

Salient Characteristics  
Media Intelligence Software  
United States Army Cadet Command G6  
Building 1001  
Fort Knox, KY 40121

1. Media Intelligence platform with public relations software tools that **monitors** shall include:

- Approval Process Control
- Web Tracking

2. Media Intelligence platform with public relations software tools that **analyzes** shall include:

- Social Listening
- Content Management
- Boolean Search
- Competitive Intelligence
- Media Intelligence
- Advanced Analytics

3. Media Intelligence platform with public relations software tools that **distributes** shall include:

- Brand Guidelines
- Smart Alert
- Post Scheduling

4. Media Intelligence platform with public relations software tools that **engages** shall include:

- Influencer Relationship Management
- API
- Social Media Account Management
- Mobile Application
- Automated Publishing
- Device supported by Android, iPhones, iPads, Web-Based