Newswire Analytics: Media Impact Widget

Performance Reporting for GlobeNewswire Press Releases

Feature Sheet

Overview

Get an instant look at online pickup and earned media coverage resulting from your press releases. With GlobeNewswire distribution fully integrated into our Notified platform, we're able to tap into our global monitoring capabilities to provide you with online media coverage resulting from your press releases. With the new Media Impact widget included with your Newswire Analytics report, you'll have the data and insights you need to tie ROI directly to your press releases - something we know you've been waiting for! These metrics are available only to customers who distribute their GlobeNewswire press releases through our Notified platform.

Bridge the gap between your press release reporting and your earned media pickup with a full report of your earned media from the release. **Articles** show you a list of directly related online articles discovered after the distribution of your press release. In this simple, summarized view, you can see a summary of your online coverage and click through to see the article in full. You'll also see **Potential Reach** metrics, which represent the combined potential reach of those articles (based on monthly readership, outlet reach, etc.), and **Social Engagement**, representing the number of shares of the earned media articles.
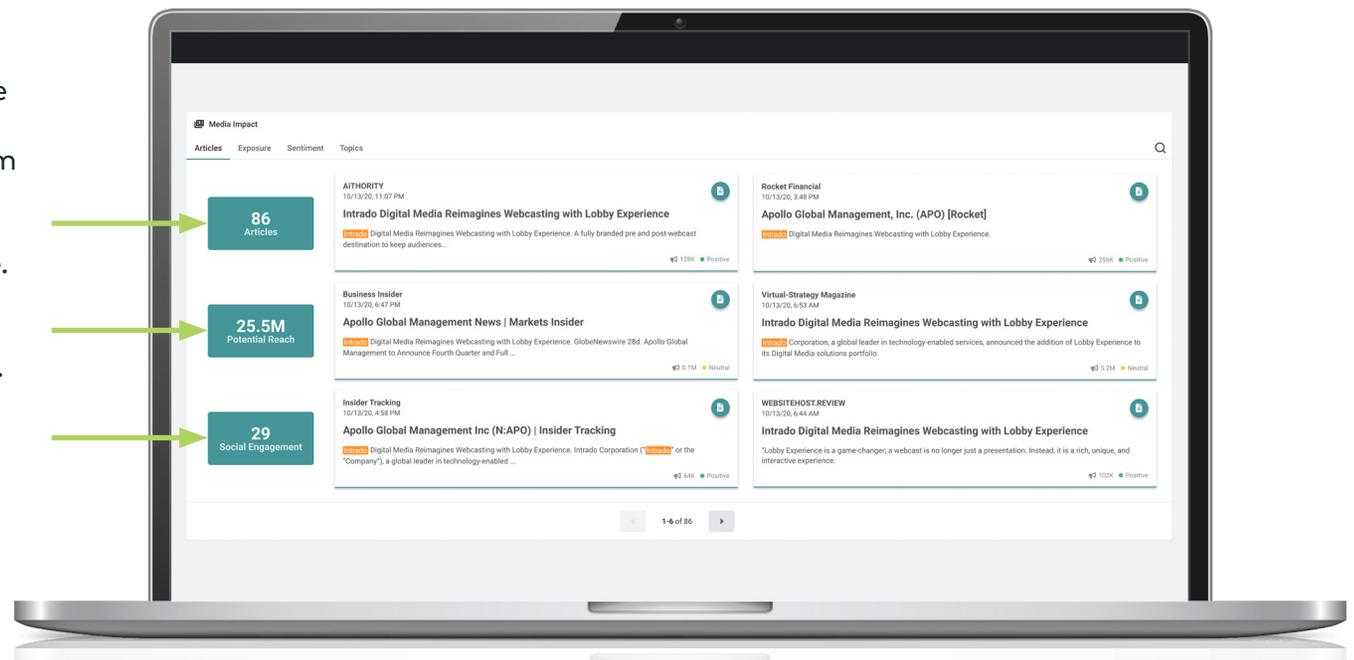
Media Impact Widget: Exposure

Understand which media publications picked up your story, when, and measure that against the total number of potential readers exposed to that coverage. **Exposure** gives you an overlay of the online articles posted and the relative combined potential reach for each day measured, giving you additional ROI on your press release.

Media Impact Widget: Sentiment

Identify trends in the tone of your pickup and how that might have impacted the overall trajectory of your coverage. **Sentiment** shows you the total number of articles posted, grouped by positive, negative, and neutral tone. In case of a dramatic sentiment shift, narrowing down the articles to the exact day lets you identify the article that may have influenced the earned media coverage.

Media Impact Widget: Topics

See in real time how your audience is talking about your news. **Topics** shows you a word cloud with the most commonly used words and phrases throughout your earned media coverage. This can help you understand which keywords and topics resonate (or don't), so you can pivot your content marketing and messaging as appropriate.

About Intrado Digital Media

Intrado Digital Media is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging and actionable.

GlobeNewswire is one of the world's largest newswire distribution networks, specializing in the delivery of corporate press releases financial disclosures, and multimedia content to the media, investors, and global consumers.

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