

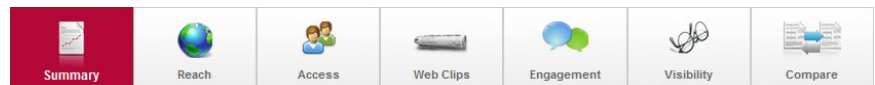
# NEWS DASHBOARD: NEWS RELEASE PERFORMANCE REPORTING YOU CAN USE



From its at-a-glance summary to the ability to drill down to key details, News Dashboard is a complimentary report that provides all the information you need to maximize the ROI on your news distribution.

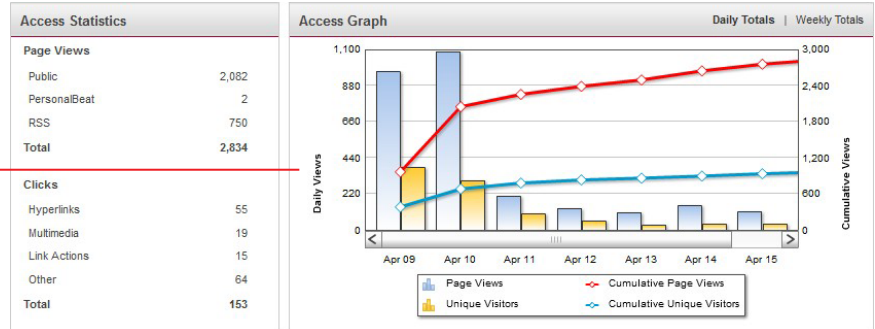
News Dashboard is easy to access, use and share directly from your account workspace. The report is organized into 7 tabs: Reach, Access, Web Clips, Engagement, Visibility and Compare. Information icons and mouse-over functionality explain each metric as you view details in your report.

Move between tabs to display the information you need. Quickly spot trends and zero in on important details shown in interactive tables, charts, graphs and images.



The Summary Tab is a concise, easy-to-read view of key metrics. Begin by learning how people found your release.

## Summary tab



See page views over 7 days in daily and cumulative totals, and by unique visitors.

Learn which links in your release generated the greatest click-throughs.



See where your release and headline posted verbatim and view the top 5 web clips, including user-defined favorites and the largest sites reposting your release.

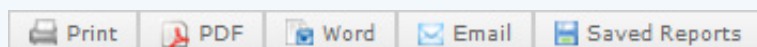
Get a distribution profile by media type along with drill-down functionality for detailed information.

See what search engines people used to find your release.

## SAVE AND SHARE REPORTS

You can export any data into four formats:

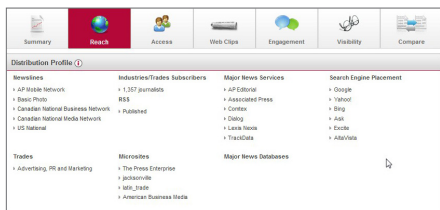
- Email
- Word
- Printer-friendly
- PDF



You can also produce a full report within all tabs, or from information within a specified tab. In addition, you can directly export data from the Access and Web Clips tabs into Excel.

# GET TRADITIONAL AND SOCIAL MEDIA INSIGHT FOR A COMPLETE PICTURE

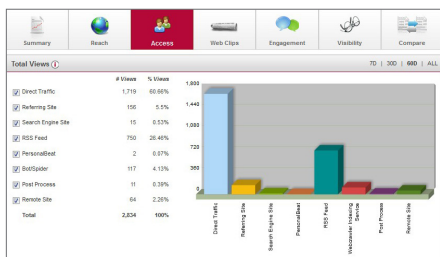
After you view your release results on the Summary Tab, you can find detailed, actionable information presented in a variety of easy-to-read formats on the following six tabs.



## Reach Tab

See who received your release by:

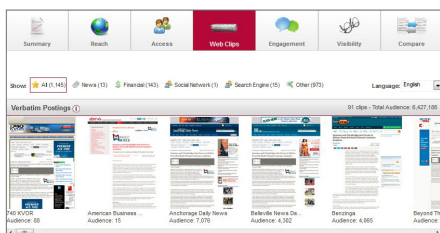
- Type of media (newsline, trade, RSS, microsite, news service, database, search engine)
- Geographic location (click on regions of the world map to see distribution details in that area)



## Access Tab

Get insight into different audiences viewing your release, such as:

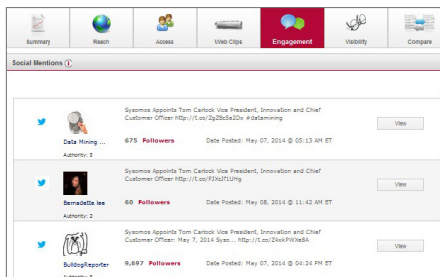
- User traffic filtered by user type (direct, or via search engine or RSS feed)
- Top cities and states viewing your release
- Number of page views for your release per day and time of day
- Top websites most frequently sending traffic to your release
- Interactive activity on your press release (e.g., clicks on links and images)



## Web Clips Tab

See samples of where your press release is reposted online:

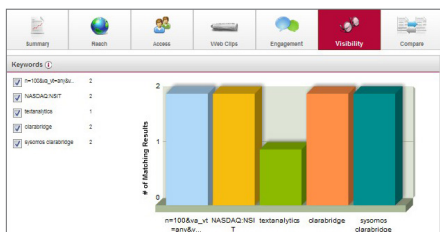
- Verbatim postings via a thumbnail screenshot with mouse-over options to view cache, view site and add favorite, and even filter by type of posting (e.g., news, financial, social network)
- A list of online destinations where your release headline is found and the ability to click through to see the actual posting
- A summary of clip totals with total audience size



## Engagement Tab

Learn how your news release fared on social channels:

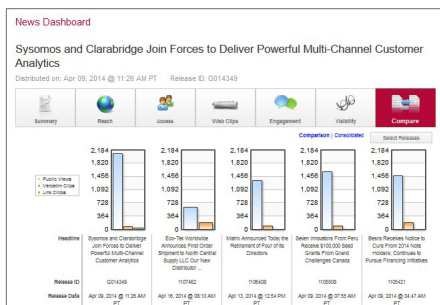
- Clips of your release headline from users on Twitter, Facebook and Digg, with the ability to link to the live post
- Shares by specific social network displayed by click chart, and specifically where the clicks occurred such as via an image or link in your release
- A list of multimedia views (drill down to view), including the number of views and file type (e.g., audio, photo or video)



## Visibility Tab

Get insight on how viewers of your news release found it online:

- Search terms people used on major search engines to find your release as well as the number of times each term was used
- The number of inbound clicks on your release from major search engines
- The matching number of search results for your news release headline on major search engines



## Compare Tab

See how your news release results compare with each other:

- Side-by-side comparison of up to five of your releases with metrics showing public views, verbatim clips and link clicks
- Bolded numbers indicate the highest values of each metric