



We put the power in your hands!

Media solutions from Trendency
MIND & News Pulse



Take Your Operations to the Next Level

The democratization of content and the rise of social media have created new challenges for digital publishers. Staying ahead in the news race, keeping up with Hot & Fresh topics, and making the most of available data are no longer optional—they are essential for optimizing daily operations and supporting strategic decision-making.

To address these challenges, we offer tailored solutions developed in close collaboration with leading editorial teams.



Measurable Results



Identify and Solve Key Challenges

- Increase your audience with our proven solutions
- Boost advertising revenue by attracting and retaining readers
- Track user behavior and identify trending topics in real time
- Optimize your editorial team's workflow and improve journalist productivity.
- Stay ahead of the competition with the latest technologies and win the battle for your audience's attention.

Measurable Results

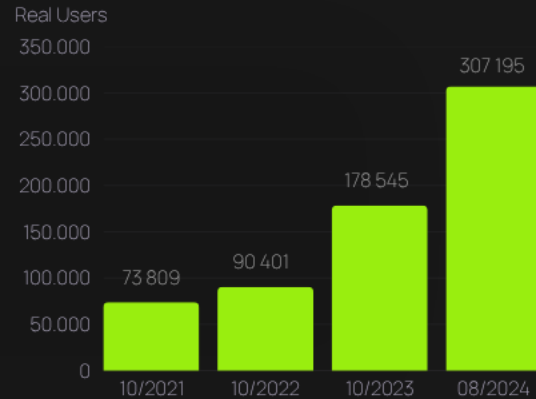


1 Average Readership Growth at Magyar Nemzet

Our innovative solution played a key role in significantly increasing the number of visitors to mno.hu.

Source: Gemius - Internet, TV and Radio Audience Measurement

+308%
REAL USERS GROWTH
2021-2024



2 Development of a Content Recommendation System for Portfolio.hu

Average Monthly Traffic

3M
WITHOUT TRENDENCY

16M
WITH TRENDENCY



20M
RECORD

3 4 Media Brands Taken to the Next Level Change Compared to the Average Daily Audience in 2023

Bors Online
borsonline.hu

282%
+1.17M users



Világgazdaság
vg.hu

275%
+481K users



Magyar Nemzet
mno.hu

177%
+324K users



Regional News Network
19 regional portals

272%
+752K users



M.I.N.D.

We have developed a unique analytics platform that consolidates and synthesizes information from multiple data sources to support smarter decision-making.

- Built-in, custom AI tools
- Proactive decision support based on multiple data sources
- Advanced performance analytics with intelligent algorithms and topic clustering
- A 360° view of your website's performance and audience behavior

News Pulse

Our powerful international media monitoring solution tracks more than 200 leading media outlets in real time.

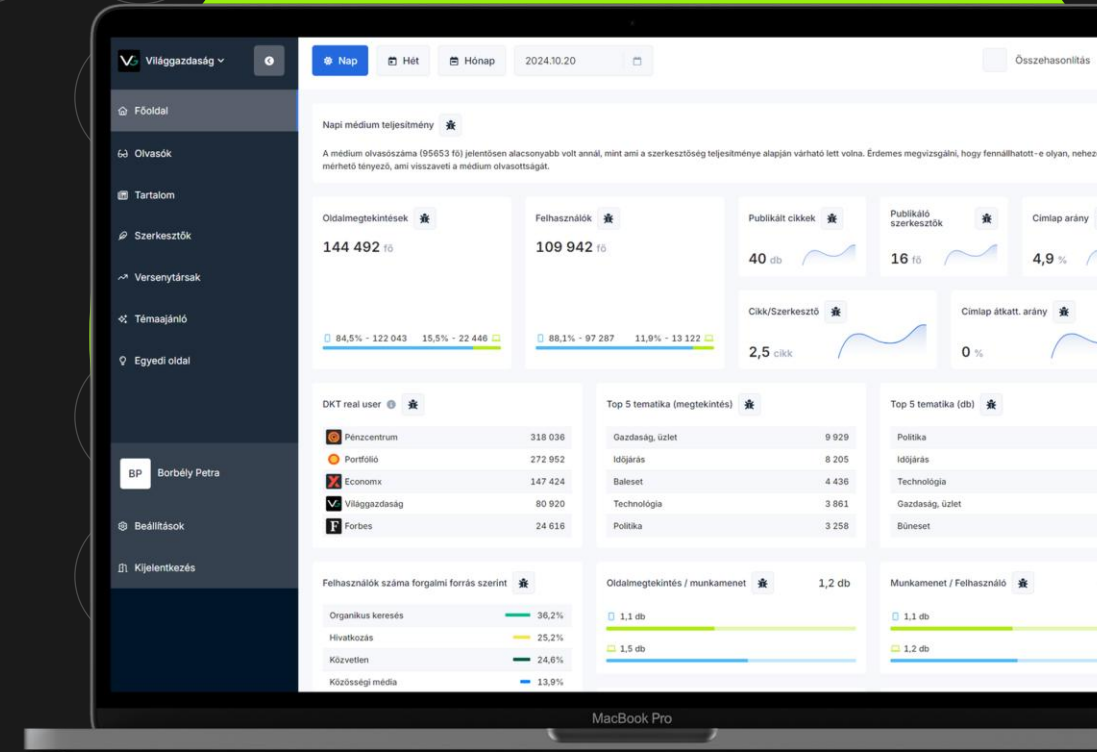
- Built-in, custom AI tools
- Stay up to date with the latest Hot & Fresh, Top 10, and trending topics, with filtering by category or country
- Developed in close collaboration with leading Hungarian editorial teams

MEDIA INSIGHT DISCOVERER | FROM TRENDENCY

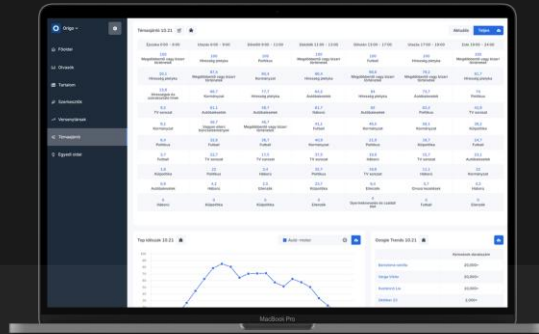


Our very own J.A.R.V.I.S. Everything you need to run your newsroom with confidence.

- > Fast, comprehensive media performance summaries
- > In-depth analytics to understand the “why”
- > Predictive solutions
- > Comprehensive competitor analysis
- > Custom data interpretation solutions:
 - Topic classification
 - Grouping of articles and editors
- > Integration of multiple data sources:
Google Analytics • Gemius • CMS • Social listening tool



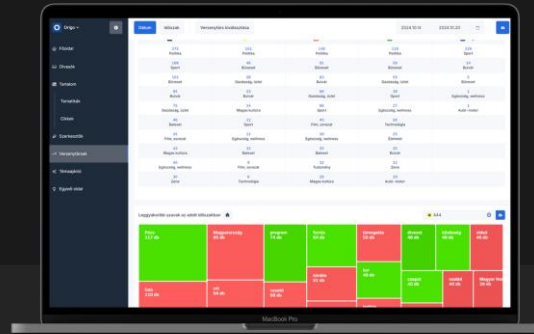
MEDIA INSIGHT DISCOVERER | FROM TRENDENCY



Topic Recommendations

Powered by Predictive AI

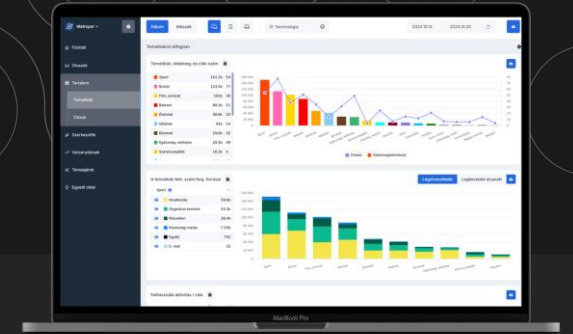
- Combined analysis of historical and recent data
- Daily Top 10 topics
- Hourly topic insights
- Google Trends integration



Competitor Analysis

A unique content analysis solution for identifying shared success factors.

- 50+ media outlets
- Statistical and content-based analysis
- Missed opportunity detection



Articles & Editors

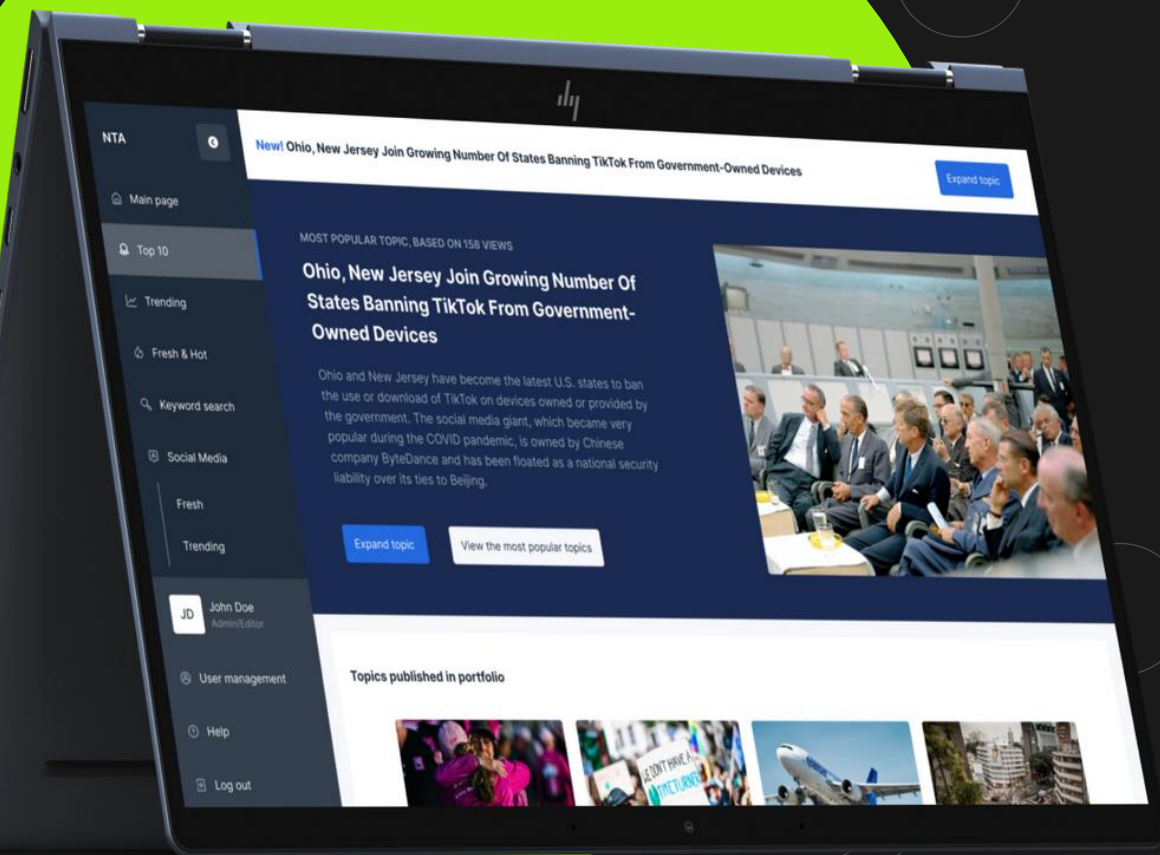
Performance Analytics

- Readership and traffic data
- Traffic sources
- Facebook performance
- Quickly identify top- and lowest-performing content
- Fast and easy comparison
- Custom analytics
- Export options

FROM TRENDENCY

News Pulse

Keep your finger on the pulse of the media industry.
Real-time insights for faster, smarter decisions.



- > Dramatically speed up topic discovery and stay up to date with the stories your audience cares about
- > AI-powered capabilities:
Hot & Fresh • Top 10 • Trending
- > Real-time monitoring of 200+ media outlets
- > Filter content by topic
- > Google Trends integration
- > Monitoring of leading Hungarian social media profiles
- > Language-independent operation

FROM TRENDENCY

News Pulse

Top10

A curated collection of the stories that generated the highest audience engagement over the past few days.

Hot & Fresh

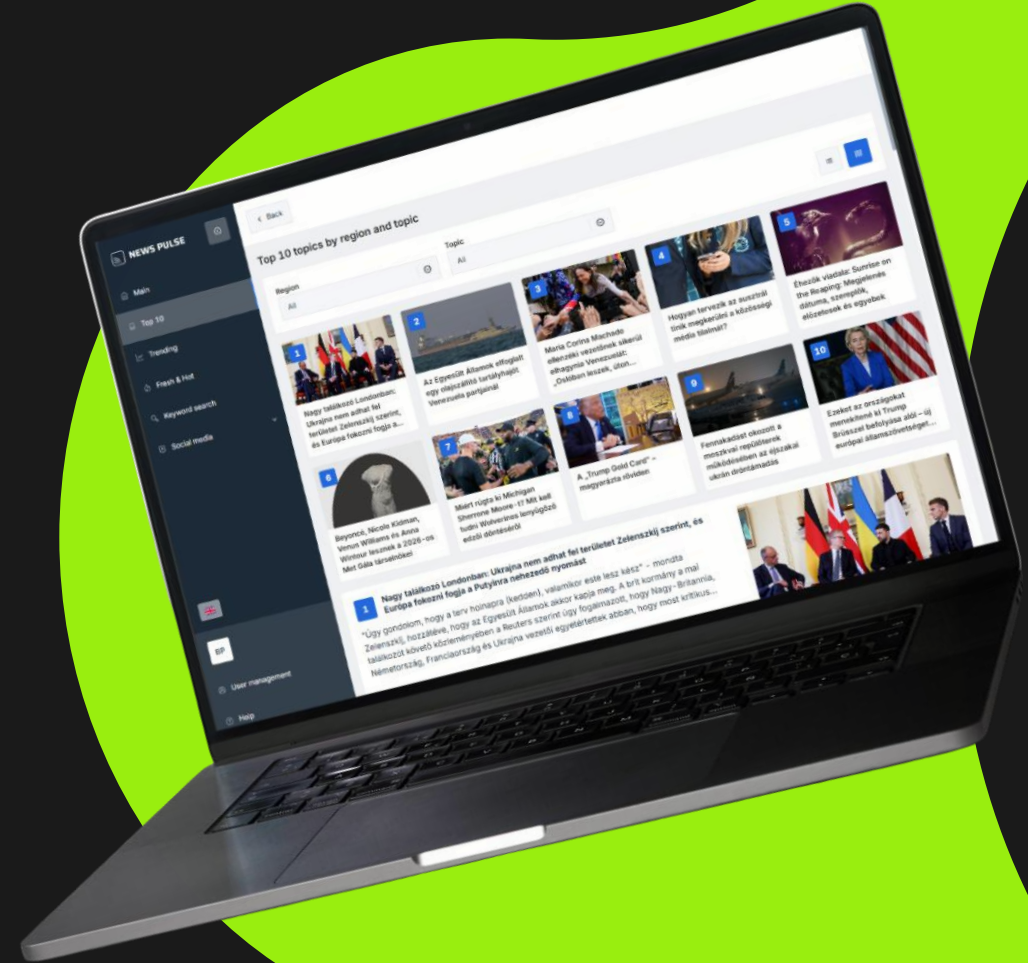
Topics that have generated the highest audience engagement over the past 2 hours.

Trending

A collection of stories based on the keywords trending in Google Trends over the past 48 hours.

Social media

- Monitoring around 100 Facebook pages of celebrities and public figures
- Instant access to the latest posts
- Rapid reaction monitoring and spike detection





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Let's Talk

