

Sentiment data that's actually accurate.

Article and brand sentiment at the mention-level that's over 90% accurate, finally.

Article sentiment: uncover coverage topic trends

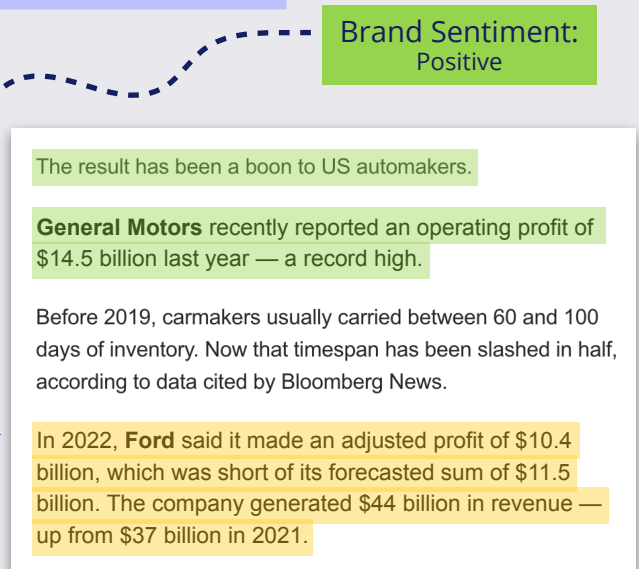
- Article sentiment reveals the overall tone of the full piece of coverage.
- See what reporters, publications, and topics include mentions of your brand in positive, negative, or neutral news articles.
- Memo leverages the latest AI technology to review the **headline and full text of the article** and determine sentiment with over 90% accuracy.*



Article Sentiment:
Negative

Brand sentiment: discover perception at the *mention*-level

- Memo reveals sentiment for brand mentions within a piece of coverage.
- See what reporters, publications, and topics include your brand in positive, negative, or neutral ways.
- Memo leverages the latest AI technology to review **the text surrounding brand mentions within the article** to determine sentiment for individual brand mentions with over 90% accuracy.*



Brand Sentiment:
Positive

Brand Sentiment:
Neutral

**Memo conducted analysis across a wide ranges of brands and coverage resulting in 90% accuracy. The same analysis done with similar tools resulted in 65% accuracy on average.*

Accurate data leads to better decisions.
Only Memo reports readership direct from publications.