

From complex media pitches to simple social posts, everything verified, consistent, and ready to publish

**Lookatmedia™ is your single source of truth for high-value communications.**

It starts with insight. Identify opportunities in real-time media cycles.

Then act. Create highly targeted media pitches that reach the right journalists at the right moment. Publish compelling content to your media centre to attract coverage and shape your narrative in AI search. Build complete social media campaigns, all in one seamless workflow.

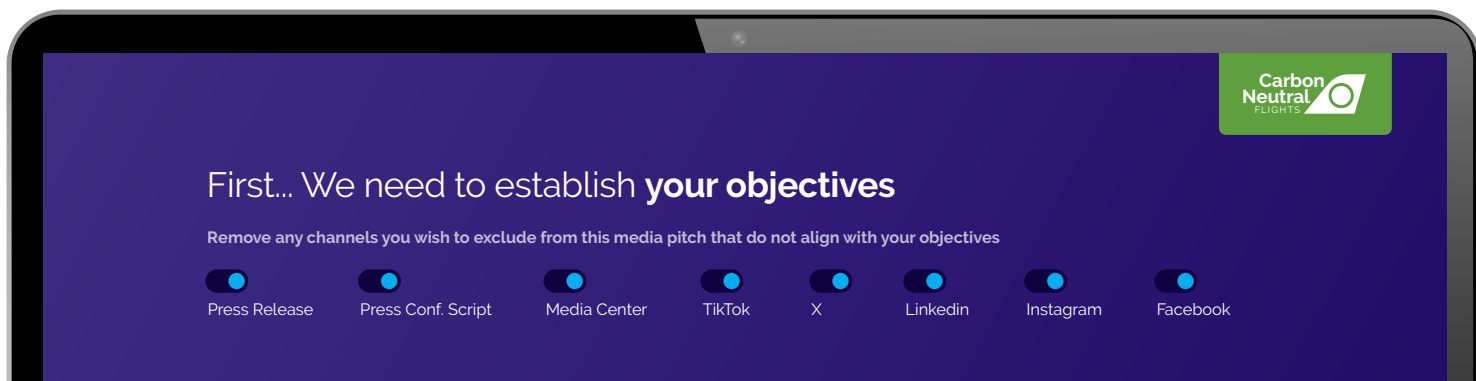
Everything is controlled, verified, and optimized, protecting your brand at every step.

**Opportunity Dashboard:** Lookatmedia™ helps PR teams identify and act on emerging media opportunities in the current news cycle before competitors.

**Threat Dashboard:** Lookatmedia™ alerts PR teams to emerging media risks early, enabling faster response to protect organisational reputation.



**Workflows Dashboard:** Lookatmedia™ lets you react fast and publish to the channels that matter without a full campaign.



## Lookatmedia™ Customizable Workflows

### When less is more

Not every moment needs a full campaign.

Sometimes you just need a post.

With Lookatmedia™, simply switch off the channels you don't need and move fast. Create exactly what the moment demands:

- Targeted media pitches
- Articles for your media center
- Press conference scripts in your spokesperson's voice
- Social posts or full content calendars

### Mix and match

Lookatmedia™ was built to the highest standard, content journalists would trust and publish. That same standard now applies to everything you create. So whether it's one post or a full campaign, your communications remain consistent, credible, and professional.

### The engine that's driving the new media and communications landscape

Behind it all is a powerful engine:

- A global journalist database
- A media-trained AI model
- Enterprise-grade digital asset management
- SEO and GEO Optimized media center

Everything working together as a single, reliable source of truth.

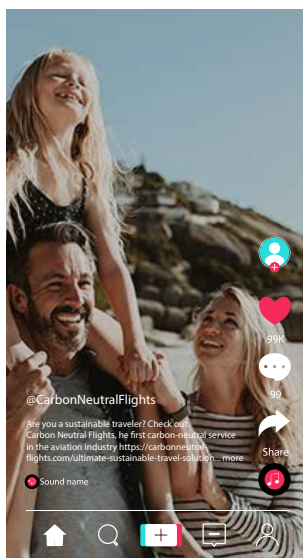
### Know before you act

Great communication starts with intelligence. Lookatmedia™ gives you real-time insight into threats and opportunities across your brand, competitors, and sector. Clear, at-a-glance dashboards help your team respond to what's happening now, or what's about to.

With Lookatmedia™, your team moves with clarity, speed, and confidence.



X



TikTok



Instagram



Media Center

#### Workflows Dashboard:

Lookatmedia™ lets you react fast and publish to the channels that matter without a full campaign.

