seconds either	Click the link to stream the video	Environmentalism
side of the mention, and will	or audio file for no charge. This	Channel 7 Initially inspired by her studies in
begin playing 3 seconds before	link will expire after 24hrs.	environmentalism, She stopped buying items packaged in non-recyclable materials, took along her own containers to refill, and even looked at
the first mention. The <b>full</b>	ASDFGHJKL	what she could make herself at home. It's not something that you obviously change overnight.
transcript for the 2 minute clip	◆ Z X C V B N M ⊗	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
will also be available on the	123 😂 👲 space return	Shani is hoping to inspire others. And Shani
stream page, with keywords		
mentioned in bold.		

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