

AGILITY PR SOLUTIONS CONNECT

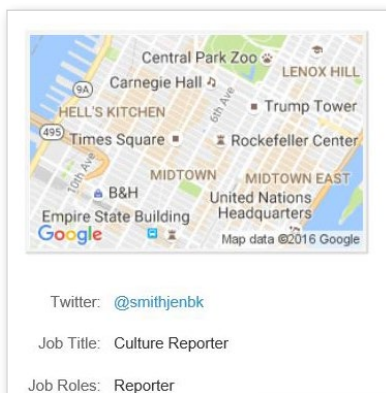
IDENTIFY INFLUENCERS AND AMPLIFY MESSAGES

As media channels evolve, as content sources get saturated and it becomes harder to get your story noticed, the need for PR and communications professionals to reach influential media, amplify their messages, and evaluate their programs grows more urgent. Using our cloud-based media database and communications service, the CONNECT package from Agility PR Solutions lets you find your ideal influencers, and connect and build relationships with them, so you can amplify your message and exceed your communications goals.

Over **800,000**
contacts & outlets
from around
the globe

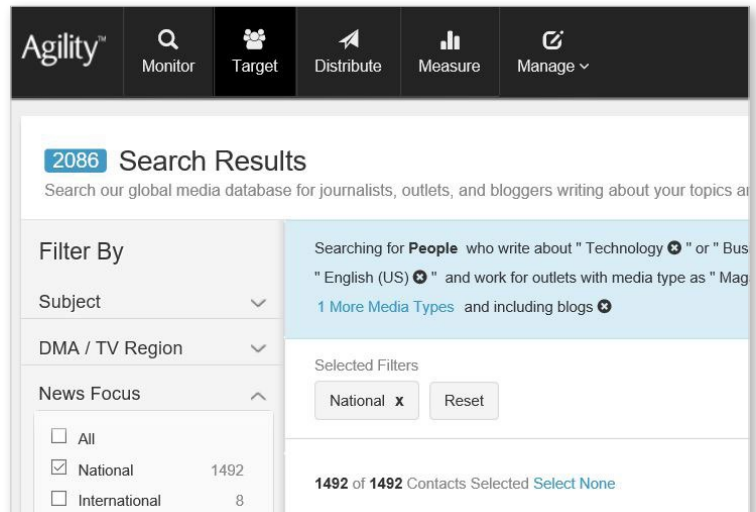
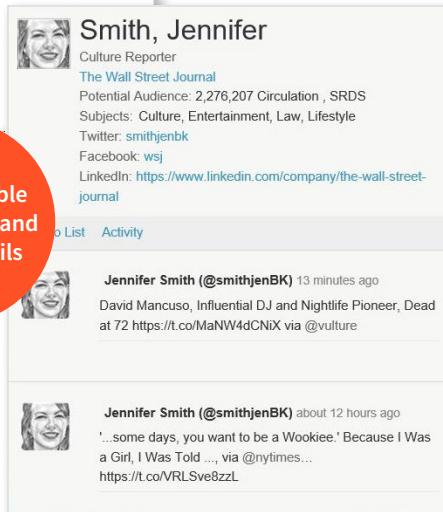
FIND YOUR INFLUENCERS

Leverage Agility PR Solutions' global media database and pinpoint key contacts and influential audiences for your communications. Identify print or broadcast journalists, online influencers, bloggers, and analysts from our immense database of over 800,000 contacts and outlets. Our team of researchers makes millions of updates and additions every year, so you can trust the accuracy of the contact information.



- » **Find influencers.** Search our global database of over 800,000 journalists, outlets, bloggers, and analysts by beat, media type, or region.
- » **Reliable contact details.** We provide in depth info on each journalist and outlet and our research team makes thousands of updates and additions every day. No more wasting time with undelivered emails or outdated info.
- » **Create custom lists.** Use the intuitive search function to compile contact lists, or save search criteria so lists are automatically updated.

Gather reliable
media outlet and
author details



MAKE CONNECTIONS

Once you find the right journalists & influencers, you need to connect with them and build relationships so you have an amplification army at your disposal.

- » **Influencer Streams.** Track social activity of journalists with a streamlined view of tweets from contacts in your lists or those writing about your keywords.
- » **Personalize & send pitches** to contacts right from Agility platform.
- » **Track engagement.** Track who opened emails and what they clicked on in real time.

The screenshot displays the Agility PR Solutions dashboard. At the top, there are navigation tabs: Monitor, Target, Distribute, Measure, Engage, and Manage. Below these are filter sections for 'List' (UK Health & Fitness), 'Keyword' (wearable tech), 'List' (Tech writers), and 'Keyword' (health tracker). The main content area shows a stream of tweets. A detailed profile for Joe Hall, a Sports Journalist at City AM, is highlighted. His profile includes his outlet website, potential audience of 91,392, and social media handles. Below the tweets, there are analytics charts: 'Unique Opens and Link Clicks' (a line graph showing opens and clicks over time), 'Overview of Total Sent' (a pie chart showing 50 unique opens, 34.97% open rate, 0 undeliverable, and 93 not opened), and 'Links Clicked' (a list of most popular links).

Send personalized emails and track response.

EXCEPTIONAL CUSTOMER SUPPORT AND SERVICE

Agility PR Solutions provides support and service that goes above and beyond to ensure you get the most from your investment. We offer:

- » Helpful documentation, tutorials, and training sessions
- » Phone or email support
- » A research team that can help find niche contacts and grow your lists

Agility | PR Solutions

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ABOUT AGILITY PR SOLUTIONS

Agility PR Solutions provides media database, monitoring, and PR measurement solutions to simplify the communications lifecycle. For over 10 years, organizations have trusted us to help them connect with journalists and influencers, capture the details of their media coverage, and illuminate those findings so they can measure the true impact of their PR and communications strategies.