

NewsPoint – news portals monitoring

NewsPoint solution searches and retrieves content from websites with news sections. NewsPoint has intuitive user-panel, advanced statistics module, and can generate PDF reports. Users can be notified by e-mail when new articles which match their criteria are published and they can also define the set of monitored websites in their profile. The solution has a local copy functionality, which means that even if articles are removed from the original websites, they are still available in NewsPoint. The final users of this tool are both public relations consultancies and communication departments in companies and public institutions. NewsPoint may also be a great help to an editor or market information monitoring for sales departments.

Business advantages

- Technological solution for Internet monitoring
- Created in Europe with knowledge of European business communication standards
- Easy to adapt to particular customer's requirements and needs
- Can be adapted to any language
- NetSprint.pl provides with common business communication standards adaptable to local markets
- Helps you to offer your customers an innovative solution to monitor the Internet
- Customers can use the system by themselves after short initial training period, only technical support is needed

NewsPoint UGC social media and user generated content monitoring

NewsPoint UGC is search engine created to search and retrieve user generated content: forum discussions, blogs posts and comments, microblogs posts and content from other social media. The browser has advanced possibilities of information management such as: e-mail alerts about new articles, reports generating in .pdf files, quantitative summaries in form of statistics. Is easy and intuitive to use. Final users of this solution are PR, marketing, interactive and advertising consultancies and also PR, marketing and social media specialists.

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NewsPoint feeds

NewsPoint feeds are tools addressed to these organizations, which want to include Internet search results in their intranets or technology addressed to their final clients. Feeds are addressed to large organizations, such as editors checking who is using their content, sales departments doing market information monitoring, government institutions doing advanced Internet search, or media monitoring companies planning to develop their internet tools.

Business advantages

- Easy to customize to your company's search and information management system
- You can offer your customers modern Internet monitoring solution or you can spare time devoted to search information by your employees
- Content from websites with news sections, forums, blogs and other social media, possibility to add easily new websites and languages
- Can be adapted to any language.

Company overview

NetSprint provides advanced IT solutions customized for Internet content search, management and monitor. Systems offered by our experts at NetSprint are based on 10 years of extensive experience in sector of search technology development.

Our solutions, used by leading European online publishers, allow for the building and reinforcement of relations with users and advertisers. **NetSprint** operates in Central Eastern Europe and in Scandinavian countries. Our strategic investor is Mecom Europe – the second largest daily press publisher in Europe.

We are the exclusive provider of advertisements in the **Adkontekst contextual advertising network**, covering over 1100 top opinion-making Polish websites, as well as the top search results from NetSprint.pl and WP.pl. Our total coverage is more than 15,9 million (more than 90%) Polish Internet users (Megapanel PBI/Gemius, November 2009).

We also offer dedicated solution, named **Information Access Platform**, based on the universal **NetSprint Advanced Search Platform technology**, which is used for searching and contextual presentation of corporate resources and websites. We provide enterprise search solutions especially adapted to needs of publishers, portals, verticals, corporations, online stores as well as "yellow & white pages".

Another area of our company's operations is Internet monitoring. **NewsPoint** and NewsPoint UGC are professional solutions that supports marketing and PR activities. NewsPoint monitors more than **17,000 websites worldwide and features 14 languages**. **NewsPoint UGC** is a solution, which monitors social media content, such as blogs, forums, microblogs and social networks (in Poland **575,000 forums** and more than **141,000 blogs**).

nsContext is a solution addressed to the media companies or advertising networks, which need a tool to build contextual ads network.

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