

Business Wire NewsTrak Reports

You put a lot of time and thought into your press releases – honing the right message for the right audience to be sent at just the right moment. Shouldn't you know if all of that work is paying off? With NewsTrak Reports, you can go beyond the standard mentions report into a data-rich accounting of who read your release and how they used it.

Performance at a Glance

Our dashboard presents carefully curated metrics that can be consumed in an instant so that businesses like yours can track precisely how your PR campaigns are performing. Six sections give you detailed reporting that will tell you whether your releases succeed or fail to hit your intended metrics. With the depth and breadth of NewsTrak Reports, you have the power to perfect your campaigns overtime by testing messaging, design, and audience to figure out exactly the right formula for your company.

Vital Stats

NewsTrak Reports features a data dashboard that exhibits:

- Audience view metrics
- Social media monitoring data

Our Deep-Data Dive

Here's a preview of the data you will have at your fingertips with NewsTrak Reports:

Audience Views

See who is reading. Track news release activity whether it's within 2 hours, 2 months or 2 years. You also get visibility into release traffic sources, views by subscribers, views by media outlets that allow tracking, and views by location.

Online & Mobile Postings

See where they are reading. See a list of websites hosting your press release and the site's unique visitors per month (UVPM), which you can sort alphabetically or by UVPM.

Social Media Monitoring

See your impact. Get a 7-day quantitative and qualitative analysis of your news across social channels so that you can measure its initial impact and staying power.

Multimedia

See how multimedia increases viewership. Gain insights into total multimedia views and views per asset.

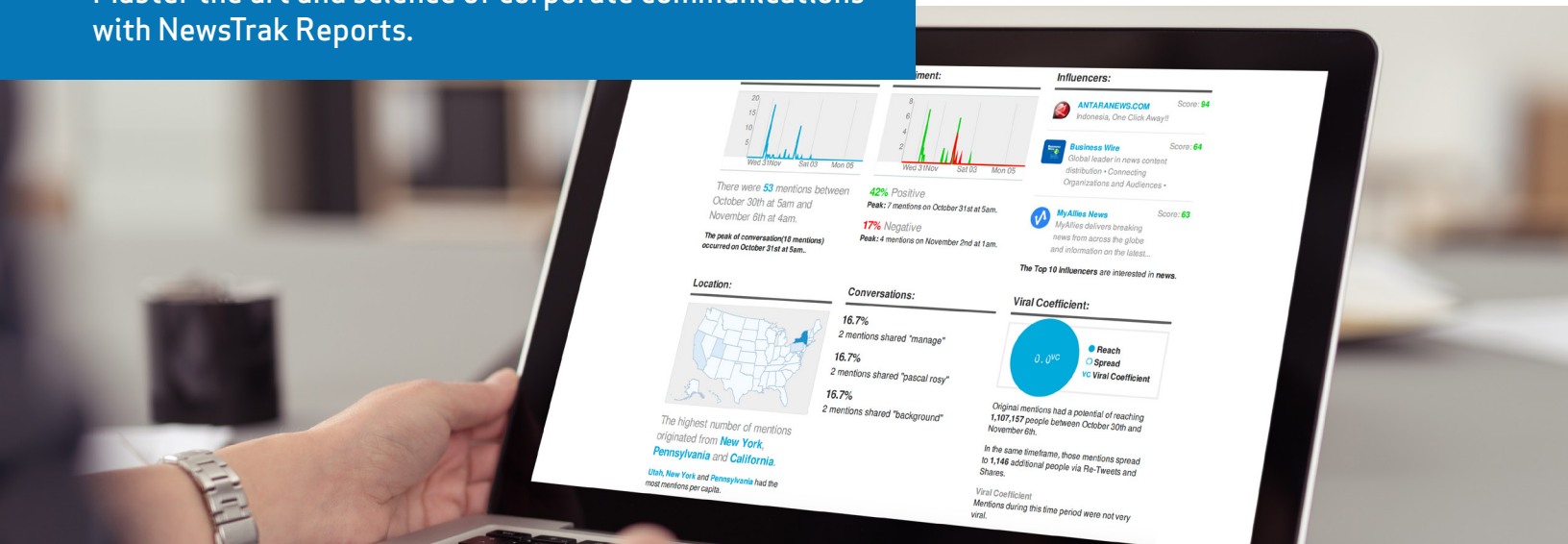
User Engagement

See what lights up your audience. View the total number of news release link clicks and clicks per link. Release Shares details how often viewers used the Business Wire social sharing buttons per platform.

Report History

Learn about your impact over time. Track the history of your news releases. Users can compare different news release reports to gain visibility into performance.

Master the art and science of corporate communications with NewsTrak Reports.



Key Deliverables

With NewsTrak you can:

- Define your most engaged customers
- Identify the messaging that gets the most mileage
- Target precise audiences for specific communications
- Pivot to gain optimal performance
- Use data to help you perfect your campaign strategy

The Precision Press Release

Take advantage of NewsTrak Reports today to acquire the tools you need to sharpen your targeting and messaging to enhance your corporate communications strategy. With NewsTrak Reports you can:

Find the curious audience

Knowing which of your releases gained social media attention and on what channel enables you to replicate that style and approach to ensure peak performance the next time. Likewise, understanding which websites hosted your release gives you the information you need to repeat, or course correct, for the next round of corporate communications.

Deliver the right content

Tracking who interacted with the content of the release and how will help you figure out exactly what information your audiences were looking for. Poorly performing links or untouched tables are indicators of extraneous content that can be deleted to make for a cleaner, more concise message going forward.

Pivot placement and messaging

Not getting the attention you want or need from the sources you targeted? Change them. With NewsTrak Reports, your business can be nimble by paying close attention to performance to change targeting or content midstream.

Get NewsTrak today.

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