

Tech-led cost-effective approach to media monitoring

Michael Browning is the Head of Digital and Marketing Services at Artemis Investment Management. We spoke to Michael about his experiences working with Signal.

The challenge

Artemis needed a solution to enable them to effectively monitor UK and international print, trade and online media coverage, both to gauge the success of PR and communications activity and check for potential reputational issues. The user-interface and search functionality of the media monitoring service Artemis were previously using wasn't ideal and Michael needed comprehensive international media coverage with daily alerts, an intuitive and easy-to-use platform at a competitive price.

"We wanted a digital-savvy media monitoring service more focused on deliverables." – Michael

The solution

Michael liked the technology-led approach to media monitoring that Signal offered. Following a walkthrough of the features and functionality, Artemis took a free trial of the platform. Michael was pleased with the ease of searching and discovering relevant news as well as the alert set-up and management process. The platform gave access to the international content they needed, and with no cap on the volume of searches or articles, it was a cost-effective solution for Artemis.

"Signal is competitively priced based on delivery of technology rather than volume of content."
– Michael

The results

Daily email alerts are sent from the Signal platform to 24 senior Artemis executives keeping them up-to-date with relevant media coverage. The daily email enables them to see how

Artemis is being perceived in the media as well as track news on its funds and within the wider investment community. Feedback from senior stakeholders has been very positive.

Artemis is also using Signal for regulation monitoring, helping them to ensure they are aware of amendments and proposed changes in legislation. This has proven to be particularly valuable with the introduction of MiFID II and PRIIPs.

Michael's happy with the platform, content coverage, ease of use and how helpful, proactive and responsive the customer support team at Signal have been throughout.

"I would recommend Signal based on ease of set-up, content coverage, price, platform UI and customer service." – **Michael**



About Artemis Investment Management

[Artemis](#) is a UK based investment house managing funds globally in excess of £27 billion. Artemis has won numerous industry awards over the years including most recently the Platinum award in the International Equity Income category plus the Gold award in the US Equity category at the Portfolio Adviser 2018 Awards.



About Michael Browning

[Michael](#) has been with Artemis for six years. His team is responsible for delivering marketing services to the rest of the business and managing Artemis' digital platforms. Before joining Artemis, Michael was Group Account Director at the integrated marketing agency WCRS.