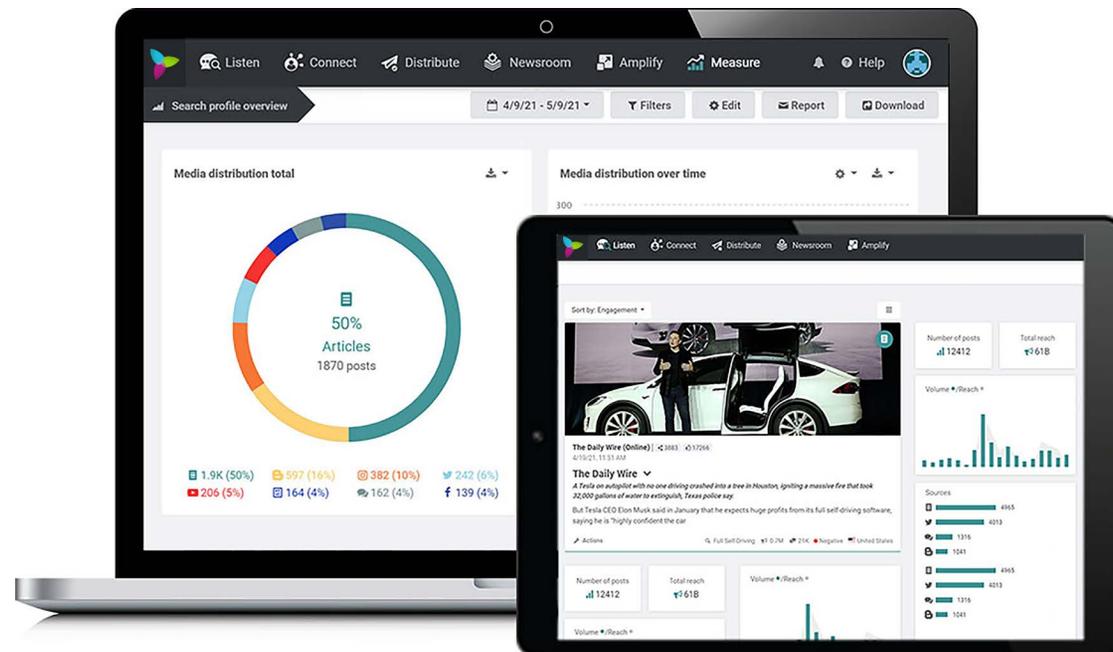


# Notified PR Platform

**Monitoring, media contacts, distribution, and measurement – all in one place.**

The **Notified PR platform** powers your communications with social listening and media monitoring, a media contacts database, GlobeNewswire press release distribution, newsroom publishing, and PR measurement. It's built to support your PR workflow with integrated, user-friendly tools in one place – no more disconnected systems and logins.

Real-time data and analytics flow seamlessly, providing you with a unified data layer and a single source of truth to help you measure your performance and ROI across social media and earned media. Our technology innovates at the speed of communications, taking advantage of artificial intelligence (AI) to quickly surface actionable insights so you can make more informed business decisions.

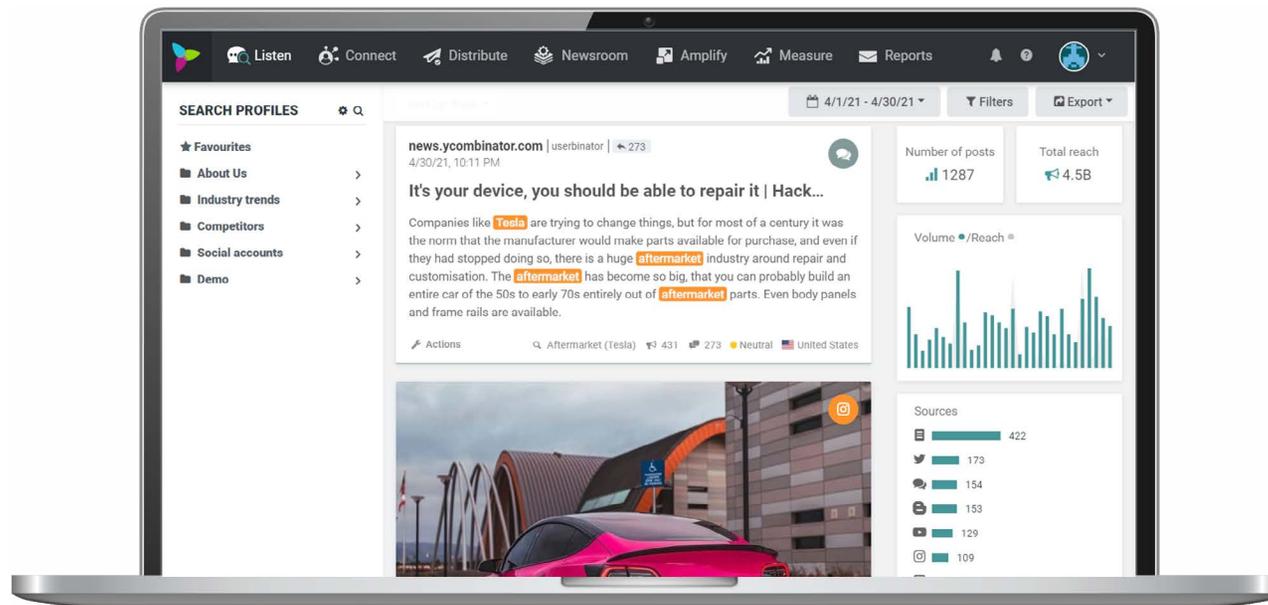


# Listen

Harness the power of real-time social listening and media monitoring

Get an instant view of media exposure and brand mentions across all global news outlets (online, blogs, print, broadcast and podcast) and tap into millions of social media sources from more than 150 countries. Monitor the entire media ecosystem and stay on top of your brand's reputation, potential crises, moves by your competitors, or specific industry news.

Listen surfaces brand mentions that you can curate as custom reports and customizable coverage books to share across your organization. Easily publish the content you uncover directly to your integrated online newsroom so it's always up to date for media, employees, and customers. Listen dynamically surfaces the most active journalists writing about your search terms and keywords; these are timely, relevant contacts you can add to your media list for your next press release or contact directly as part of your outreach.

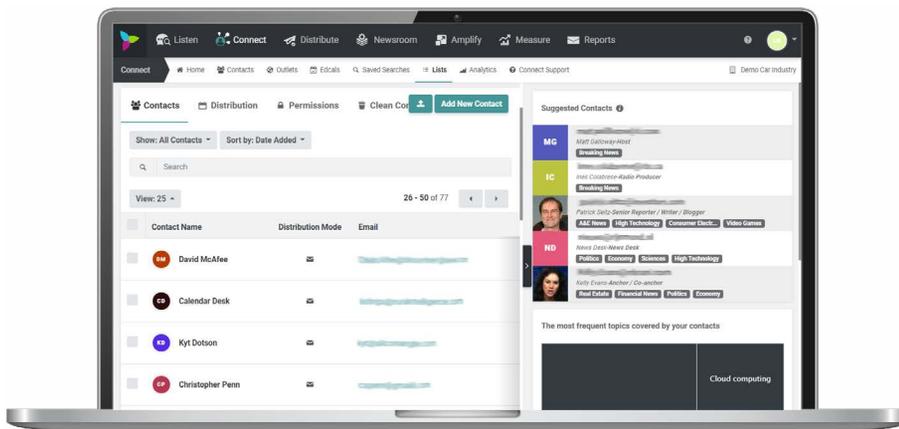


# Connect

Enhance your PR outreach with a smarter media database

Discover journalists from around the world and build a tailored media list. Our recommendation engine automatically surfaces relevant journalists to you in real time with the help of artificial intelligence (AI) – you'll uncover media contacts you might not already be aware of! You can also search our database of global contacts which is updated and verified by our in-house research team.

Connect pinpoints relevant journalists in real time based on the monitoring you've done in Listen. Set up a new search to quickly uncover relevant contacts, and augment your list with contacts you find in the database. As you're getting your press release ready to send, search for the most relevant media contacts and add them to your distribution list. With hundreds of thousands of contacts and editorial calendars, it's easy to find the information you need, and be more successful with your media outreach.



## Now available: Enriched Email

Reach key influencers with feature-rich, engaging emails. Take advantage of flexible templates and simple layout tools.

# Distribute

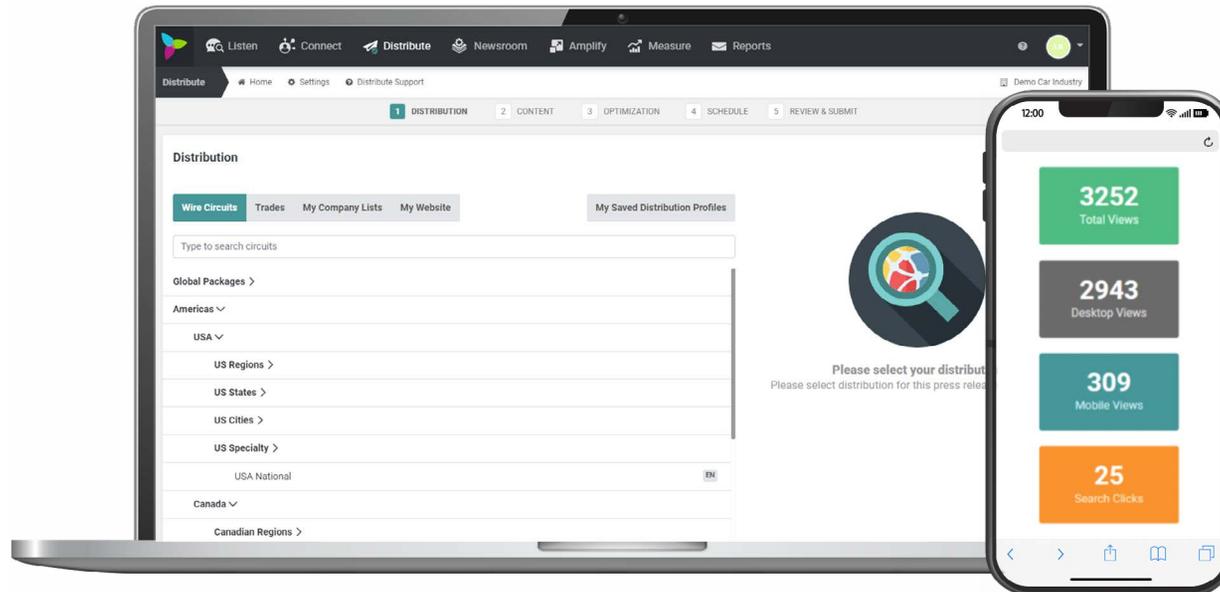
Share your news and drive media attention with GlobeNewswire press releases

Share your news with media, influencers and consumers worldwide. Generate more earned media opportunities, boost online discoverability and increase brand awareness, and be the trusted source of news and information about your company.

GlobeNewswire is integrated within the Notified PR platform, giving you access to one of the world's largest newswires – choose from more than 1,000 newlines to target your news by geography, industry, and media type.

Distribute your news to the media contacts you uncover in Connect. To better align your content with your target audiences, do a real-time search in Listen for trending topics, keywords, and influencers related to your release. Get post-distribution [earned media reports](#) powered by Listen that show you articles, exposure, sentiment, and related topics – the data and insights you need to tie ROI directly to your press releases.

You can even share GlobeNewswire press releases directly to social media with the image of your choice.

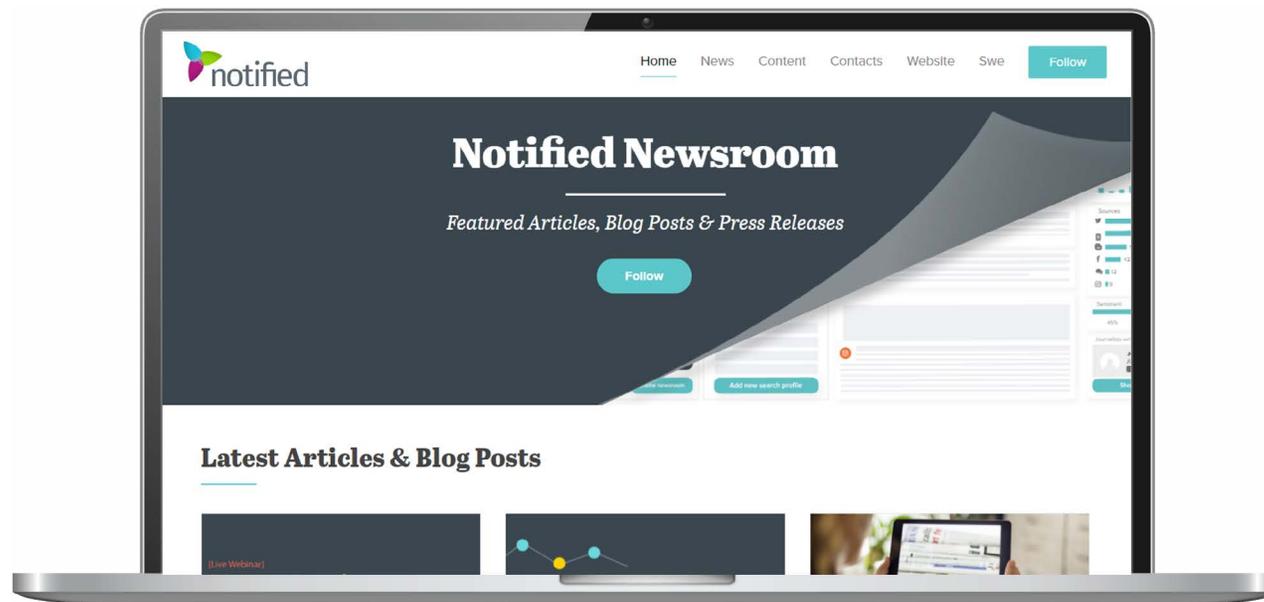


# Newsroom

Build and manage an engaging online newsroom

Easily build an online content hub that curates your owned, earned and social media. It's easy to set up and manage, and fully customizable to match your brand. And the best part? It will never be static – the news articles, social media posts, and other content you surface in Listen can be published in your newsroom. It's easy to maintain updated, engaging content and an authentic brand experience.

Your newsroom is powered by the content you uncover in Listen. Easily keep it updated with the social posts and news articles from your searches and publish content in real time. Include your GlobeNewswire press releases and invite journalists to follow you with a simple click. Your online newsroom is one of the first places people visit for information about your company, so make sure yours is updated and engaging.





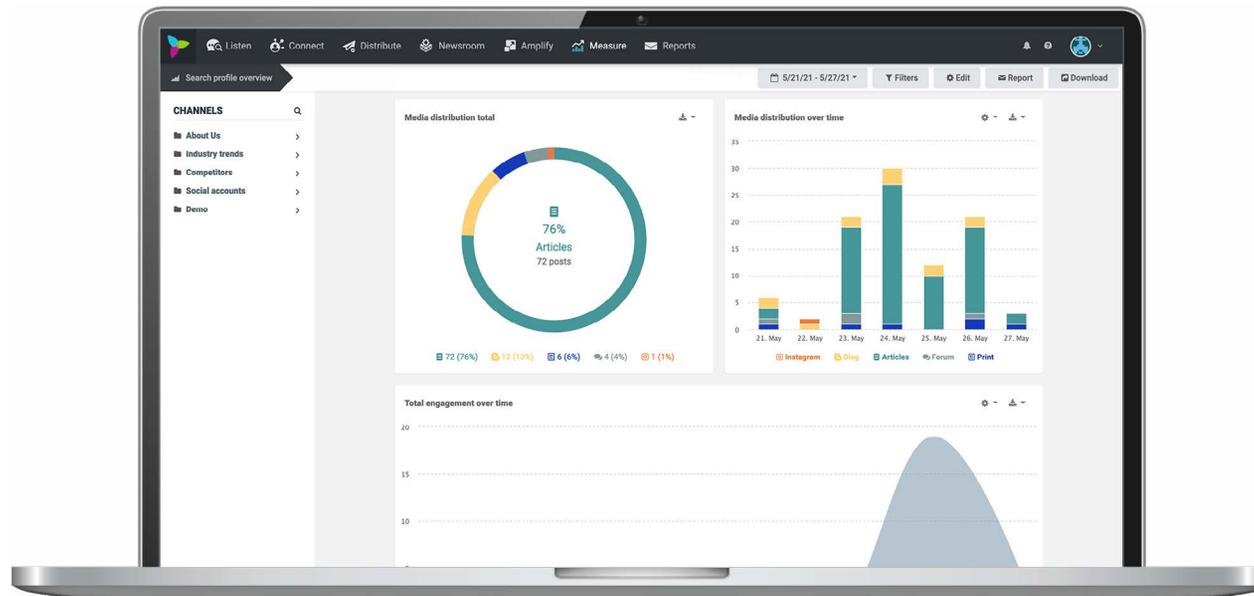
# Measure

Get a complete overview of your performance

Get detailed PR performance metrics and insights across your earned media, owned social accounts, and PR outreach with the full picture that you need to prove your business impact. Brand tracking, competitive benchmarking, media coverage – measure all of it in one place.

Understand the reach and resonance of your key messages and brand. Data-rich visualizations help you measure awareness and reputation with sentiment, share of voice, message pull-through, and more.

Measure presents visualizations of the real-time information and analytics that flow seamlessly throughout the Notified PR platform. This dynamic, unified data layer provides you with a single source of truth to help you measure your ROI across social and earned media. Press releases, key messages, customer sentiment – continuously track all of your activity in one place, with correlated performance reporting.

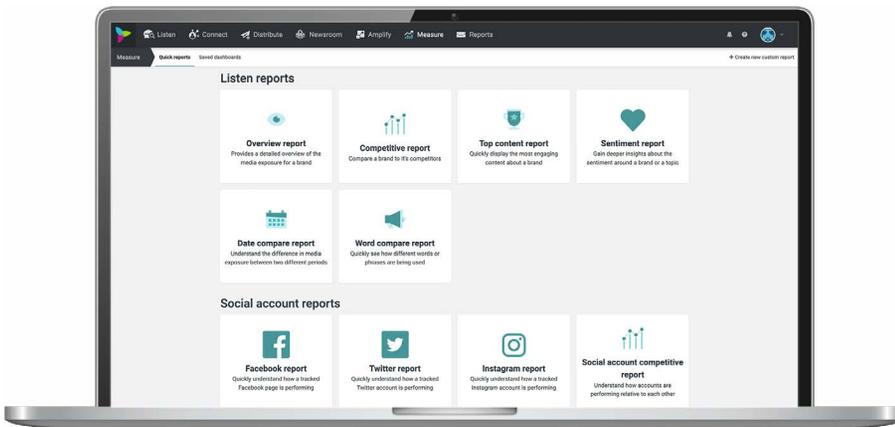


# Reports

Empower your team with media insights and real-time alerts

Make knowledge a resource within your company through daily, weekly or monthly reports. Different teams have different information needs, so we make it easy to set up custom reports that automatically keep everyone on top of news, social conversations, and media mentions. Create newsletters, peak alerts, instant alerts, and [Coverage Books](#).

In addition to our built-in reports, we can provide [Executive Media Briefs and Media Analysis Reports](#) that are human-curated and customized to your specific needs. You'll see complete coverage of your brand across global media sources with reports tailored to you by our in-house research team.



## Now available: Custom Newsletters

Share your coverage and content in customizable, branded digital newsletters without time-consuming design and manual content compiling from multiple sources.

# | Feature Breakdown

## LISTEN FEATURES

- Real-time monitoring ✓
- Social listening ✓
- Automated sentiment analysis ✓
- Boolean search queries ✓
- Twitter firehose ✓
- API solution ✓

## CONNECT FEATURES

- Global AI-powered journalist database ✓
- Automatic outreach suggestions ✓
- GlobeNewswire media database ✓
- Media contact import / export ✓
- Rich profile info ✓

## DATA COVERAGE

- Articles across 170,000+ news sites ✓
- Millions of blog posts ✓
- Everything on Twitter worldwide ✓
- Public posts to millions of Facebook pages ✓
- Any public Instagram post ✓
- 10 million+ daily posts to discussion boards ✓
- Millions of videos posted to streaming sites ✓
- TikTok most popular content ✓

## PUBLISH FEATURES

- Easy newsroom page builder ✓
- Automated content feeds ✓
- Press release creation/publishing ✓
- Press kits ✓
- Performance analytics (newsrooms & outreaches) ✓
- Custom newsroom domain ✓
- API access ✓

## ADD-ONS

- Podcast monitoring Additional cost
- Broadcast monitoring Additional cost
- Lexis-Nexis or NLA premium content Additional cost

### AMPLIFY FEATURES

- Visualization themes ✓
- Moderation function ✓
- Embeds into CMS ✓

### MEASURE FEATURES

- Custom dashboards ✓
- Social account analytics ✓
- Competitive benchmarking ✓
- Campaign measurement ✓
- Brand measurement ✓
- Automatic sentiment analytics ✓

### REPORTS

- Automated reports ✓
- Peak alerts on chosen mentions ✓
- Push notifications ✓
- Newsletters ✓
- Quick-click reports ✓
- Custom reports ✓
- Coverage Books ✓
- Media Impact Reports ✓

### GENERAL FEATURES

- iOS & Android App ✓
- Email & chat support ✓
- Dedicated Account Manager ✓

The Notified PR platform is available in a number of different subscription levels. Whether you're a small corporate team that needs a solution for media monitoring and influencer engagement, or a large agency looking for a scalable platform to manage multiple client brands, we can help.

Contact us for more information.

## | About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

**Notified Event Cloud** lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

**Notified PR Cloud** helps you optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success.

**Notified IR Cloud** lets you manage stakeholder communications and regulatory requirements to maximize shareholder value. Tell your investment story with high-impact, multichannel solutions – earnings announcements, press releases, webcasting, virtual events, and IR websites.

Visit [Notified.com](https://www.notified.com) to learn more.

