

Helping reputation management professionals and media monitoring platforms protect their clients from misinformation

NewsGuard's data helps media monitoring, public relations, social listening, and reputation management companies deliver superior insights to their clients, including crucial context about the quality and trustworthiness of websites and social media channels they appear on.

Equipping reputation management, public relations, social listening, and media monitoring companies with tools to identify credible news.

NewsGuard offers unparalleled media insights for clients who want a deeper understanding — through the authoritative judgment of journalists — of the sources that cite them online. Our tools, powered by human-vetted data, help both professionals and platforms distinguish between earned coverage on quality journalism sites and potential misinformation on sources that have previously published hoaxes.

- **NewsGuard Reliability Ratings:** Access NewsGuard's website ratings dataset directly or integrate our API into your dashboard for automated contextual information about sources and links on your platform.
- **NewsGuard Insights Dashboard:** Equip PR professionals and account managers with an easy-to-use dashboard to look up information sources, track top misinformation narratives, and get alerts if ratings on monitored websites change.
- **NewsGuard Ratings and Icons:** Use NewsGuard's rating data and Nutrition Labels in coverage reports and analytics summaries for clients, providing additional metrics to evaluate the quality of reach or flag potentially untrustworthy reporting.

[Get a Free Demonstration](#)



“With NewsGuard's best-in-class credibility ratings now integrated into our platform, PeakMetrics clients can track relevant mentions and narratives while immediately understanding critical context.

NewsGuard's Nutrition Labels shine a light on how ratings are determined, enabling our clients to take swift action when risky

misinformation is exposed. Our platform's reputation management solutions are now available to our clients.”

narratives spread or adverse mentions occur on unreliable sites.”

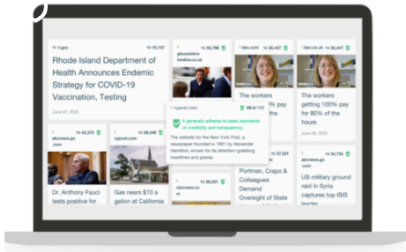
Nick Loui
CEO, PeakMetrics

CASE STUDY

Pulsar Platform Integrates Reliability Ratings Data into Audience Intelligence

Global audience intelligence platform Pulsar partnered with NewsGuard in February 2022 to provide PR experts with NewsGuard’s Reliability Ratings, indicating the general trustworthiness of thousands of news organizations.

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INSIGHTS POST

How the U.K. Government Used NewsGuard’s Pulsar Integration To Detect Misinformation Narratives

The U.K. Government’s Department of Culture, Media and Sport (DCMS) analyzes public conversations to inform government policy and communications with the help of Pulsar and its NewsGuard integration.

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PRESS RELEASE

PeakMetrics Brings NewsGuard Source Ratings to Clients, Helping Them Manage Brand Risk

Brands on PeakMetrics can track the prominence of relevant narratives over time, filter their mentions or search results by NewsGuard credibility level, and see whether their brand or competitors appear on credible news sources or on misinformation websites.

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