CONSULSAT

COMPANY PROFILE 2026

ConsulSat Media Intelligence

See beyond the headlines. Understand what matters. Make better decisions.

November 2026

consulsat.co.ke

WHO WE ARE

Scattered public information, turned into clear, source-backed intelligence.

ConsulSat combines a media-intelligence platform with years of research experience, so every insight is tied to a source and shaped by people who understand the context.

01

Media intelligence

A platform that turns public coverage into structured, source-linked insight.

02

Research heritage

Market, customer, social and media research experience since 2014.

03

Sudan focus

Built around Sudan’s media environment, sectors and languages, with project experience across the region.

THE CHALLENGE

The challenge is not a lack of information.

It is identifying the information that matters, understanding its context, and acting on it in time.

01

Limited visibility

Conversations are spread across many channels.

02

Delayed awareness

Issues are noticed only after they spread.

03

Fragmented information

Manual tracking, with no consolidated view.

04

Unclear perception

Unsure how stakeholders and competitors are discussed.

05

Hard to measure impact

Campaigns, reactions and trends are not connected.

THE PLATFORM

From media noise to action

1

Monitor

Relevant media and agreed digital sources.

2

Detect

Mentions, topics, complaints and positive narratives.

3

Understand

Sentiment, themes and competitor activity.

4

Prioritize

What needs attention, verification or a response.

5

Act

Alerts, dashboards and reports that support decisions.

Depending on the agreed service scope and available source coverage.

HOW IT WORKS

Intelligent monitoring, supported by human expertise.

01

We start with you

Your sector, priorities, competitors and the topics that matter to your organisation.

02

Your Fingerprint System

Information is organised by relevance, topic and priority, with source references, and reviewed by analysts.

03

Decision-ready insight

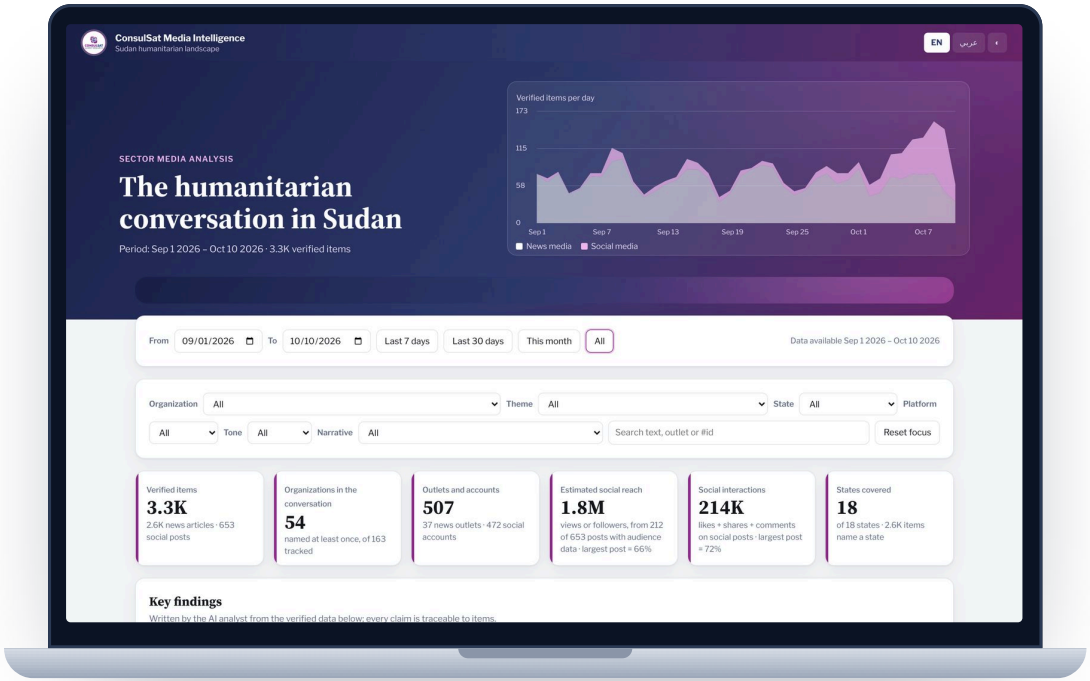
One focused report: what happened, how serious it is for you, and a suggested response.

Human expertise at every step. Not automation alone.

THE PLATFORM

The ConsulSat Console

Three connected parts, one source of truth.



Sudan humanitarian landscape in the ConsulSat Console, 1 Sep to 10 Oct 2026.

01 **Landscapes**

Show a whole sector: who is covered, how much is published and how each organisation is discussed.

02 **Client dashboards**

Each client opens their own dashboard, with only the information that concerns them.

03 **Articles**

The searchable store behind both. Every item traces back to its outlet, title and theme.

3.3K
verified items

507
outlets and accounts

18
states covered

THE PLATFORM

Four views built for you

Tailored to your sector, not a generic classification.

01

Risks

Complaints, rumours and issues that could affect trust.

02

Competitors

What others announce and say, and how people react.

03

Opportunities

What people ask for and cannot find, and experiences worth building on.

04

Reputation

Whether public feeling toward you is positive or negative, and how it shifts.

SERVICES

Media intelligence, backed by a full range of research.

Media intelligence sits alongside our research practices. Every study shares the same analysts, field team and quality control.

PLATFORM + ANALYSTS

Media Intelligence

We turn scattered public coverage into clear, source-backed intelligence for organisations in Sudan, shaped by analysts who understand the context.

- Monitoring of relevant news, TV, radio and agreed digital sources
- Sector Landscapes and client dashboards
- Alerts, summaries and source-linked reports
- Human review of what matters

01

Market research

Markets shift constantly. Regular research keeps you ahead of trends, reduces business risk and shows where to grow, whether you are starting a business or a new product line.

02

Customer research

The voice of your customer: what drives their behaviour, how they buy and what keeps them loyal, so you can profile customers and run better targeted campaigns.

03

Social & policy research

We work with governments, ministries, multilateral organisations and other policy makers on challenges such as youth unemployment, gender inclusion and education.

04

Media research & monitoring

See the media climate around your organisation at a glance, plan and evaluate campaigns, and build ads around how your audience actually consumes media.

WHO WE SERVE

Built around each sector’s own questions.

01

NGOs and humanitarian

Understand the context. Hear community concerns. Strengthen decisions.

Humanitarian and development organisations work where information is scattered and fast-moving. We help you follow how needs, access, funding and your own work are discussed, and hear what communities say.

02

Telecom

Understand customer frustration. Monitor service perception. Stay ahead of the market.

Network quality, prices and customer care are discussed in public every day. We show you where complaints start, how they spread, and what competitors announce.

03

FMCG

Understand what consumers say. Track brand performance. Identify opportunities.

Prices, availability and campaigns shape what shoppers choose. We track how your brands are discussed and measure what drives purchase.

04

Banking and finance

Protect trust. Understand customer concerns. Monitor the competition.

Trust is a bank’s most valuable asset. We help you see how customers and the public talk about you, and give you research across customers, employees, suppliers and competitors.

WHY CONSULSAT

We don’t hand you the news. We tell you what it means for you.

01

Human expertise

The Fingerprint System is shaped and reviewed by analysts, not automation alone.

02

Built for your context

We read how your audience actually writes: Arabic, Sudanese dialect and English.

03

From headlines to decisions

One focused report: what happened, how serious it is, and what to consider next.

04

A connected view

Social media, television and radio together, so you see the whole path of a story.

OUTCOMES

From media noise to actionable intelligence.

01

Greater visibility

See how you are discussed across monitored sources.

02

Earlier awareness

Spot important developments sooner, where coverage allows.

03

Reputation management

Respond to emerging concerns and positive narratives.

04

Better-informed decisions

Give leaders structured information and context.

05

Competitive awareness

Follow competitor activity and shifts in public discussion.

06

Focused communication

Refine messaging and priorities with public evidence.

> Media intelligence helps you move beyond collecting news to understanding its significance, so you can see what you might otherwise miss and respond more thoughtfully.

SELECTED CASES · MEDIA INTELLIGENCE

Mapping the humanitarian conversation in Sudan

5.5K items | 163 organisations | 1 Sep to 21 Oct 2026

The challenge

UN agencies, the Red Cross and Red Crescent, international and Sudanese NGOs, donors and authorities are discussed across many channels. Following needs, access, funding and protection, and how each organisation is covered, is hard to do by hand.

Our approach

We built a live sector Landscape in the ConsulSat Console. Coverage is organised by relevance, topic and priority with the Fingerprint System, every item linked to its source, and reviewed by analysts.

Client impact

One view of the whole humanitarian sector: who is covered, how much is published and how each organisation is discussed, ready to filter into each client's own dashboard.

HOW TO START

We start with your problem, not with our platform.

1

Discovery meeting

We identify your key information needs and priorities.

2

Agree the scope

Relevant sources and monitoring priorities, set together.

3

See it for your case

A tailored demonstration on a clearly defined use case.

CONSULSAT

Turn your business challenge into an opportunity.

Tell us your objective and one of our consultants will reply with a proposed approach.

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Coverage and analytical capabilities depend on available sources and the agreed service scope. Findings support decision-making and should be verified where necessary. © 2026 ConsulSat Market Research.