

Onclusive launches Unified Platform, connecting media monitoring, measurement and PR workflows

New platform simplifies workflows for communications teams with a single login, unified data, and AI-powered insights across all media

NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Onclusive, Europe's largest media intelligence company and owner of Critical Mention, today announced the launch of a powerful new platform that brings together media monitoring, measurement and management capabilities into one integrated environment.

Communications teams face intensifying pressure to demonstrate commercial impact, manage shrinking media ecosystems, and adapt to AI-driven change. According to [Onclusive's 2026 Outlook survey](#) of 300 PR, communications and marketing professionals, more than half expect connecting communications efforts to revenue and business growth to be a top challenge in 2026. Nearly half also say proving ROI beyond vanity metrics remains a key concern.

Yet many teams still rely on disconnected tools and datasets, making it difficult to turn media intelligence into action, demonstrate business outcomes and align communications activity with wider marketing goals.

Onclusive's AI-powered Unified Platform gives PR, communications and marketing professionals one place to engage journalists, manage essential workflows, monitor coverage and analyze media performance across earned, social and AI. A single login, shared data foundation and consistent interface enable teams to move more easily from insight to action.

The platform brings together three core modules:

- Mention – the established media monitoring & analytics capabilities customers know and trust from Critical Mention, with expanded global print, social channels, and premium content.
- Measure – advanced analytics, including the recently launched GEO Analytics solution, which helps organizations measure and improve their visibility across AI search platforms.
- Contact – an enhanced, AI-powered media contacts database combined with media relationship management, content distribution and PR workflow capabilities.

Saurabh Goorha, Chief Product & Technology Officer at Onclusive said, "Communications and

Marketing teams need to move quickly from insight to action. The Unified Platform connects the data and workflows they rely on every day, providing a single environment that reduces complexity and gives teams the clarity they need to act with confidence. They have one login, one source of truth, and one consistent view of communications performance, all in a seamless integrated workflow experience."

The Unified Platform is underpinned by Onclusive's Global Content Hub, which brings together global media content and AI-powered enrichment in a shared data environment. It covers over 30,000 print titles, three million online sources, 3,000 broadcast sources, and 9,000 podcasts, including directly licensed and paywalled content. Onclusive also operates its own broadcast capture infrastructure, using AI speech-to-text and computer vision technology to monitor television and radio coverage.

Commenting on the launch, Onclusive CEO, Peter Harris, said, "PR, communications and marketing professionals have long had to work across disconnected tools and datasets. Our Unified Platform brings those activities together, powered by the consistent data foundation of our Global Content Hub - the most powerful integrated media database in the world. It gives teams a more connected way to manage their work and prove the value they deliver."

Enhanced media contacts database and PR workflows

As part of the launch, Onclusive is introducing significantly enhanced media contacts and PR workflow capabilities for the US market. Communications teams can now:

- Find journalists based on what they are writing about with the largest global news coverage set across print, online, social and broadcast.
- Record contact interaction & team collaboration with the PR CRM tool.
- Distribute press releases and related content to relevant media contacts.
- Create and manage own media including hosted press releases & online media newsrooms.
- Track engagement, resulting coverage and campaign performance within the same platform.

The Onclusive Unified Platform is available in the US from September 1, 2026.

To learn more or request a demonstration, visit: <https://onclusive.com/products/unified-platform/>

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