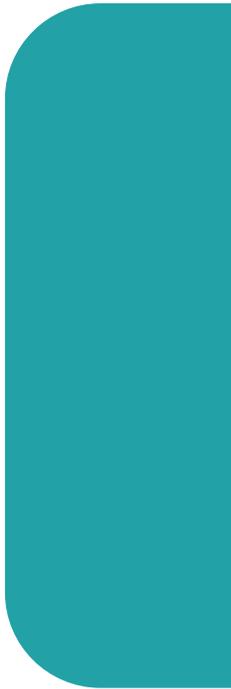# Notified Public Relations Solutions

Supporting PR teams from message to measurement

notified

Thrive in the new PR universe

The PR landscape continues to shift. Influence and trust networks are decentralized. Emerging tech like AI is changing how news is created, discovered, and consumed.

● Reach your people.

Leadership's expectations are ever higher, leaning on PR more than ever before. They need to be more responsive, more flexible, and more accurate.

● Tell the story you want them to hear.

The shift in our world seems like challenges for PR, but we can work together to make them opportunities.
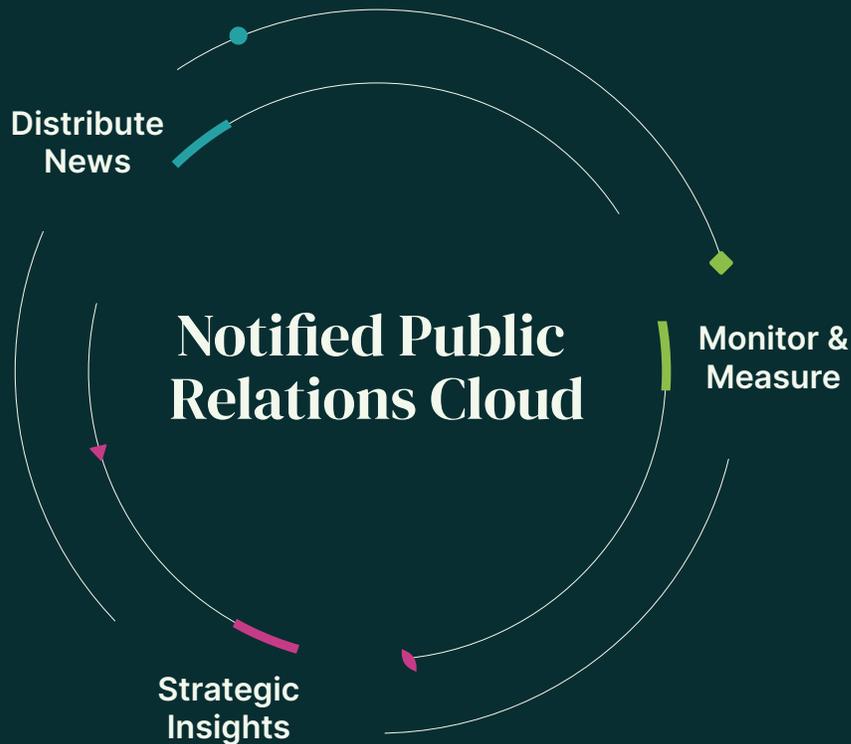
Platform — and people — to expand the reach of PR Professionals

Notified's public relations solutions consist of software and expert services to help you increase earned media, manage reputation, and drive meaningful business impact. Notified clients reach global audiences, monitor brand sentiment, send press releases, secure media coverage, and **measure all results in real time**.

Not only thoughtful, powerful software, Notified clients partner with a **global team of knowledgeable experts** always ready to help magnify the story you want to tell.

PR Communications Solution for Today's Landscape

Integrated strategy, creation, distribution, and measurement.

Distribute
News

Notified Public Relations Cloud

Monitor &
Measure

Strategic
Insights

GLOBENEWSWIRE DISTRIBUTION

- 158 countries;
  35 languages
- More than 1,000 newslines
- Multimedia Snippets
- Regulatory Filings
- Editorial Support
- Translation Services
- Newswire Analytics
- AI Press Release Generator

NOTIFIED PR PLATFORM

- Media Monitoring
- Social Listening
- Media Contacts Database
- GlobeNewswire Distribution
- Online Newsrooms
- Social Amplification Feeds
- PR Measurement

INSIGHTS AND ANALYTICS SERVICES

- Custom Reports
- Executive Media Briefs
- Analysis Reports
- Reputation Audits
- Research Team Curation
- Quantitative Data
- Qualitative Analysis
- Robust Insights

Benefits

- **Easier workflow:** Eliminate the need to subscribe to multiple platforms for different areas of your work.

- **More up-to-date contacts:** Human curation by a team of media analysts, supplemented by AI to keep your media contacts database up to date.

- **Better accuracy and relevance:** Leverage insights & analytics experts to create media briefs and media analysis reports.

- **Market-leading integration:** Get media monitoring and social listening, media contacts, distribution, and PR measurement ALL in one place.

- **Extensive metrics:** Access press release Unique Readers, sentiment, social media engagement, reach, and more.

- **World-class service:** Turn your messaging into stories with a wide range of public relations services from editorial support to custom reports.

- **Reliable, secure, scalable technology:** Feel confident with battle-tested technology used by the world's largest organizations for their most critical communication.

Listen

Harness the power of real-time social listening and media monitoring.

Get an instant view of media exposure and brand mentions across all global news outlets—online, blogs, print, broadcast and podcast—and tap into millions of social media sources from more than 150 countries. Monitor the entire media ecosystem. Stay on top of your brand's reputation, potential crises, moves by your competitors, or specific industry news.

Connect

Enhance your PR outreach with a smarter media database.

Uncover new media contacts and pinpoint journalists from around the world to build a tailored media list. Search our database of global contacts which is updated and verified by our in-house research team.

Amplify

Showcase engaging brand stories with user-generated content.

Turn customers and brand ambassadors into a marketing force using visualized feeds to syndicate UGC from any social media platform directly on your website or other digital touchpoints. Activate your visual marketing to drive engagement, brand authenticity and sales.

Distribute

GlobeNewswire shares your news and drives media attention.

Share your press releases with media, influencers, and consumers worldwide. Generate more earned media opportunities, boost online discoverability, and increase brand awareness. GlobeNewswire is integrated within the Notified PR platform, giving you access to one of the world's largest newswires. With more than 1,000 newslines, you can target your news by geography, industry, and media type.

Measure

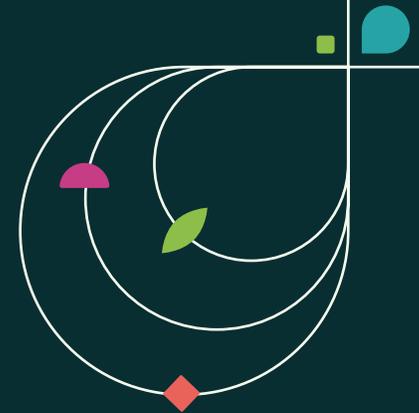### Have a complete view of your campaign performance.

Understand the reach and resonance of your key messages and brand. Track business impact. Data-rich visualizations help you measure awareness and reputation with sentiment, share of voice, message pull-through, and more. Get detailed PR performance metrics and insights across your earned media, owned social accounts, and PR outreach.

Reporting

Media insights and real-time alerts empower PR teams.

Real time responsiveness is the hallmark of blue-ribbon PR teams. Each role needs different information, so Notified allows everyone to have custom reports for their needs. Create newsletters, peak alerts, instant alerts, and Coverage Books. As a part of your team, Notified experts can generate Executive Media Briefs and Media Analysis Reports with complete coverage of your brand across global media sources.

Supporting **88%** of
Fortune 100 companies

Pairing Services with Technology

Because PR is best when it is a collaboration, Notified is a different kind of solution.

We pair our technology with services. A global team of experts work with you to create, distribute, develop reports, hone contacts, monitor campaigns, and measure outcomes.

Platform Features

The Notified PR platform is available in a number of different subscription levels. Whether you're a small corporate team that needs a solution for media monitoring and influencer engagement, or a large agency looking for a scalable platform to manage multiple client brands, we can help.

✓ LISTEN FEATURES

- Real-time monitoring
- Social listening
- Automated sentiment analysis
- Boolean search queries
- Twitter firehose
- API solution

✓ DATA COVERAGE

- Articles across 170,000+ news sites
- Millions of blog posts
- Everything on Twitter worldwide
- Public posts to millions of Facebook pages
- Any public Instagram post
- 10 million+ daily posts to discussion boards
- Millions of videos posted to streaming sites
- TikTok most popular content

✓ CONNECT FEATURES

- Global journalist database
- GlobeNewswire media database
- Media contact import / export
- Rich profile info

✓ PUBLISH FEATURES

- Easy newsroom page builder
- Automated content feeds
- Press kits
- Performance analytics
- Custom newsroom domain
- API access

✓ AMPLIFY FEATURES

- Visualization themes
- Moderation function
- Embeds into CMS

✓ ADD-ONS

- Podcast monitoring
- Broadcast monitoring
- Lexis-Nexis or NLA premium content

✓ MEASURE FEATURES

- Custom dashboards
- Social account analytics
- Competitive benchmarking
- Campaign measurement
- Brand measurement
- Automatic sentiment analytics

✓ REPORTS

- Automated reports
- Peak alerts on chosen mentions
- Instant alerts
- Newsletters
- Coverage Books

✓ GENERAL FEATURES

- iOS & Android App
- Email & chat support
- Dedicated Account Manager

Newswire:
Search Engines

Newswire:
Social Channels

Newswire:
Industry Magazines

Newswire:
Newspapers

Newswire:
Key News Media

Your
channels

Your
Media
List

More reach with a push of a button

"The Notified customer support team is one of the best in the business and it is a pleasure working with such a professional organization.

The extra effort they put in makes our jobs as communicators easier and is greatly appreciated."

Danielle Gaut
Senior Corporate Communications,
Ingram Micro

Notified Public Relations Solutions

PR Support from Message to Measurement

From media contacts and press release distribution to PR measurement, we've got you covered.

- Integrated, intelligent, easy-to-use public relations software
- Detailed reporting to prove brand performance
- Global team that has your back