

# 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 how your audience engaged with your story.

## 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. Seven sections give you detailed reporting that will tell you whether your releases succeeded or failed to hit your intended metrics. With the depth and breadth of NewsTrak Reports, you have the power to learn from and perfect your campaigns over time, finding exactly the right formula that gets your company results.

## Vital Stats

NewsTrak Reports features a data dashboard that exhibits:

- Visibility into key audience metrics
- Earned and social media analytics
- Multimedia impact

## Our Deep-Data Dive

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

### Audience Views

**See impact.** Track press 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.

### Earned & Social Media Monitoring

**See what they're saying.** Within 24 hours, get a quantitative and qualitative analysis of your news across earned, syndicated and social channels so 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 press 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 press releases. Users can compare different press release reports to gain visibility into performance.

Advance your corporate communications toolbox with NewsTrak Reports.



## Key Deliverables

With NewsTrak you can:

- Measure the reach of your story, either locally or globally
- Learn what your audience is saying through earned and social media analytics
- Identify how multimedia assets impacted your views
- Uncover which links drove the most traffic to your landing pages
- Use data to help you perfect your campaign strategy

## Take advantage of NewsTrak Reports today

### *Find the curious audience*

Understanding which distribution provided the best results gives you the information you need to repeat, or course correct, for the next round of corporate communications. Likewise, knowing which of your releases gained earned and social media attention helps you ensure peak performance next time.

### *Deliver the right content*

Tracking the volume of interactions helps you determine exactly what information engaged your audience. Poorly performing links or untouched media are indicators of extraneous content that can be modified for more concise messaging.

### *Pivot placement and messaging*

Wondering why you aren't getting the attention you expected? Change it. With insights from your NewsTrak Reports, your business can learn how to change targeting or content that can affect the performance of your next release.

## Discover your NewsTrak Report

For more information on getting the most out of your NewsTrak Reports, contact your account executive, email [info@businesswire.com](mailto:info@businesswire.com) or call 888.381.9473