MEASURE YOUR RESULTS
From the second your news release crosses our wire, your NewsTrak Report tracks its impact across the media landscape. From media interest to search engine traffic and social resonance, NewsTrak provides the metrics you need, quickly and easily.

TAKE CREDIT FOR YOUR WORK
The NewsTrak dashboard presents carefully curated metrics that track the reach, access, actions and advocacy of your news release. NewsTrak data gives you the power to learn from – and perfect – your news releases over time, allowing you to test and track, to help you find the right formula that delivers results.

Viewership
See which trackable media subscribers and outlets are looking at your news, and which search, social and media platforms are driving traffic to your news release.

Multimedia Measurement
News release engagement is enhanced with multimedia, and NewsTrak allows you to see viewership and download counts, instantly.

Geographic Resonance
NewsTrak provides open rates by geography, allowing you to see how each state, region and market reacted to your news.

Earned and Social Media Monitoring
Get a quantitative, qualitative analysis of your news across earned, syndicated and social channels within 24 hours so you can measure impact and staying power.

Actions Generated
NewsTrak provides a complete count of the user actions your news release generated, from clicked hyperlinks to social shares.

Report History
Track the history of your news releases to gain insight into performance. Test, measure and implement any lessons learned.

Discover your NewsTrak Reports.
For more information on getting the most out of your NewsTrak Reports, contact your account manager or reach us at: