Determ helps people around the world find and understand relevant information from the media to drive better business decisions.
How Determ works

Set up topics to track
Enter any keyword combination to track your brand name, campaign hashtags, key people, or competitors. Use powerful filters to narrow your search and get relevant results.

View results in mention feed
Seconds later, you’ll have access to a feed filled with mentions of your keywords that updates in real time. Additionally, filter your feed by date range, sources, sentiment, reach and more.

Analyze your mentions
Use report templates or create custom reports to access data visualization and relevant metrics, such as share of voice or sentiment ratio.
Learn more about our customer-favorite features.

Get notifications about new mentions and spikes in mentions via email, Slack, or on your Determ mobile app. Create a custom schedule or choose a daily, weekly, or monthly option.

Draw insights from existing dashboards or create charts unique to your business goals. Create fully customizable reports with your logo and color scheme.*

* Branded reports available only in Premium and Multibrand plans.
Invite as many colleagues as you want to your organization and assign different roles and levels of access (Admin, Edit, Analyze, View).

*Available in all plans except Solo which allows for only one user.

You have full control over your feed. Choose from various filtering options and easily navigate through your mentions.

Set up a more precise sentiment analysis by assigning positive or negative sentiment to specific keywords. Or group topic-related mentions under tags for more categorized insights into online discussions.
Export your mentions in a matter of seconds. Choose between multiple formats: Mentions in email, Excel, Powerpoint, Word, PDF, and Report PDF.

Gain a deeper understanding of your audience with gender analysis. Included are gender distribution charts, sentiment analysis, emoji cloud and more.

Curate a list of mentions (articles, social media posts, etc.) from your feed and share them with your team, clients or partners as an email newsletter.
A support team you’ll love to interact with.

As proven by our clients

Get best-in-class support in under two minutes and resources to help you in every step of your journey with Determ.

Quality of support
As rated by users on G2

9.7 / 10

"With you, I know there are a lot of people that care. Whenever I had an issue or a question, I always had someone there. And I'd always get a quick response. Often, your support team would reach out themselves to offer an educational course for my team and me. And just by doing it once, we really learned a lot. So that was really proactive from you. I think it's great."

Alexandra Cortese
Founder & Director at Eno and Row
PR and marketing professionals from over 600 companies across the globe rely on Determ every day.
Our clients most often use Determ for:
We use Determ for analyzing campaign impact, to see how people react when we launch a new model. We also keep up with competitors to stay on top of trends and industry happenings.

Numerous times, something happened and we were the last to know. Now, we’re timely informed of everything. If something important occurs, we get an alert and can react immediately.

Why our clients stay true to Determ

Precise filtering, simple to use. I’d recommend it to anyone who wants a smart way to track online media and social networks.

Gorana Pavicic Nisevic
Hauska & Partner

Martina Crnčević
Tourist Informator at Zadar Tourist Board

Resa Prasetyo
Regional data and analytics director for Asia and Oceania at TBWA agency
Try Determ for yourself.

Get a personalized product tour and see how Determ works on your own example. We’ll set up your account and give you a 7-days free trial.