

dataxet : infoquest

www.dataxet.co

We are a leading media intelligence company and news agency in Thailand

We offer 360-degree media monitoring solutions across social, online and traditional media. Our press release distribution service delivers to both local and media outlets around the world. We also disseminate news in real time under "infoquest news agency", reporting relevant stories on the stock market, finance, the economy, investments and world news.

OUR BACKGROUND

Working alongside the major players in Thailand for over 20 years, we have helped shape the country's communications and media landscape.

Through our vision and diligence, we were proud to join the Dataxet Group, a leading integrated data intelligence group in Asia in 2021.

PRODUCTS & SERVICES



**Social Listening
& 360° Media
Monitoring**

**Media Analysis
& Actionable
Insight**

PR Business

News Agency

PRODUCTS & SERVICES

1

Social Listening & 360° Media Monitoring

A comprehensive social listening platform facilitating 360-degree news monitoring solutions, as well as keeping close tabs on consumer conversations on both digital and traditional media

2

Media Analysis & Actionable Insight

Media analysis services using social engagement, message tonality and campaign tracking. Actionable insight platform that helps PR & Marketing elevate brand and campaign performance.

PRODUCTS & SERVICES

3

PR Business

From content creation, media relations to press release distribution, we deliver press releases to target groups in Thailand and worldwide.

4

News Agency

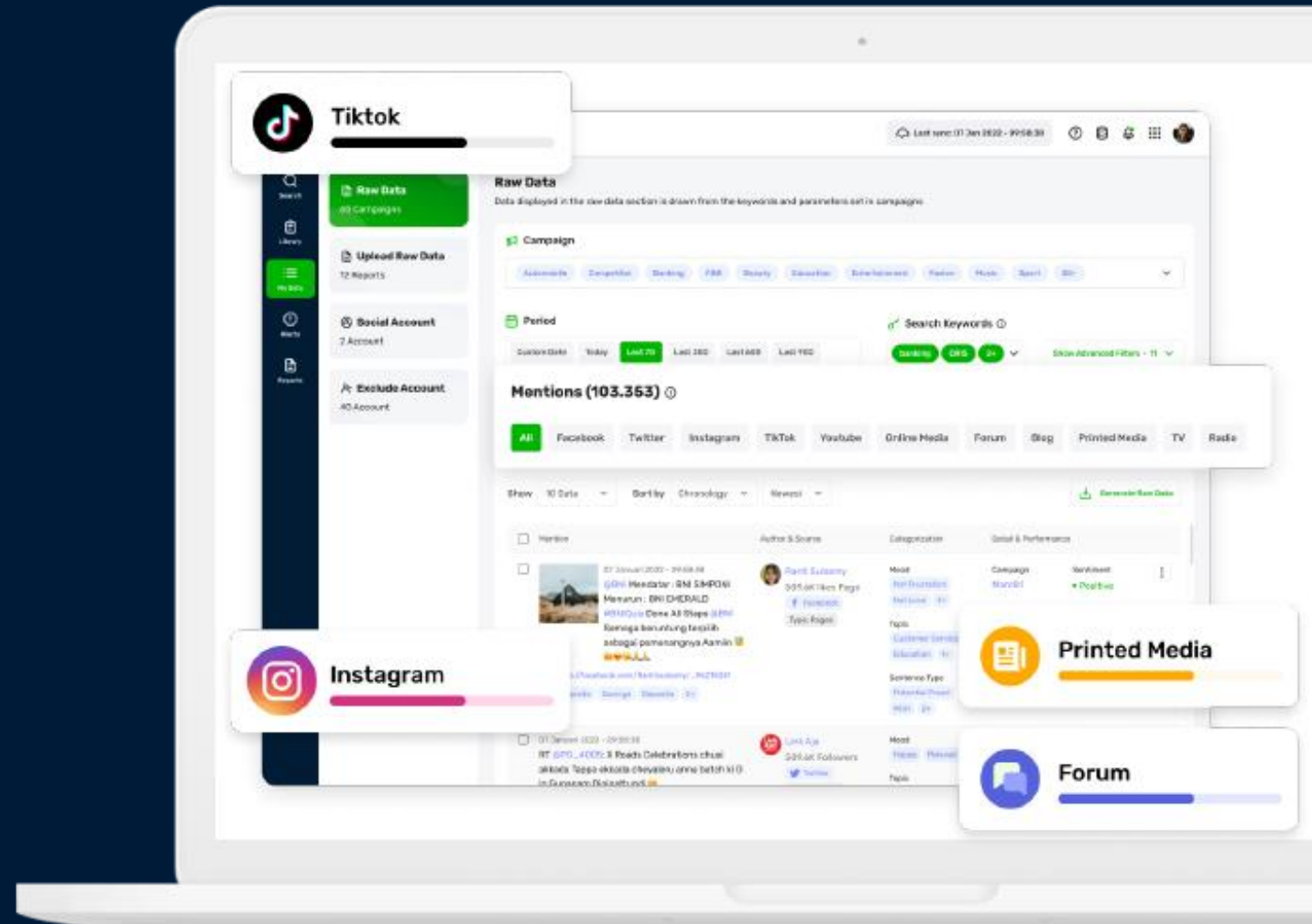
From the economy, stocks, finance, crypto to investments news, our news desk reports news online in real-time

dxt 360

“A One-Stop Intelligence Powerhouse”

“DXT360” provides media intelligence for data-driven decisions based on Social, Digital & Traditional Media conversations.

Brands and organizations can turn rich streams of content and data into insights that inform communication strategies and campaign activation under one unified platform.





“NCX” comprehensively monitors news from outlets across social, online, and print media.

Never miss news or conversations relevant to your business, products, competitors, and industry.

We give you the power to search for desired content using keywords in Thai or English along with a host of ready-to-use features.



INTEGRATED DATA UNLOCKS OPPORTUNITIES FOR DEEPER INSIGHTS



Media Intelligence

Real-world, real-time data and insights from across mainstream, social and online media providing a critical understanding of the audience, competitive and communication landscape.



Media Monitoring

Conducting monitoring and analysis across mainstream media, including news articles from online, print and websites, so clients are always in-the-know.



Social Listening

Listening to audiences and analyzing brand-related conversations to gain insights into your target audience, including their perceptions and sentiments towards your brand.

INSIGHT REPORTS

MEDIA ANALYSIS & INSIGHT REPORT

Listening to consumers' opinions about brands for media analysis is very important in digital marketing.

Our expert strategists and analysts can uncover and deliver the story behind the data to help customers make sense of what's driving engagement, traction and sentiment.

INSIGHT REPORT

MESSAGE MOVEMENT



INSIGHT REPORT

-tone OF MESSAGE COMPARISON

Total Messages of all media by tone

Company A's message by tone

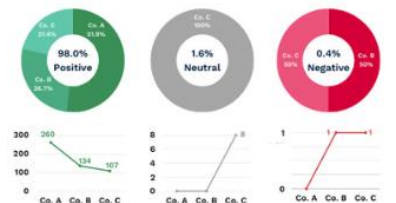


Based on data, most of the messages by Company A this month were positive in tone, with 21.5% of them being in the Corporate category. Most of the messages were about Company A received Thailand's Top Corporate Brand Award. [Link]

Brand's message by tone

Compared by Percentage and number of messages

In this month, 88% of the messages were positive in tone. Company A has the highest number of messages with a positive tone. They were about Company A received Thailand's Top Corporate Brand Award. Company C has the highest number of messages with a neutral tone, with most of them mentioning Company C in passing from brokers' stock commentaries. Company B and Company C saw messages with negative tone in equal. The negative message of Company B mentioning product recalling and customer service complaints for Company C.



HOW WOULD INTEGRATED MEDIA INTELLIGENCE BENEFIT YOUR BUSINESS?



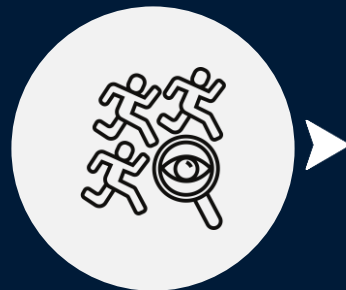
Products & Services

Gathering conversations and news related to brands in order to improve your products or contents published



Organization

Gaining insights into your target audience and industry dynamics to mitigate risks and formulate effective business strategies



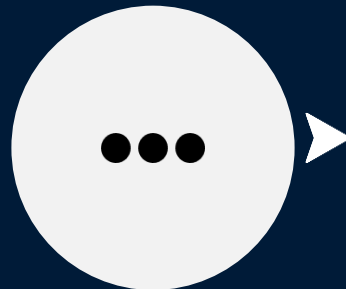
Marketplace Overview

Never lose sight of your competitors' movement and able to pinpoint strategy they employ, thus creating better market opportunities



Campaign Performance

Conducting a comprehensive analysis of integrated data from both mainstream and social media channels to enhance your campaign performance



Others

e.g. Uncovering valuable insights for your specific business focus or effectively managing crises as they arise

TYPES & DELIVERABLES

Media Intel Reports

What's Happening

Provides expert summaries of key data, visualizations and communication activity

Daily / Weekly

Monthly

Automated Summaries

Crisis Reports

Insight Reports

Why It's Happening

Deep dive analytics and understanding of topics related to client goals and key challenges.

Monthly

Quarterly

Semi-annual / Annual

Special (e.g. Brand Health)

evo Consultancy

What to Do Next

Guidance on how to increase impact of content, messaging and channels to improve campaign performance.

Brand Perceptions & Reputation

Content & Messaging

Channel Performance

Custom Solutions



PR Business

PR SERVICES & MORE

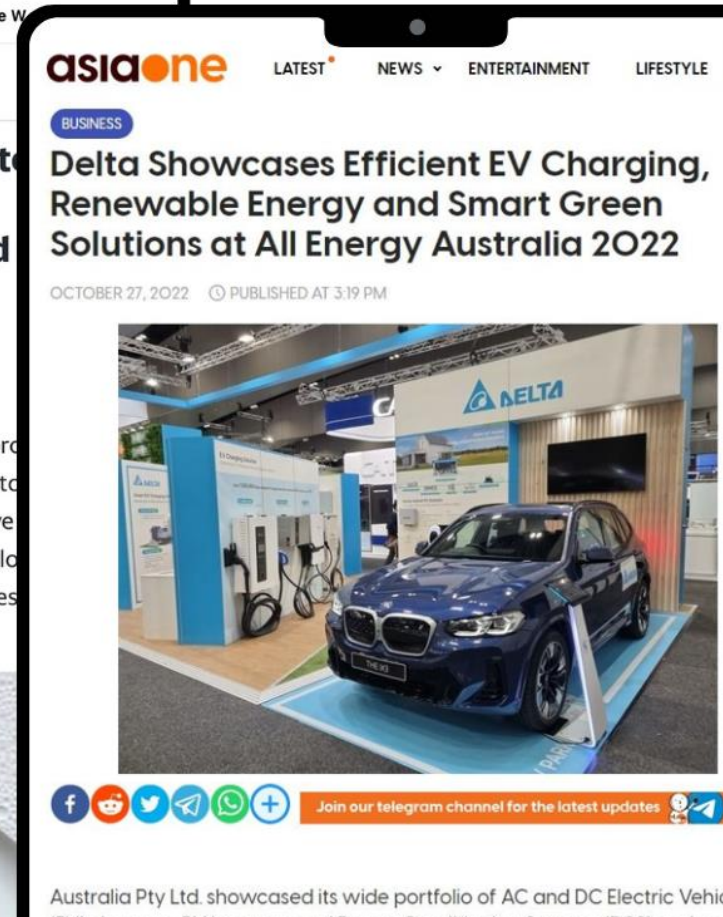
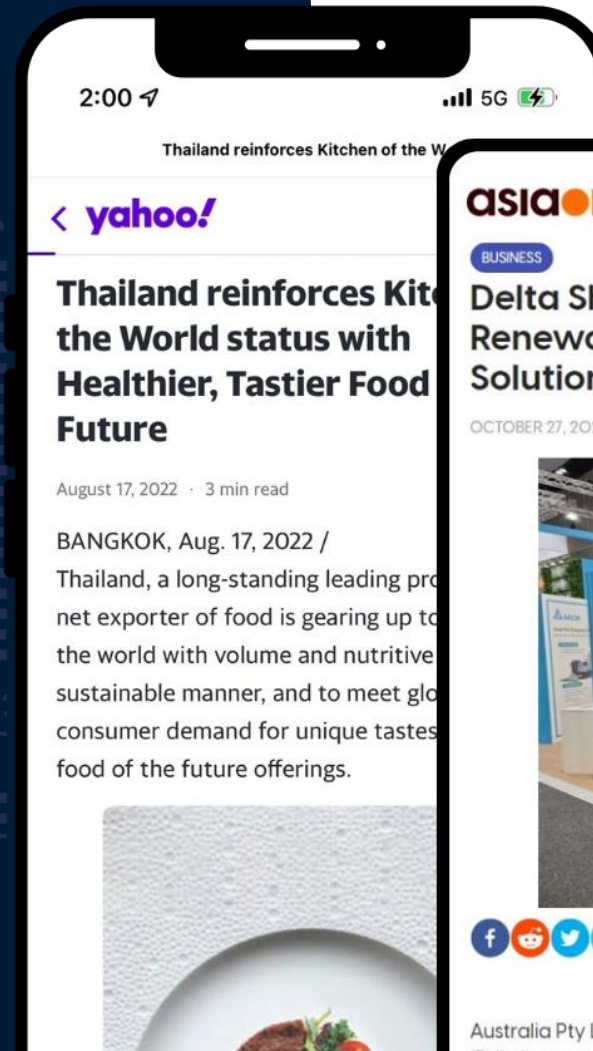
We offer PR services that maximize convenience for every public relations needs.

Our services will help you effectively communicate with customers and target groups, saving both precious time and costs.

PRESS RELEASE DISTRIBUTION

iQMediaLink is a news release distribution service that delivers press releases in various content formats, including text, photo, video, and multimedia to local and international news and media outlets in Asia, USA, Europe, Middle East, Latin America, and Africa.

The service distributes press releases to over 5,000 media outlets and channels. iQMediaLink also helps track your press release as well as provide monitoring reports.





CONTENT CREATION

Content writing service and video production for corporate communications, covering press release and advertorial writing.







MEDIA RELATIONS

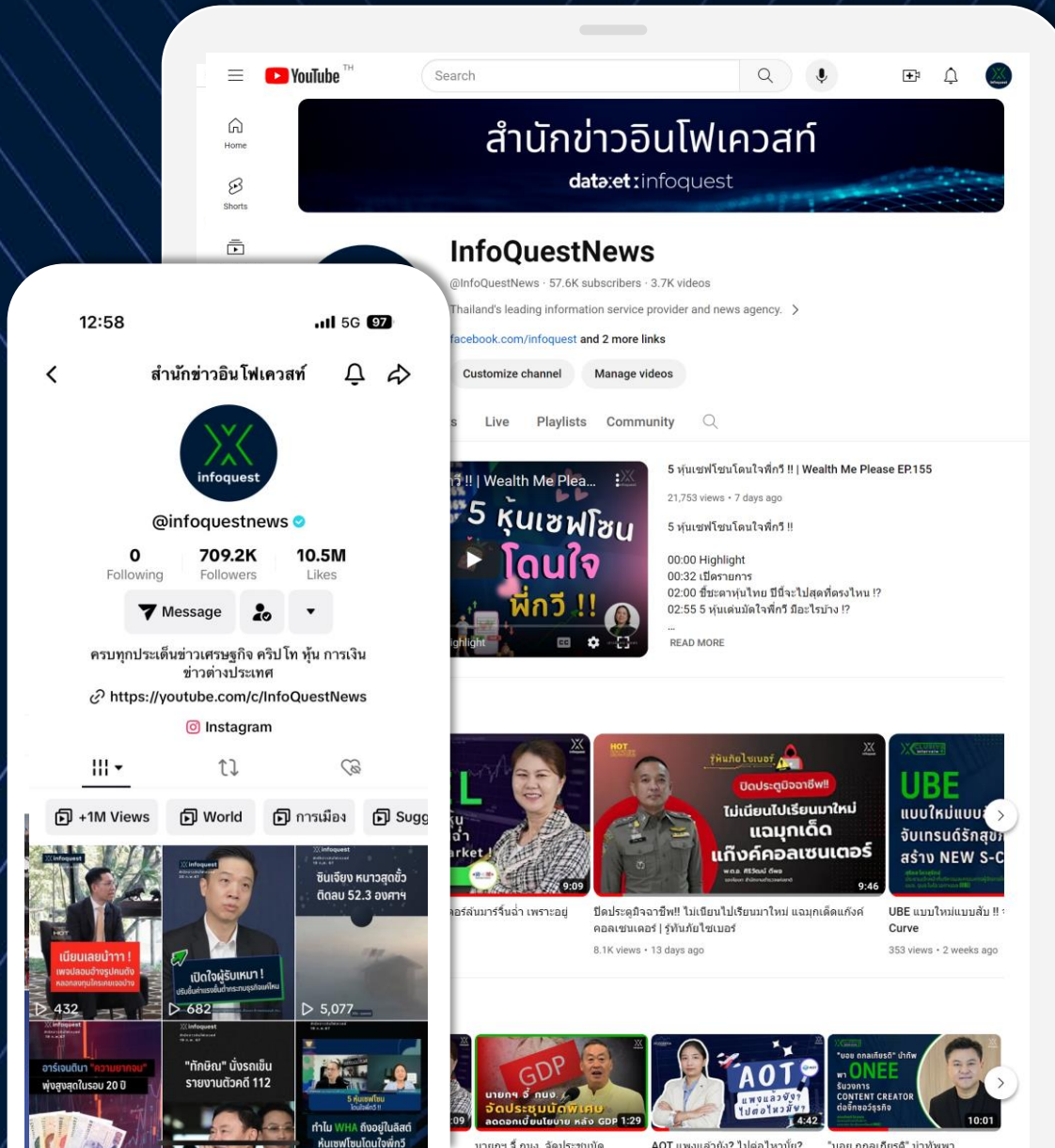
Coordinating with local and international media networks, we stand ready to assist organizations seeking efficient media connections.

RELATED SERVICES

NEWS AGENCY

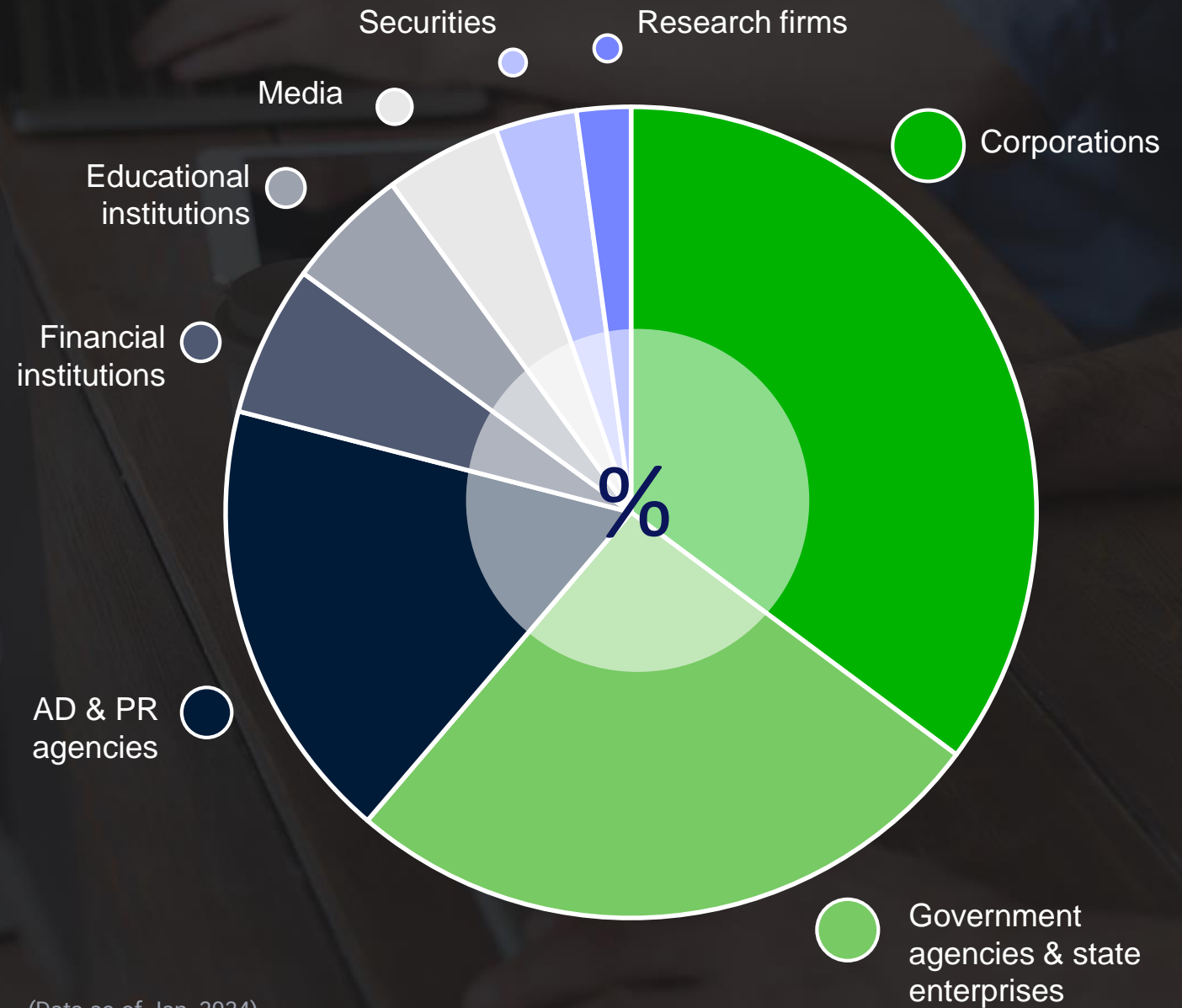
We also disseminate news in real time under "Infoquest news agency", reporting on the stock market, finance, the economy, investments, and world news in real-time, helping make major business decisions and investments.

- Website: www.infoquest.co.th
- LINE: @infoquest
- Follow infoquestnews    



OUR CLIENTS

More than 600 clients trust our media intelligence service.



(Data as of Jan, 2024)

Thank you

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www.dataxet.co



Dataxet Thailand



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