Business Wire and Agility PR Solutions Join Forces

Business Wire and Agility PR Solutions together provide communications professionals with targeting, distribution, monitoring, coverage and media analytics capabilities that are unrivaled in the industry. This complete and trusted set of services is available to share news with the audiences that matter most and track the performance of strategic communications throughout its lifecycle.

Business Wire partners have a seamless and cost-effective solution for influencer targeting and direct media outreach with their news communication campaigns.
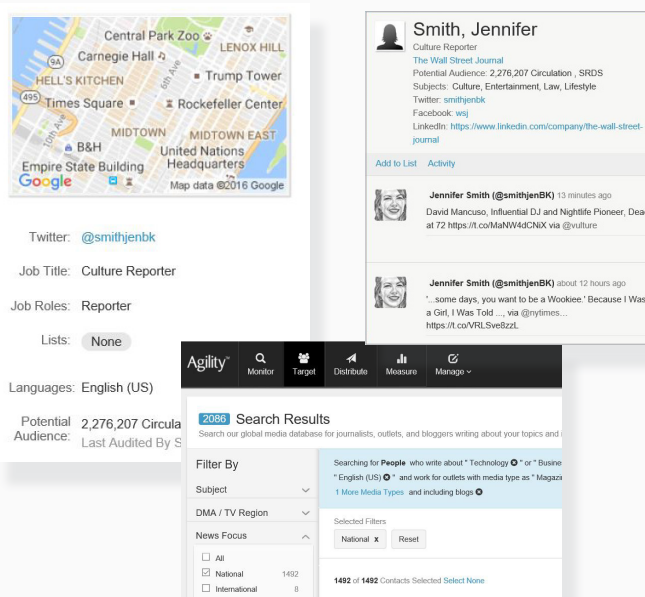
As media channels rapidly evolve it has become harder to get your story noticed, and the need for PR and communications professionals to reach influential media, amplify messages and evaluate their programs grows more urgent.

Agility, a cloud-based media database and communications service from Agility PR Solutions, lets you identify influencers and amplify your message so you can achieve your communications goals.

Business Wire's partnership with Agility PR Solutions provides clients with the ability to:

❶ Identify and Build Relationships with influencers

Leverage Agility's global media database and pinpoint key contacts and influential audiences for your communications. Identify print or broadcast journalists, social media influencers, bloggers and analysts from our immense database of almost 800,000 contacts in over 200 countries. Our team of researchers makes over 2 million updates and additions every year so you can depend on the accuracy of the contact information.

Find Influencers
Search our global database with almost 800,000 journalists, outlets, bloggers and analysts by beat, keyword or region.

Connect
Gather reliable media outlet and author details, including email and social media contact info. Our research team continuously checks and updates contact information so you won't waste time with undeliverable emails or following up with authors who've changed jobs.

Create Custom Lists
Use the intuitive search function to compile contact lists for upcoming campaigns or based on topics of interest.

2 Amplify Messages

Agility helps you amplify your message by enabling personalized communication with key influencers. Send emails to your custom lists, right from the intuitive, cloud-based console. Track and measure communications — and share results with internal stakeholders and executives.

Personalize Emails

Add contact fields like name or outlet to your message and Agility will personalize emails.
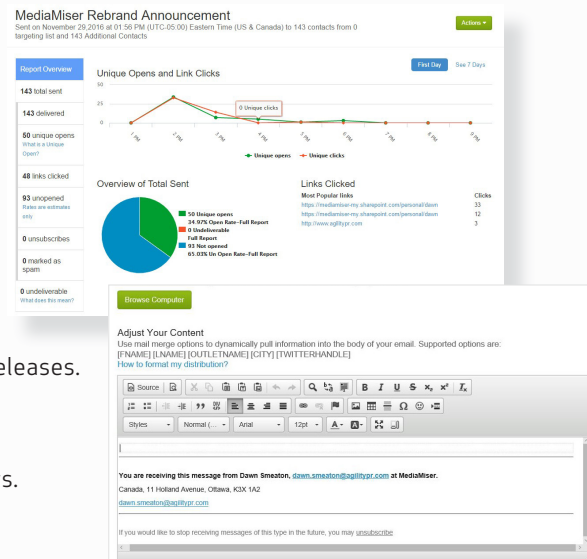
Track Engagement

Track open and click rates of emails easily, right from the Agility console.

Add Multimedia Content

Send videos or additional sharable content to augment press releases.

Generate Reports

Understand activity level and sources for all campaign elements.

3 Receive Exceptional Customer Support and Service

You can rely on Agility PR Solutions to provide support and service that goes above and beyond to ensure you get the most from your investment. We offer:

- "Getting-started" webinars to review key functionality and features
- Online support with helpful documentation, tutorials, and training sessions
- Live support via phone, email and live chat

About Agility PR Solutions

Agility PR Solutions provides media database, monitoring, and analytics solutions to simplify the communications lifecycle. For over 10 years, organizations have trusted us to help them identify influencers, amplify messages, monitor coverage and measure results of their PR and communications strategies. Learn more at www.agilitypr.com.

Please email info@businesswire.com to learn more, schedule a demo or request pricing.