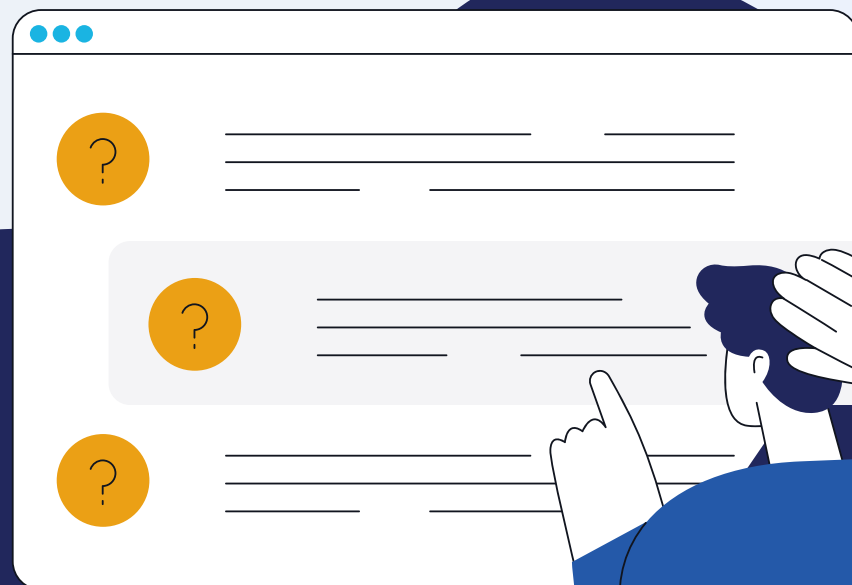


# Press Release Analytics Frequently Asked Questions



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## What is the NewsTrak Analytics page in Business Wire Connect?

After logging in to Business Wire Connect and navigating to the NewsTrak Analytics page, you'll see a table displaying a list of your press releases. The table allows you to search for and access individual release NewsTrak Reports.

Learn more about the table and its functionality [here](#).

## What is a NewsTrak Report?

A NewsTrak Report measures the performance of your press release. NewsTrak provides data from a broad spectrum of Business Wire network recipients, including news organizations, media sites, search engines, social media services, and consumer information systems, to help you determine message effectiveness and return on investment (ROI) based on your goals for each release.

NewsTrak reflects only a portion of all the possible activity around a Business Wire press release. We distribute news releases to the media and online services in many ways and not all that activity is measurable.

NewsTrak offers release metrics such as:

- Real-time release views
- Link clicks
- Multimedia views
- Online postings
- Reader shares

## How long are NewsTrak Reports accessible?

Two years.

## How am I notified that my NewsTrak Report is ready to view?

You will receive a notification email one hour after the release is posted to BusinessWire.com.

## Where can I find my NewsTrak Report?

- Log in to Business Wire Connect and click "NewsTrak Analytics" on the left sidebar menu. Click on the Press Release Title in the table to view the press release's NewsTrak Report.

- Log in to Business Wire Connect and scroll down to the “View my press releases” section. Click “View report” next to the press release.
- Log in to Business Wire Connect and click “Order History.” Click the icon in the Report column next to the corresponding press release.
- Click the link from within your NewsTrak Report email notification.

## Can I download these reports?

NewsTrak Reports can be downloaded as either an Excel document or PDF file using the download icon. To download the full NewsTrak Report, click the download icon on the NewsTrak Report page (upper right). If you’d like to download information for a single section of the report (i.e. Press Release Engagement or Syndication and Reach), expand the section and click the download icon within the popped-out view.

Report comparisons can also be downloaded. Click the download icon on the results page of the compare reports.

Once the download icon has been clicked, a pop-up box will appear asking for your preferred format (Excel or PDF). Select the preferred format, click “Download,” and a message will appear confirming your download request. Click “Close.” An email and a Message Center message will be sent to you containing a link to the download file once it is ready. Click the link, log back into Connect, and the file will automatically download.

## Does NewsTrak provide a feature to compare previous reports?

To compare two or more (limit of 25) NewsTrak Reports, go to the NewsTrak Analytics table in Business Wire Connect, and click the checkboxes under the Select column of the reports you’d like to compare. Click “Compare Results” in the upper left. A new screen will appear with your results.

## Can all Business Wire account users see NewsTrak Reports, regardless of who uploads the press release?

Yes. All account members can view their account’s NewsTrak Reports.

## What does Business Wire’s NewsTrak Report measure?

- **RELEASE VIEWS:** Total views of your press release on BusinessWire.com and external sites.

- **LINK CLICKS:** Total count of interactions with the links embedded within your press release.
- **ONLINE POSTINGS:** Total number of sites where your press release was posted.
- **MULTIMEDIA VIEWS:** Total count of views of any non-text assets distributed with your press release including images, videos, logos, and more.
- **SHARES:** Total count of third-party sharing of your press release.
- **ESTIMATED AUDIENCE REACH:** The estimated traffic (measured by unique visitors per month) to websites that have confirmed postings of your press release.

Learn more about the data included in NewsTrak Reports [here](#).

## What are “bots”? How do they affect my report?

“Bots” is slang for automated systems that ping IP addresses. Every major website in the world is pinged by bots; this is simply part of today’s web. Google News, for example, has a scraper bot that travels the web looking for fresh news content. As one of the world’s largest distributors of market moving news, many bots ping our website looking for fresh content.

Bots can also be bad. A bad bot might ping our website repeatedly in an effort to break the site and hack in. Business Wire works diligently to monitor and block these bots as soon as they make themselves known.

Business Wire’s commitment to SOC II is a strong tribute to the work we do to protect our customers’ information.

## Why are we seeing different numbers from Business Wire reports than with other monitoring systems?

It’s important to understand that our NewsTrak Reports are NOT a “monitoring” or “clipping” service. NewsTrak Reports are snapshots of the activities surrounding the distribution of your news release. NewsTrak Reports features data from our website and the websites that we license to, or which link to our site. Every press release distributed by Business Wire includes additional reach and activity not included in this report.

## What does “Subscriber Emails” mean?

Subscriber Emails are the number of headline impressions made to a PressPass email subscription (registered journalists, bloggers, analysts, content creators) or a My News email subscription (general registrants to [BusinessWire.com](http://BusinessWire.com)).

## **What are My News impressions and PressPass impressions?**

My News impressions and PressPass impressions are the number of times the headline of a press release was displayed on the site with the potential that it could be clicked on. If the headline is on the page when someone visits that site, a headline impression will be recorded.

- My News impressions come from any user who has registered for My News on the Business Wire site.
- PressPass impressions come from any user who has been vetted as a journalist, blogger, analyst, or content creator.

## **Where is the Online Postings section of the NewsTrak Report?**

Online Postings data is in the Syndication and Reach section of the report.

## **In the Online Postings section, how are the sites on the page selected?**

This section features the sites with the highest Unique Visitor numbers.

## **Does the type of company issuing the news impact the number of websites that are displayed in this report?**

Yes. News releases from public companies receive additional placements.

## **Why can't I find my press release when I go to a website listed in the Online Postings section?**

Not all press releases are hosted on search-friendly tabs. In addition, press releases are often real-time and may no longer be available at the time searched. These may impact your ability to see your hosted release.

Every newsroom website hosting your press release integrates and displays our content differently. This is not under our control; each host chooses how to display our news. Many websites use dedicated landing pages for real-time newsfeeds that are not integrated into the site's search function. Hosts may also choose to showcase news for a limited time, opting for a real-time news feed vs. a historical feed.

## **How does Business Wire find releases on websites for the Online Postings section?**

We use a scraper that searches the web for each client's news release headline and pulls it into this report.