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Dods Group PLC (“Dods”, the “Company” or the “Group”)

RNS REACH – LAUNCH OF NEW PRODUCTS

Dods Group plc, a market leading business intelligence, data, media, training and events company, announces the launch of two new products.

Further to the Company’s investment in a leading PRTech company, Social360 Limited, Dods announces the launch of the new proprietary products: *Dods Signals and Unifeye*.

Dods Signals is a new solution that provides Dods’ Public Affairs customers with information alerts, both real-time as well as scheduled. These alerts cover a range of digital media, sourced from over 5,000 political influencers, with timeliness, accuracy and comprehensiveness. This product is expected to leverage Dods’ existing monitoring products and expertise.

Dods Signals applies technology to automate data aggregation and then customises insights as per customers’ specified criteria. This product utilises key social media profiles to provide a holistic view of commentaries across the political community, including not only politicians but also shareholders, customers, staff, rivals’ responses and influencers.

Dods’ second new product, Unifeye, is focused on corporate reputation.

Unifeye enables corporate communication professionals to switch focus from data collection from digital sources to taking action based on critical insight. Highly customisable, Unifeye intelligence reports highlight stakeholder perceptions and corporate reputation from over 50 million digital media sources in 70 languages, applying a sentiment score and tracking Reputation Value Index (RVI).

Unifeye RVI curates and contextualises social content, building on high-end trawling capabilities technology, with the analytical sophistication of a communications expert.

The service uses proprietary ranking of sources coupled with AI, with the algorithm learning which stakeholders are particularly influential in different sectors, regardless of their reach.

We believe that Unifeye adds a critical new dimension to allow clients to put real value on their reputation and manage it proactively.

For further information, please contact:

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