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Understand the Results of Your News

Business Wire's NewsTrak delivers the press release performance metrics you need in a user-friendly format.

Measure the Effectiveness of Your Press Releases

Crafting impactful press releases requires dedication, strategic planning, and meticulous execution. Press releases not only communicate your most recent updates but also play a crucial role in building brand recognition and expanding your audience reach. It's important to evaluate and understand the results of your effort and impact to your brand.

Gain valuable insights about your news and make informed decisions for your public relations communications with NewsTrak. NewsTrak presents key performance metrics at a glance, with in-depth data only a click away. Customize NewsTrak's interface to showcase the analytics that matter most to you.

Modern Visual Insights
Access a customizable, modern interface with the insights you need to measure the impact of your news.

Syndication and Reach
See a list of websites hosting your press release and each site's unique visitors per month (UVPM).

Audience Views
Track viewership activity of your press release over time. View release traffic by source, location, and language.

Multimedia Measurement
Gain quick insight into total views of your photos, videos, and other visual content for every press release you issue.

User Engagement
View a complete count of actions your readers took as they interacted with your news, including link clicks and social shares.

Report History
Track the history of your press releases and compare different press release reports to gain insights on long-term performance.

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