AUGURE

POWERED BY

⊚ ARGUS DATA INSIGHTS

📊 OUR PROJECT – YOUR MEDIA SUCCESS

No matter if you are launching a new product, managing a traditional public relations campaign or planning an event – positive media resonance is essential for the success of your project and serves to cultivate your public reputation. You can actively promote the success of your project by selecting the right recipients, continuously providing them with relevant information, and incorporating the media results from your previous activities.

The AUGURE® software solution combines all the related process steps into a single platform, from planning to implementation and performance monitoring. It will help you professionalise your media reputation management and reduce the effort and time you spend on it.AUGURE® is already established as the leading software in this segmenton in the French and Spanish markets. Through its integration into the ARGUS DATA INSIGHTS® portfolio, the software is now also available on the German-speaking market.

⚙ AUGURE® FEATURES

My network

- Managing contact data of journalists, bloggers, influencers and VIPs in compliance with the GDPR
- Integrating various journalist databases, such as Zimpel, Stamm and in-house databases
- Identifying contacts and defining recipient groups

My project

- Preparing and sending invitations
- Logging and managing RSVPs
- Tracking event attendance
- Managing registration and seat reservations
- Sending review products
- Scheduling live demonstrations
- Creating and sending professionally designed documents and media releases

My success

- Receiving project-related media content (full range of national and international media)
- Distributing published articles in a visually appealing digital media review
- Monitoring relevant key figures with well-organised dashboards
- Managing follow-ups (e.g. feedback, meeting minutes and press releases)

* Additional features such as public affairs management, accreditation of journalists and fleet management are also available.