



Reporte Informativo

16 years in the market. 200+ local, regional and global clients

Located in the Technology District in the City of Buenos Aires - Argentina



FOCUSED ON OUR CLIENTS, WITH A REGIONAL PRESENCE

- Our mission is to keep our customers informed, daily, on what is published in print media as well as online and social media; provide the best service and resolve requests from our users immediately.
- Our presence is regional (Latin America).
- We provide services to more than 200 local, regional and global companies from our offices in Buenos Aires (Argentina) and Miami (USA).

We are the leading company in the market, with 16 years of experience in the sector



WE SPECIALIZE IN:

- ✓ **+50.000 PRINT AND ONLINE MEDIA MONITORING** FROM ARGENTINA, BRASIL, MEXICO, CHILE AND THE REST OF LATIN AMERICA
- ✓ **SOCIAL MEDIA MONITORING**
- ✓ **NEWS AND ADVERTISING ANALYSIS**
- ✓ **DIGITAL SERVICES AND WEB 2.0**



PRINT MEDIA AUDITING: NEWSPAPERS AND MAGAZINES

We send each day — including holidays and weekends — all the articles referring to your company, products, brands and **all the information required to develop your business**, such as:

- Competitors' activity: launches, news, promotions, alliances, etc.
 - News from the labor world
 - Government regulations
- Complaints and claims from consumers
 - Business opportunities
 - News on prospects
- Your company's reputation on social networks
- Information about local and regional market, sectors and industries

COVERAGE

We monitor more than 50,000 information sources, including print newspapers and magazines, news portals, forums and websites from the following countries:

Argentina
Brazil
Mexico
Chile
Colombia
Perú
Venezuela
Paraguay
Uruguay
Bolivia
Ecuador
Central America & the Caribbean



SOCIAL MEDIA MONITORING

Social Networks have substantially changed the relationship of companies with their clients and consumers. Fan groups are created on a daily basis, which criticize or support products, promotions, launches and other efforts carried out by the organization. Our mission is disclosing such information so that our clients are able to take part in the conversation, clarifying situations, giving feedback or assisting their clients in specific claims.

FACEBOOK MONITORING



Taking into consideration this new reality, Reporte Informativo presents a **new service – FACEBOOK MONITORING**, an indispensable tool to be aware of opinions and comments that may affect the reputation of companies, their brands and products.



BLOGS MONITORING

Blog Monitoring identifies those influential Bloggers who write and comment on the company's products and brands, the industry, competitors and other issues of interest. Then they are daily monitored and clients are updated on what is published in the Blogosphere.



TWITTER MONITORING



POSITIONING IN THE MEDIA

We determine the positioning of your company and your competitors in the media. We analyze all the news and ads published during given month, determining how consumers valued your company and the competition, comparing: **investment in advertising, negative and positive articles, interviews to leading executives and cm2 published**, among other variables. This information is used to monitor your company's marketing plans, communication and advertising actions..

We also assess your online reputation on Social Networks.



Company #1



Company #2

HIGHLIGHTS

Game Awards dicen "It's ok"

Una adolescente, bloguera y accidentada

Costa de Prohibido

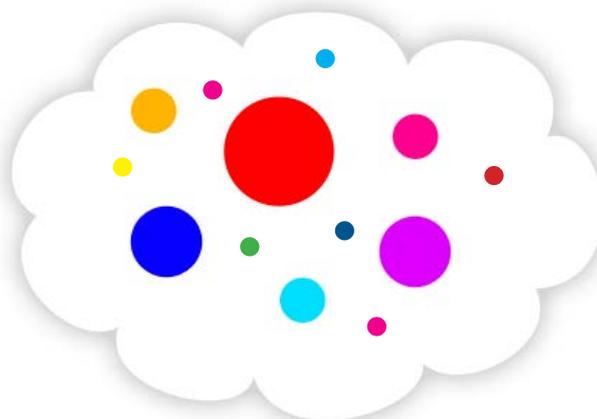
Costa Miedo

Company #3

NEWS AND ADS ARCHIVE

Reporte Informativo's clients have exclusive access to our historic news and ads archive, **with more than 70 million clips monitored since 1996 up to the present.**

Any news related to companies, brands, products, ads, executives, businessmen and any information associated with markets and businesses is available in our databan.



DIGITAL SERVICES AND WEB 2.0





✓ SOFTWARE DEVELOPMENT

We advise our clients and develop different software for them **to improve the profitability of their businesses**. We know how to create value in every area of the organization using the newest software programming.

✓ CONTENT PRODUCTION FOR DIGITAL MARKETING CAMPAIGNS AND COMMUNICATION

We produce for our clients different kinds of content in order to advance their digital marketing campaigns and communication. **We Working on Content Marketing strategies and have experience in developing high impact actions.**



PRESSROOM

It is platform to easily and quickly publish on the web audiovisual content on products, launches, ads, events, newsletters, case studies, researches and any other information about your company within a website that is identified as

YOUR-COMPANY.PRESSROOM.COM.AR. This certifies among clients that this is the official website of the organization, validating the content published there. **This is also a reference source for reporters and consumers who access it through Google.**

The screenshot displays the 'Reporte Informativo PressRoom 2.0' website. The header features the logo and text 'Reporte Informativo PRESSROOM 2.0 Soluciones para Marketing, Comunicación y Prensa' on a blue background with a 'NUEVO' badge. Below the header, there are three main content areas: a featured article titled 'Presentamos Reporte Informativo Press Room' with a '1 / 4' indicator and a 'RSS' feed icon; a section titled '¿Por qué el Press Room de Reporte Informativo es la solución correcta?' with a bulleted list of benefits; and a 'Videos' section featuring a video thumbnail for 'Oficinas de Reporte Informativo en el Distrito Tecnológico' dated 'Noviembre 2011'. A 'Ver Otros Videos' link is located below the video section.

RI WEBCAST > An innovating audiovisual content distribution platform:

Applications

Marketing and Communication

Announcements for clients, consumers and the media
(launch of new products, appointments, etc.)

Training

RI WebCast is played on PC and MAC through a video-mail, as well as on smartphones.

Users are able to comment contents and vote on them as well, thus promoting a direct communication between the Company and its clients and consumers.

It also provides different kinds of charts for the Company to assess the result of its actions: most viewed articles and videos, most commented articles, more voted articles, etc.

Reporte Informativo will also be responsible for the whole filming, edition, art, distribution and hosting processes, in order to provide a comprehensive solution.



SOME OF OUR CUSTOMERS



Unilever



AVON L'ORÉAL



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