



**Media InSite**

***The Global Leader in Caribbean Media  
Intelligence***

# About us

Media InSite Ltd is a pioneering media monitoring agency serving business, government, and NGOs across the Caribbean. Founded in 2011, we create new and innovative ways to monitor, measure, and analyze paid, earned, and owned media. Media InSite monitors more traditional and digital media sources than anyone, making us the global leader in real-time Caribbean media intelligence.

# Value Proposition

We help marketing, communications, customer service teams of businesses and organizations prove the value and effectiveness of their paid, earned, and owned media initiatives with simple but powerful media monitoring tools.

Advertisers, agencies, and media houses use our systems to verify ad placements and to see how they measure up to their competitors across the Caribbean.

Communications and public relations teams use our tools to track, manage, and measure the reputation of their brands from the widest collection of Caribbean media sources.

Digital marketing and customer service teams use our social listening platform to keep track of marketing KPIs as well as uncover and understand public conversations about their brands, competitors, and industry across social and digital channels.

Contractors, consultants, and companies who want to keep track of business development opportunities across the Caribbean get newspaper-published tender notices and RFPs automatically delivered to their inboxes based on their keywords.



# Media Monitoring

*Never worry about your Media Performance again.*



Monitor campaign activity in real time.

Meet your targets and objectives using a customized solution.

Manage your marketing strategy with results-based information

**Our 360° Media Monitoring service monitors media worldwide plus more Caribbean publishers and channels than anyone, anywhere. We've developed a unique blend of technology and human curation to give you comprehensive coverage and guaranteed relevance.**

# Social Listening

*Real life social media insights*



Digital Marketing

Customer Service

Communications/PR



**Gain insight with information about audience engagement, influencers, message amplification, consumer and stakeholder sentiment, demographics, readership, website traffic, share of voice, post times, brand awareness and customer loyalty across all channels.**

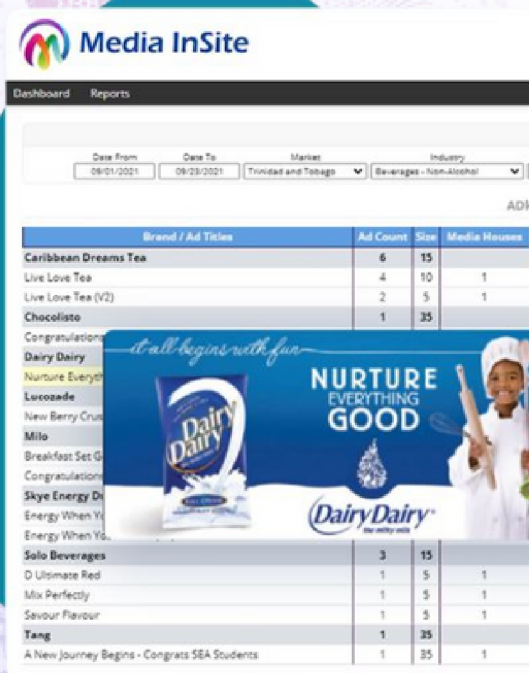
# Ad Monitoring

*Unlock The Power of Ad Monitoring*

## Advertising Tools That Help You Win

Get the most from your ad budget and make better decisions about advertising strategy with insights from our suite of specialized tools.

- ADviser™
- ADkive™
- ADsmart™
- SpotLight™
- SpotCheck™
- SpotOn™
- Tender Track™



The screenshot shows the Media InSite dashboard with a table of advertising data. The table has columns for Brand / Ad Titles, Ad Count, Size, and Media Houses. An advertisement for Dairy Dairy is also visible, featuring the text "NURTURE EVERYTHING GOOD" and an image of two children in chef hats.

Brand / Ad Titles	Ad Count	Size	Media Houses
Caribbean Dreams Tea	6	15	
Live Love Tea	4	10	1
Live Love Tea (V2)	2	5	1
Chocoliste	1	35	
Congratulations			
Dairy Dairy			
Nurture Everything			
Leccozade			
New Berry Crisp			
Milo			
Breakfast Set G			
Congratulations			
Skye Energy Dr			
Energy When Yo			
Energy When Yo			
Solo Beverages	3	15	
D Ultimate Red	1	5	1
Mix Perfectly	1	5	1
Savour Flavour	1	5	1
Tang	1	35	
A New Journey Begins - Congrats SEA Students	1	35	1

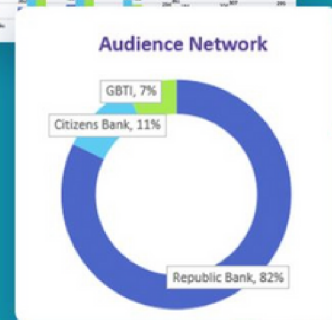


See competitor ad spend, media mix, and placement strategies. Leverage insights to your advantage. Track media house compliance with your placement schedules.

[Schedule your discovery call today](#)

# Social Channel ADviser™

Unlock The Power of Ad Monitoring



**Media InSite exclusive Social Channel ADviser™ reports provide the region's only detailed look at advertiser activity on Facebook, Instagram, and Messenger. Monthly reports measure competitor brand activity, messaging, creatives, and platform utilization. Includes permalinks to all creatives.**

# Market Snapshot Report™

*Unlock The Power of Ad Monitoring*



**Media InSite's Market Snapshot™ is the only high-level, whole market view of a country's offline advertising activity and each media house's place within the traditional media ecosystem.**

**Make better media buying decisions based on:**

- **24 Month Trend of Press, Radio, and TV Advertising Activity**
- **Media Houses Ranked by Ad Count, Space, and Advertising Value**
- **Media Type Share of Advertising Activity**
- **Top Advertisers on Press, Radio, and TV**

# Contact us



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**Media InSite**