



Sensible media monitoring

Make sense of the world around you.

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.

AI ASSISTANT SYNTHIA

Powered by ChatGPT API, Synthia can identify key insights and recommend action steps for any topic you're tracking - in just one click.

Generate topic summaries based on your top weekly mentions, enriched with sentiment and tone of voice analysis.

Synthia will suggest new keywords to monitor related to your topic, helping you broaden your search to what matters to your audience.

Topic summary
Skin care trends

Summary
An overview of top mentions by reach in the past seven days.

The articles in this collection offer advice and recommendations for summer skin care, including the importance of sunscreen and lotion, as well as grooming and personal care products for sensitive skin and summer activities. Some articles also feature product reviews and sales recommendations.

Sentiment
Views and opinions expressed in your topics online.

Positive	61%
Negative	~5%
Neutral	~34%

Tone of voice
How people talk about your topics.

Informative and instructional texts about skincare and beauty, with a mix of product recommendations and tips.

Key insights

- As a PR expert, I recommend reaching out to dermatologists to collaborate with them for summer skin care tips. They can recommend your sunscreen products and provide insights on the importance of SPF and proper application of lotion for skin protection. Use their quotes for your social media and website content.
- Another recommendation is to create limited-time offers for the summer season. For example, bundle your sunscreen products with other essentials for a discounted price. Leverage seasonal events like Memorial Day sales and create a buzz around your brand by partnering with influencers or running social media ads.
- Lastly, to tap into the beauty and skincare trends on social media, participate in hashtags and challenges related to summer grooming, sensitive skin care, and beauty must-haves. Make sure to showcase your brand and products and provide value by sharing tips, tutorials, and how-to-guides. Engage with your followers and customers by responding to comments, complaints, and feedback promptly.

Try tracking these keywords

These keywords often appear in your topics. Select the ones you're interested in and create a new topic that will track them. You might gain new insights.

Keywords: sunscreen, SPF, skin care, summer, moisturizer, sensitive skin, mineral sunscreen, men's grooming, beauty products, sun protection

+ Create New Topic

ALERTS & DIGESTS

Receive **scheduled updates** on what is being said about you in the media, or **get notifications the instant you start trending online**. Catch popular posts and learn why you're getting noticed.

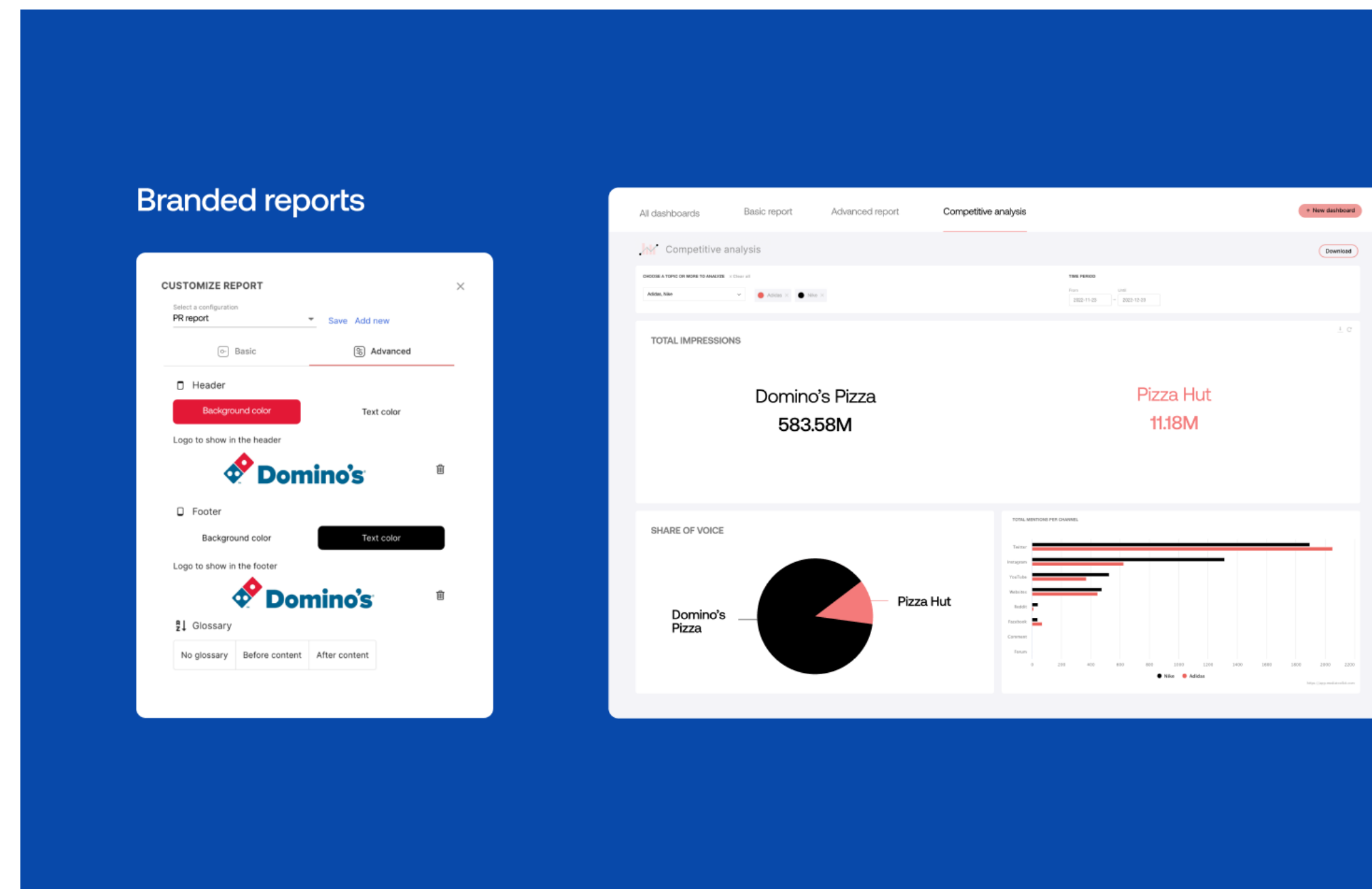
REPORTING & ANALYTICS

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.

DEMOGRAPHICS

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



UNLIMITED USERS

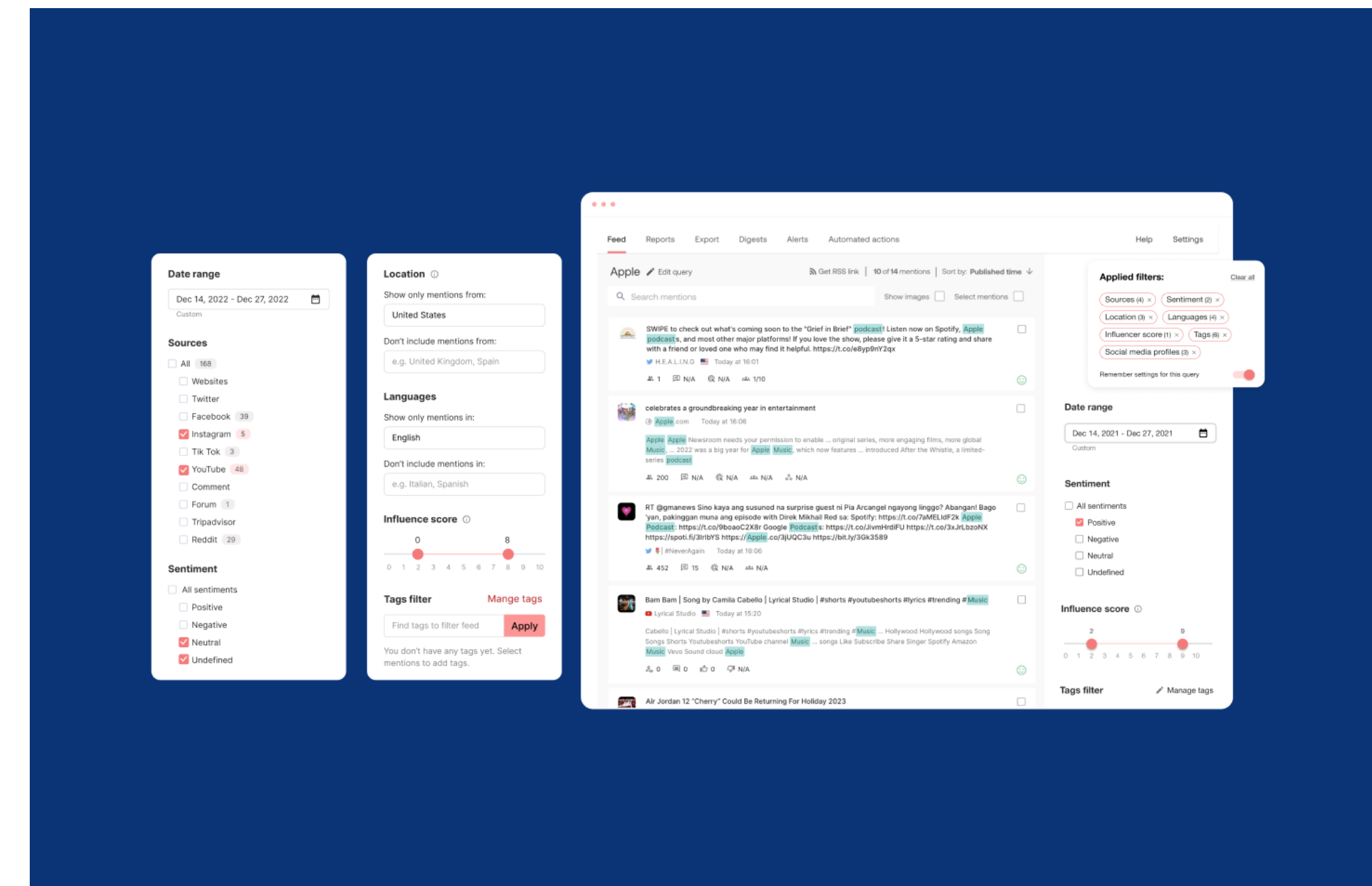
Invite as many colleagues as you want to your organization and **assign different roles** and levels of access (Admin, Edit, Analyze, View).

USER-FRIENDLY FEED

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

AUTOMATED ACTIONS

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.



EXPORTING DATA

Export your mentions in a matter of seconds. Choose between **multiple formats**: Mentions in email, Excel, Powerpoint, Word, PDF, and Report PDF.

NEWSLETTER

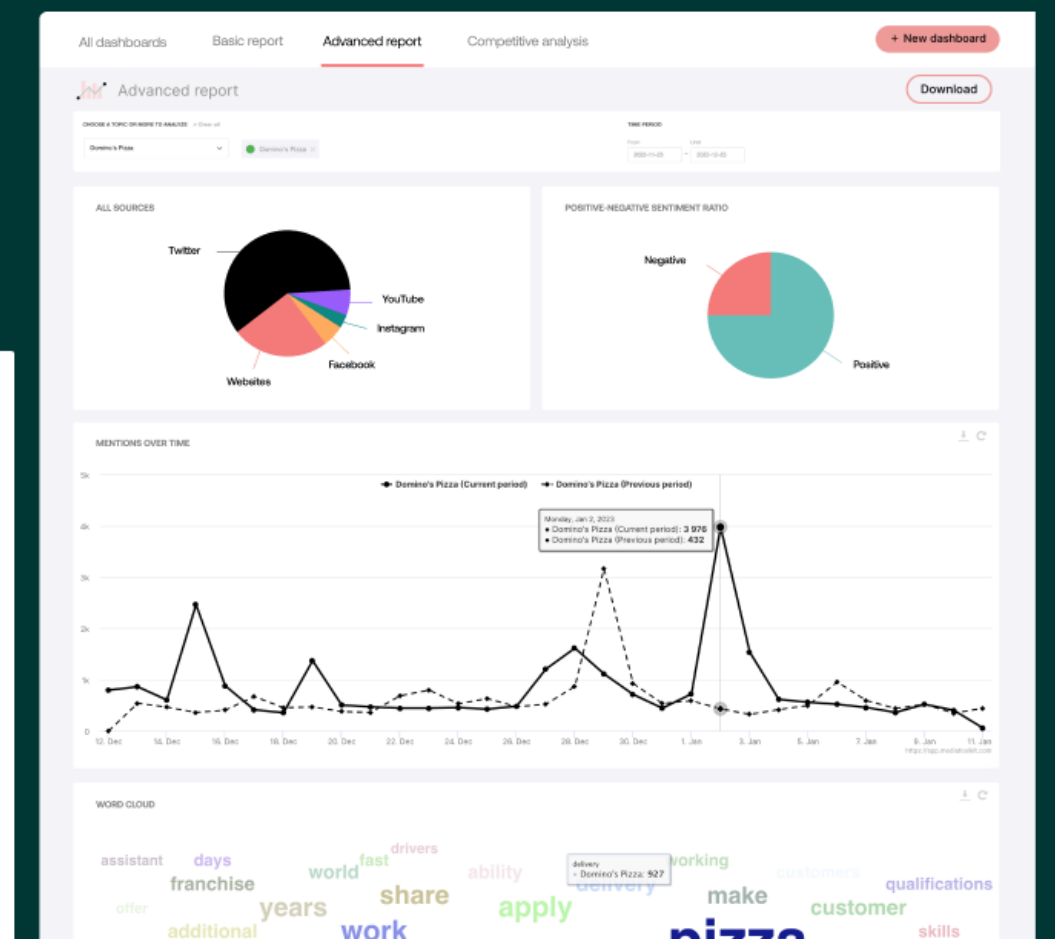
Curate a **list of mentions** (articles, social media posts, etc.) from your feed and share them with your team, clients or partners as an **email newsletter**.

Export type
Choose how you want deliver the mentions.

PDF (mentions) Email

PDF (report) Sheet

Word



A support team you'll love to interact with.

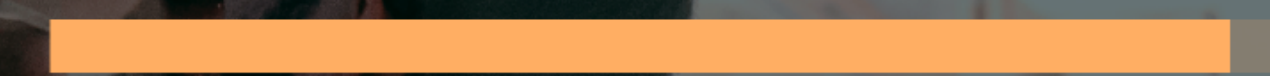
As proven by our clients

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!”

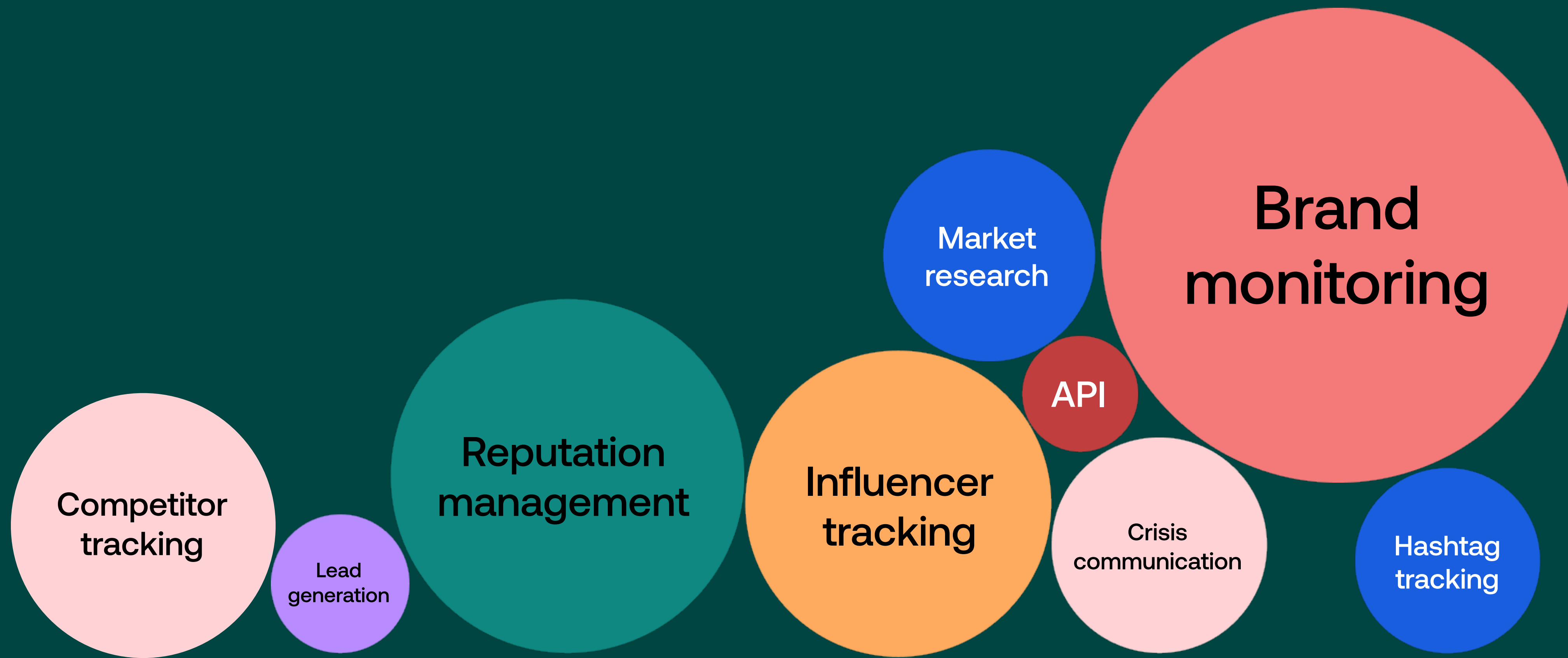


Alexandra Cortese
Founder & Director at Eco and Row

PR and marketing professionals from
over 600 companies across the globe
rely on Determ every day.



Our clients most often use Determ for:



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

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.



Martina Crnčević

Tourist Informator at Zadar Tourist Board

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.



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.

[Schedule a demo →](#)

No commitment.





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