

TRENDKITE

Your business has questions:

How did my announcement perform?

Who wrote about us?

Was the coverage positive, neutral, or negative?

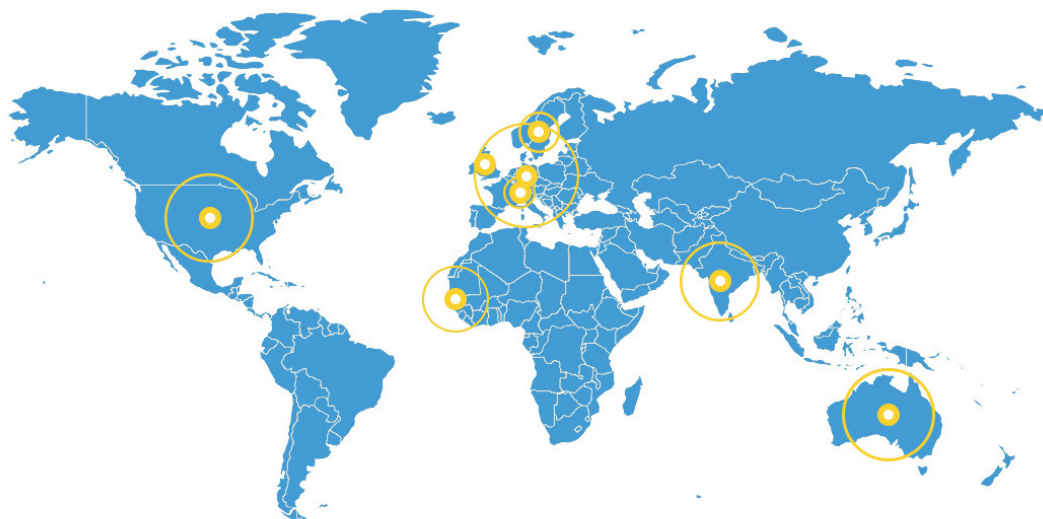
What was the most valuable pickup of my release in dollar terms?

Eliminate the manual work of tallying up Google searches, researching readership, and estimating the dollar value of press release pickup. **Business Wire's Press Release Report powered by TrendKite** will do the heavy lifting for you.

Showcase your PR efforts with data-driven insights and executive-facing reports that highlight your earned media success.

Business Wire and TrendKite Measure Reach and Engagement

📍 Organic Pickups | Mentions by Location



Get deeper insight into pickup of your press release with: Organic Pickups by day, week, and month; Potential Reach of Organic Pickups include the aggregate of unique monthly visitors to the online publications that provided organic coverage of your announcement; and Total Mentions sourced from your press release over time, or by location.

Introducing the new **Business Wire Press Release Report powered by TrendKite**. This latest enhancement to Business Wire's Global-Mobile-Social-Measurable bundle integrates interactive metrics into the NewsTrak reports, enabling customers to measure the value of earned media from their press releases, and track the impact and visibility of announcement postings with detailed engagement metrics.

These new features, coupled with traditional analytics on Business Wire's NewsTrak report, provide a more complete picture of press release impact than ever before.

To learn more about the **Business Wire Press Release Report**, contact your account executive or email trendkite@businesswire.com.

Visit: pr.businesswire.com/trendkite