

Notified Public Relations Solutions

PR Support from Message to Measurement



Overview

Notified's public relations solutions include software and services to help you increase earned media, manage reputation and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send press releases, secure media coverage, and measure success – all in one place.

Gain insightful data for every kind of communication.

Expand the reach of your stories to build community and media engagement



NOTIFIED PR PLATFORM

- Media Monitoring
- Social Listening
- Media Contacts Database
- GlobeNewswire Distribution
- Online Newsrooms
- Social Amplification Feeds
- PR Measurement



GLOBENEWSWIRE DISTRIBUTION

- 158 countries; 35 languages
- More than 1,000 newslines
- Multimedia Snippets
- Regulatory Filings
- Editorial Support
- Translation Services
- Newswire Analytics
- AI Press Release Generator



INSIGHTS & ANALYTICS SERVICES

- Custom Reports
- Executive Media Briefs
- Media Analysis Reports
- Reputation Audits
- Research Team Curation
- Quantitative Data
- Qualitative Analysis
- Robust Insights

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We Get You

The C-suite has turned to PR teams to lead the response to major global events — complex social issues, geopolitical challenges, stock market uncertainty and ESG and sustainability initiatives.

Our survey created in partnership with PRWeek found that more than 85% of PR pros believe PR has a stronger position within the C-suite than ever before.

This includes:

- **Increased C-suite visibility**
- **Expanding expectations**
- **More measurement needs**
- **Leadership focus on brand stories**
- **Growing content cultivation**
- **Confusing data and analytics**



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Key Benefits

We have the PR tools and support you've been looking for. You get integrated solutions for all your PR communications needs, including media monitoring, press release distribution, media contacts database, customizes reporting, and more.

Benefits of Notified's Public Relations Solutions:

- **Easier workflow:** Eliminate the need to subscribe to multiple platforms for different areas of your work
- **More up-to-date contacts:** Combine artificial intelligence and machine learning technology with a team of media analysts to keep your media contacts database up to date
- **Better accuracy and relevance:** Leverage insights & analytics experts to create media briefs and media analysis reports
- **Market-leading integration:** Get media monitoring and social listening, media contacts, distribution, and PR measurement ALL in one place
- **Extensive metrics:** Access media impact reports on earned media coverage, press release Unique Readers, sentiment, social media engagement, reach, and more
- **World-class service:** Turn your messaging into stories with a wide range of public relations services from editorial support to custom reports
- **Reliable, secure, scalable technology:** Feel confident with battle-tested technology used by the world's largest organizations for their most critical communications.



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For All Your Public Relations Needs

Looking to tell a memorable story that builds your brand and increases community engagement? Want to support your client's campaign or develop a communications program to launch a new product to the market?

The truth is, there are many use cases out there, but finding the right solution isn't easy. Notified's public relations solutions include integrated, intelligent and easy-to-use software and a global services team to support your public relations needs from message development to year-round measurement.

Our customers have found success using our PR solutions to support their public relations work.

One platform to support your entire PR portfolio

Monitoring and Listening

Brand Storytelling

Public Relations Campaigns

Media Relations

Social Amplification

Competitive Intelligence

Press Release Distribution

Measurement and Reporting

Industry Tracking

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Thoughtfully Designed Technology

Engineered to solve today's daily challenges, Notified's public relations solutions include the only fully-integrated PR software to make your workflow easier. From media contacts and press release distribution to measurement, we've got you covered.



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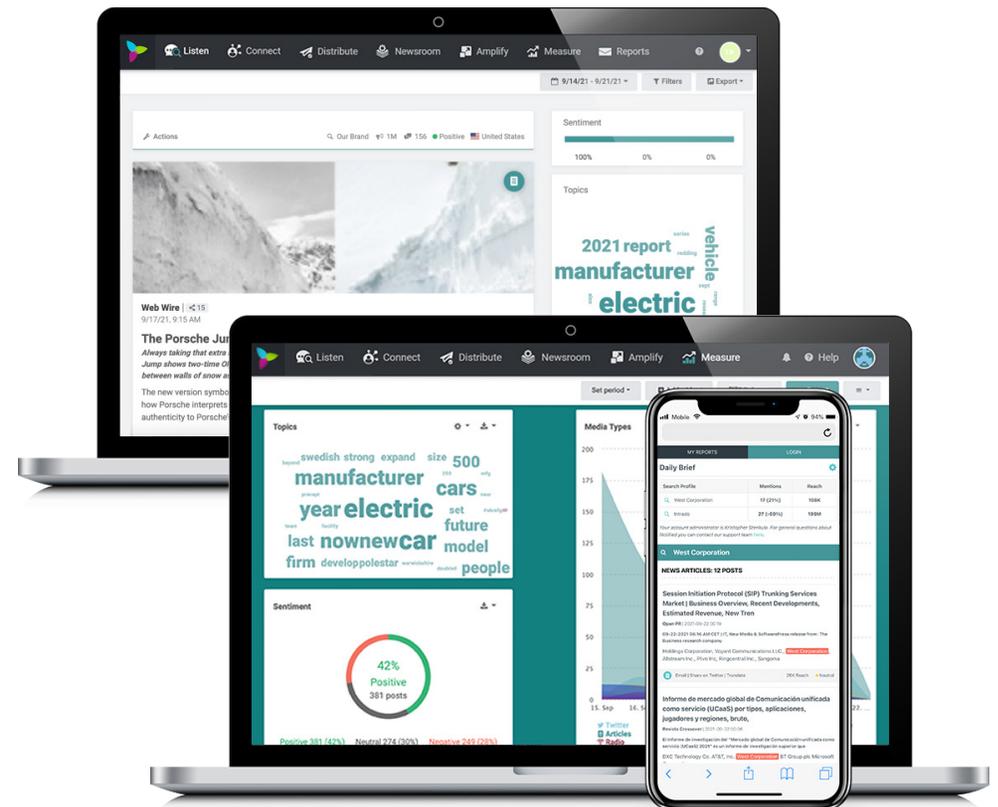
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Public Relations Management

Complex storytelling made simple. Manage communications better, faster, and at scale while automating monitoring and measurement processes to efficiently manage releases, campaigns, reports and newsletters.

- **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 or client.
- **Campaigns:** Use data to launch and manage PR campaigns that drive meaningful, measurable business impact. Navigate the evolving complexities of the media landscape.
- **Reports:** Get detailed PR performance metrics and insights across earned media, owned social accounts, and pitches. Understand the reach and resonance of your key messages with brand tracking and competitive benchmarking.
- **Newsletters:** Share your coverage and content in customizable, branded digital newsletters without culling through from multiple sources. Tailor your email newsletters, include content and metrics data and add sections with text, images or videos.
- **Coverage Books:** Showcase and share your top placements in a professional digital book. Eliminate time-consuming, manual steps to compile lists of coverage and design reports.



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Services

Partner with our global editorial team and get customized reports prepared by our research team that are carefully curated to give you relevant analysis and meaningful insights.

- **Full-Service Distribution:** Your news is important – typos, broken links, and missed deadlines are not an option. Our editorial team will work closely with you to get your news out accurately and on time, even under tight timelines, providing 24/7/365 support and translation services when required.
- **Self-Service Distribution:** Available self-service distribution gives you flexible and cost-effective DIY press release publishing. Reduce costs and streamline your processes.
- **Executive Media Briefs:** We'll closely review online news, blogs, print, and social media sources for mentions of your brand or client and chosen topics. Our team does the hard work for you, making it easy for you to track media coverage, follow industry activity, and keep an eye on your competitors.
- **Media Analysis Reports:** Analysis reports are delivered in presentation-ready format, making it easy for all stakeholders to understand the findings. Reports are branded and formatted to your specifications, delivered when you choose, and available in multiple formats including mobile-friendly HTML, PDF, PowerPoint, Excel, or Word.
- **IPO Reports:** Weekly Executive Media Briefs pre-IPO and post-IPO with online coverage grouped by theme and scanned and prioritized by influence. Metrics include media breakdown, sentiment, key message analysis, and top outlets, journalists, spokespeople, and business categories.

| Key Drivers | Month-Over-Month | | |
|--------------------------------------|------------------|-----------|--------|
| | June-2021 | July-2021 | Change |
| Coverage Volume | 33 | 54 | ↑ |
| Positive Sentiment % | 33.3 | 11.1 | ↓ |
| Negative Sentiment % | 36.4 | 53.7 | ↑ |
| Top Category (YTD) - Student Loans % | 66.7 | 85.2 | ↑ |
| Spokespeople Mentions | 3 | 3 | = |
| Positive Sentiment (Industry) % | 12 | 22 | ↑ |
| Negative Sentiment (Industry) % | 11 | 3 | ↓ |

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NAVIENT



Case Study: Navient

Navient is a leading provider of education loan management and business processing solutions for education, healthcare, and government clients at the federal, state, and local levels.

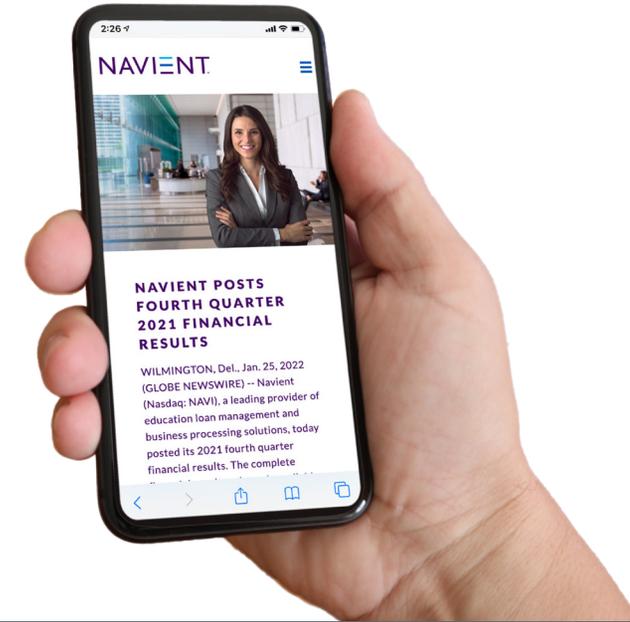
Navient's corporate communications team oversees public relations, investor relations, brand storytelling and social media management. To help achieve their goals, Navient uses Notified's public relations solutions - including GlobeNewswire press release distribution, Executive Media Briefs and Media Analysis Reports plus a hosted company newsroom.

Navient's Executive Media Brief, Headlines Report, is shared with nearly 500 internal stakeholders from the communications, marketing, investor relations, legal, and government relations departments as well as external consultants, counsel, and members of the Navient Board of Directors. The Navient communications team works closely with Notified to customize each day's Headlines Report content.

Navient's monthly reports from Notified include a Media Analysis Report, as well as a legal coverage report, a reputation report, and a media exposure report. These reports are compiled by the Notified team with data about Navient earned media coverage, and insights on metrics including reach, sentiment, and social media exposure.

GlobeNewswire press release distribution is used for Navient's corporate news announcements and regulatory filings, with full-service support from the global Notified editorial team.

By working with a single partner for their communications needs, the Navient team finds incredible value in simplifying processes and making their lives easier.



RESULTS:

172,639

Newsroom visits from
March 2021 – March 2022

500

Daily Headlines Report
recipients

65%

Average Headlines Report
email open rate

“We love having Notified as our one-stop-shop partner. We find incredible value in their team helping us to simplify process and make our lives easier. It really takes the burden off Navient. The Notified team always provides proactive service and comes up with solutions to help us make best use of the product.”

Matthew Ford

Sr. Corporate Communications Specialist | Navient

| About Notified

Notified is committed to making it easy for brands to create and share powerful stories with the world. Our suite of world-class, award-winning solutions and our dedicated customer service team are relied upon by more than 10,000 global customers, from growing businesses and public companies to some of the world's most recognizable brands.

Notified's solutions help businesses effectively share and amplify their stories to customers, investors, employees, and the media. From press release distribution via GlobeNewswire to earnings calls, IR websites, social listening, media engagement, webinars, and digital experiences, Notified has you covered.

Learn more at notified.com and follow us on [LinkedIn](#) and [Twitter](#).

