Newswire Analytics
Performance Reporting for GlobeNewswire Press Releases

Overview

Understand how your press releases impact your business and brand. Instantly connect to the data you need to help measure the performance of your GlobeNewswire-distributed releases — the number of people who viewed it, social media shares, multimedia engagement, link clickthroughs, and more.

The newest version of Newswire Analytics delivers more meaningful metrics in a user-friendly format, using widgets and live dashboards instead of static reports. Your report is available immediately after your release is published and is easy to share with whomever you choose.

Newswire Analytics measure traffic on www.globenewswire.com and a select number of third-party websites; press releases will have additional views on many other third-party websites.
Executive Summary

The Executive Summary provides an overview of key metrics at a glance: placements, reach, views, audience segmentation, newsroom activity, and link clicks & average CTR. You’ve got the snapshot data you need, summarized in an easy-to-read dashboard. Your Newswire Analytics report dives deeper into each of these key metrics – and included additional metrics – to give you a 360-degree look at the performance and impact of your press release.
**Navigation**

**Period Selector:** Choose the time period for the data you want displayed in the dashboard.

**Aggregate Report:** View combined data for a selected period, including month-over-month or quarter-over-quarter readership and engagement.

**Share Report:** Email a live version of a report to whomever you choose. Static data and PDFs are a thing of the past.

**Comparison Report:** Compare metrics of up to 10 releases. See which releases performed best, and understand which content resonates with your audience.
**Distribution and Placement**

**Placement Widget (Web Clip Report):** View copies of your published release online, by headline or full text with potential reach metrics.

**Distribution Widget:** See which outlets received copies of your press release based on your selected distribution.

![Screen with Notified report example](image-url)
**Views**

**Total Views:** See the number of people who opened your release since it was published; duplicate views from the same device are omitted to provide a much more accurate measurement of readership.

**Desktop Views and Mobile Views:** See the total number of people who opened your press release online using a personal computer or mobile device.

**Search Clicks:** Understand the number of people who found your press release via a search engine and opened it.
Social Media and Audience Segmentation

**Social Media:** View a list of readers who shared your press release on their social media platforms. Newswire Analytics currently displays data from Twitter, and will soon include Facebook, LinkedIn, and other popular social networks.

**Audience Segmentation:** View your press release readers by country; mouse-over each continent to view exact numbers and drill down to see views by country.
**Search Engine Clicks and Crawlers**

**Search Engine Clicks**: View the search engines your readers used to find your press release. You’ll understand how easily your readers are able to find a specific release, and which search engines are the most popular among your readers.

**Crawlers**: View a list of search engines that had visited your press release. If the crawlers tab is empty, it is a good indicator that the release was not optimized for search.
Multimedia Views, Newsroom Activity and Links

**Total:** See the details of media resource views within your release, including size, browser, device, and more.

**Newsroom Activity:** Understand the engagement your press release had within the GlobeNewswire newsroom.

**Links:** View the number of times each link in your release was clicked, along with the clickthrough rate (CTR).
Comparison Report: Browse and compare up to 10 of your previously distributed press releases. You can compare the following metrics: views, audience segmentation, search engine clicks, newsroom activity, and links.
Share Report: Send reports with live data via email to whomever you choose. Web Link grants temporary access for anyone to view your report if they have the link. If you’re worried about security, you can always add a password to the link or deactivate links to a particular report at any time.
About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

**Notified Event Cloud** lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

**Notified PR Cloud** helps you optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success.

**Notified IR Cloud** lets you manage stakeholder communications and regulatory requirements to maximize shareholder value. Tell your investment story with high-impact, multichannel solutions – earnings announcements, press releases, webcasting, virtual events, and IR websites.

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