The Metrics You Need to Showcase the Reach You’ve Earned

Business Wire NewsTrak reports, available with every GMSM bundle, help you measure the performance of each news release to validate your campaign goals. NewsTrak goes beyond the standard mentions report to relay detailed, useful information that substantiates return on investment.

NewsTrak Reports feature:
- Email alerts when reports are ready
- Availability an hour after release crosses the wire
- Data accessible for up to 2 years

NewsTrak Reports:
1. The NewsTrak menu allows for quick and easy navigating to desired report pages
2. Export the full report as a PDF
3. The Dashboard is a quick view of news release measurement with categories that link to more detailed report sections, as listed below.
4. Review the news release and multimedia views, news release shares and news release link clicks
5. Measure the value of earned media from news releases with detailed engagement metrics
6. View a detailed graph that shows an aggregate total for release views over time - first 24 hours, the first month and all time
7. Determine which multimedia pieces performed the best
8. Jump to the news releases social media conversation and sentiment report
9. See performance of release amplification via Contextual Ad Network placement
Measure Reach and Engagement

Business Wire's Press Release Report from TrendKite offers a complete view of your earned media success.

1. **All Pickups**: The total number of pickups from the press release, whether an online posting or organic pickup, over a set date range.

2. **Organic Pickups**: The total number of earned media stories written as a result of the press release as well as any external sources who chose to republish the full-text press release. These pickups are in addition to the online postings in the NewsTrak visibility reports.

3. **Article Impact**: A metric derived from a TrendKite proprietary algorithm for each article that considers social amplification, readership and sentiment to help determine the most meaningful coverage of a press release. This section also includes Advertising Value Equivalency for press release coverage within each media outlet, and rates sentiment of coverage as positive, neutral or negative.

4. **Top Publishers by Impact**: Displays publications with the highest average article impact in the press release’s media monitoring results. This metric is based on social shares and readership.

5. **Resonance of All Pickups**: Highlights how an announcement was shared across all social channels. The report offers this number in aggregate. Additionally, if you drill down, you will see social amplification of individual articles.

6. **SEO Impact**: Powered by Moz, SEO Impact is a search engine ranking score that predicts how well a press release will rank on search engine results pages. Domain Authority score ranges from 1-100, with higher scores indicating greater ability to rank higher in search.

7. **Potential Reach of Organic Pickups**: The sum of unique monthly visitors for the publications that provided organic coverage of the announcement, across all the articles in the search results.
The Social Monitoring Section Goes Deeper than Quantitative Metrics

Get an at-a-glance summary of six important metrics: volume, sentiment, Influencers, location, conversations and viral coefficient. These snapshots link to in-depth social monitoring subsections.

Learn the Volume of mentions occurring around a news release including: the content sources (social platforms), the potential reach of the original mentions, the amount of Re-Tweets and Shares. Important, specific mentions are also featured.

Sentiment is an analysis of emotion surrounding the release. This can be positive, negative or neutral.

Determine the top Influencers participating in the conversation around your release. Curating influencer lists can be time-consuming - let the report do all the heavy lifting.

Track the geo-resonance of your news release and follow up with pitching, social advertising or sales coordination.

Conversations determine which phrases are used the most within your mentions, including trending hashtags, keywords and URLs.

Viral Coefficient is equal to the mention spread divided by the potential mention reach.

Check out a screen grab of the full social media monitoring section of the NewsTrak Report here.

The Subscriber Feeds Section Proves the Release is Reaching an Engaged, Segmented Audience

This section of the NewsTrak Report breaks down the number of ‘My News’ or ‘Press Pass’ users that received the release. These subscribers customize their BW news feeds by selecting industry, subject or region-based categories.

Many subscribers opt to have releases emailed to them directly as well. If a BW user receives an organization’s news release, they chose to get it. This is the best kind of audience - an engaged one. Further qualifying this group is the vetting of Press Pass users, who are journalists, bloggers, analysts and content creators from around the world. These users have asked to receive news pertinent to their beat.
The NewsTrak Report is a Deep-Dive into News Release Measurement

The NewsTrak Report is divided into seven sections:

Visibility
The first 24 hours, first month and all time views of each release version (including translations).
The number of release referrals from various websites (Traffic Sources), views per Business Wire content partner (Release Views by Destination) and Views by Location- broken down by country and state/province.
A breakdown of the Subscriber Feeds that includes headline impressions by email and views by each feed.

Online & Mobile Postings
The Online Postings table lists websites that have confirmed postings of the news release and the website’s unique visitors per month (UVPM). This section can be viewed in Logos View or Table View. In either view, each outlet name links to the news release on that site. The Table View can be sorted alphabetically or by UVPM.
Mobile Postings is a sortable table of mobile platforms, applications, and websites to which a release was sent.

Measure Reach and Engagement
Measure the value of earned media from news releases, and track the impact and visibility of announcement postings with detailed engagement metrics.

Multimedia
Total multimedia views and views per asset.

Social Media Monitoring
Social monitoring with quantitative and qualitative analysis.

User Engagement
Links In Your Release is a sortable table that showcases the total number of news release link clicks and clicks per link.
Release Shares details how often viewers utilized the Business Wire social sharing buttons per platform.

Report History
Is a sortable, historical table of all the releases published by a particular client. This section also allows users to compare different news release reports. (See Below)

For more information on getting the most out of your NewsTrak Report contact your account executive, email info@businesswire.com or call 888.381.9473.