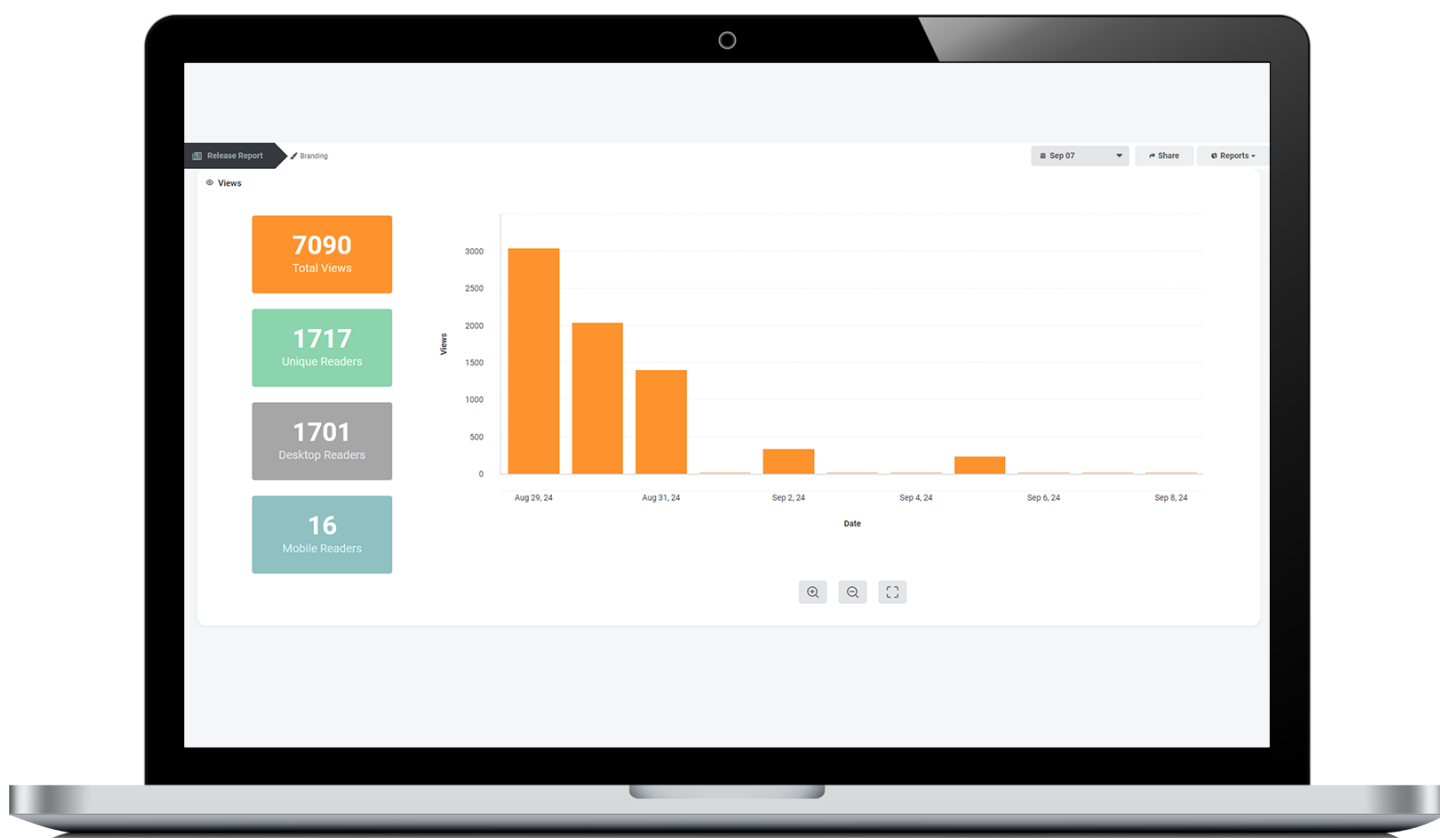# GlobeNewswire Analytics

Performance Reporting for
Press Releases

Overview

GlobeNewswire does much more than just distribute your news worldwide.

We provide performance metrics to measure the impact of your press releases on your business and brand. Connect instantly to insights that measure the performance of your releases — views, social media shares, multimedia engagement, link clickthroughs, and more.

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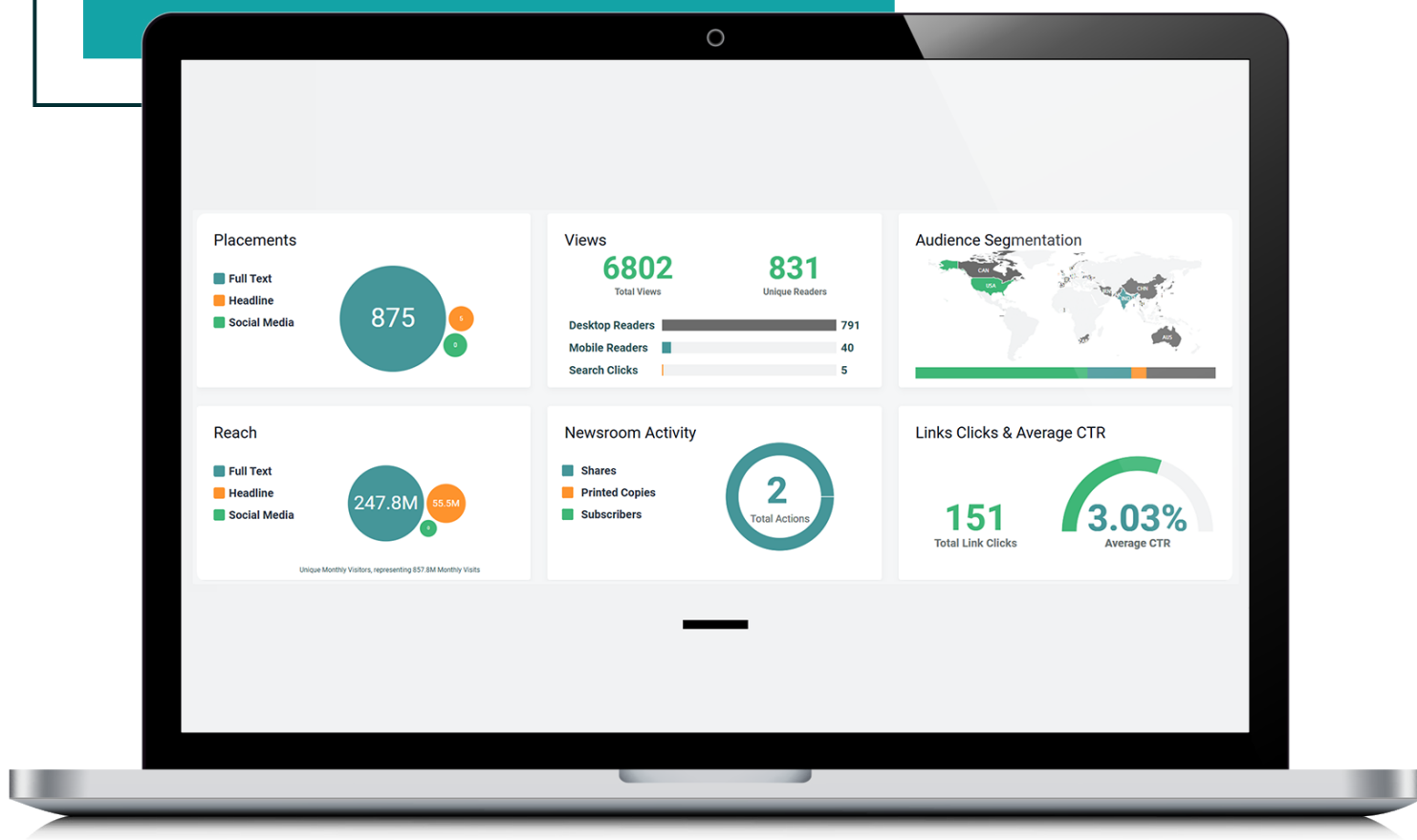

GlobeNewswire Analytics measure traffic on www.globenewswire.com and select third-party websites; press releases will have additional third-party website views.

Executive Summary

The Executive Summary provides a snapshot of your press release performance across audiences, including release placements, reach, views, geographic resonance, shares, link clicks, and CTR rates. You've got the snapshot data you need, summarized in an easy-to-read dashboard. Your GlobeNewswire Analytics report dives deeper into these and additional metrics to give you a 360-degree look at the performance and impact of your press release.
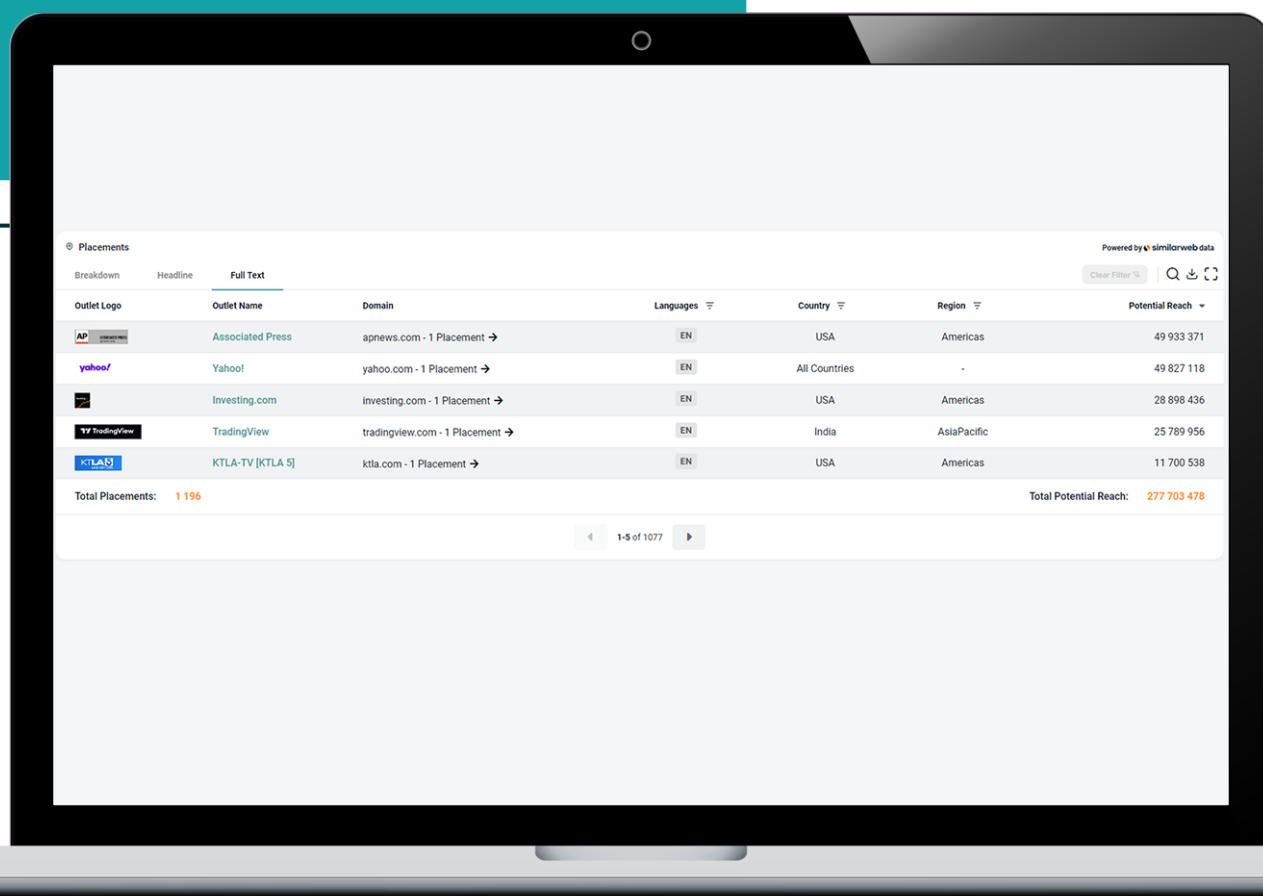
How are Views tracked?

GlobeNewswire Analytics tracks views originating from any website that does not have a paywall or require a login.

Placements

- Full Text
- Headline
- Social Media

875
5
0

Views

6802
Total Views

831
Unique Readers

Desktop Readers — 791
Mobile Readers — 40
Search Clicks — 5

Audience Segmentation

CAN
USA
CHN
AUS

Reach

- Full Text
- Headline
- Social Media

247.8M
55.5M

Unique Monthly Visitors, representing 857.8M Monthly Visits

Newsroom Activity

- Shares
- Printed Copies
- Subscribers

2
Total Actions

Links Clicks & Average CTR

151
Total Link Clicks

3.03%
Average CTR

Placements

With GlobeNewswire Analytics, you can easily sort, filter, and export details about your placements. Sort and filter through a variety of qualifiers like language, country, and region to evaluate whether you reached your target media. Then export your data for additional analysis and easy importing to business intelligence tools.

Placements are gathered on an hourly basis, while other metrics are updated multiple times an hour.

⊕ Placements   Powered by ⬡ similarweb data

Breakdown   Headline   **Full Text**   Clear Filter ⊽   🔍 ⭳ ⛶

Outlet Logo	Outlet Name	Domain	Languages ⇌	Country ⇌	Region ⇌	Potential Reach ⌄
AP	Associated Press	apnews.com - 1 Placement →	EN	USA	Americas	49 933 371
yahoo!	Yahoo!	yahoo.com - 1 Placement →	EN	All Countries	-	49 827 118
	Investing.com	investing.com - 1 Placement →	EN	USA	Americas	28 898 436
TradingView	TradingView	tradingview.com - 1 Placement →	EN	India	AsiaPacific	25 789 956
KTLA5	KTLA-TV [KTLA 5]	ktla.com - 1 Placement →	EN	USA	Americas	11 700 538

Total Placements: 1 196   **Total Potential Reach:** 277 703 478

◁   **1-5** of 1077   ▷

Unique Readers and Total Views

Notified uses advanced digital fingerprinting technology to identify each reader of a press release. By combining several unique, yet anonymous identifiers, we can accurately identify individual viewers, displayed as Unique Readers. We also provide Total Views to represent all traffic to the release.

Total Views: The number of times your press release was opened since it was published.

Unique Readers: The total number of people that have read your press release; duplicate views from the same device are omitted to provide a much more accurate measurement of readership.

Desktop Readers and **Mobile Readers**

Social Media and Audience Segmentation

Social Media: A list of readers who shared your press release on their social media platforms. GlobeNewswire Analytics currently displays data from Twitter, Facebook, LinkedIn, and other popular social networks.

Audience Segmentation: Your press release readers by country; hover over each continent to view exact numbers and drill down to see views by country.
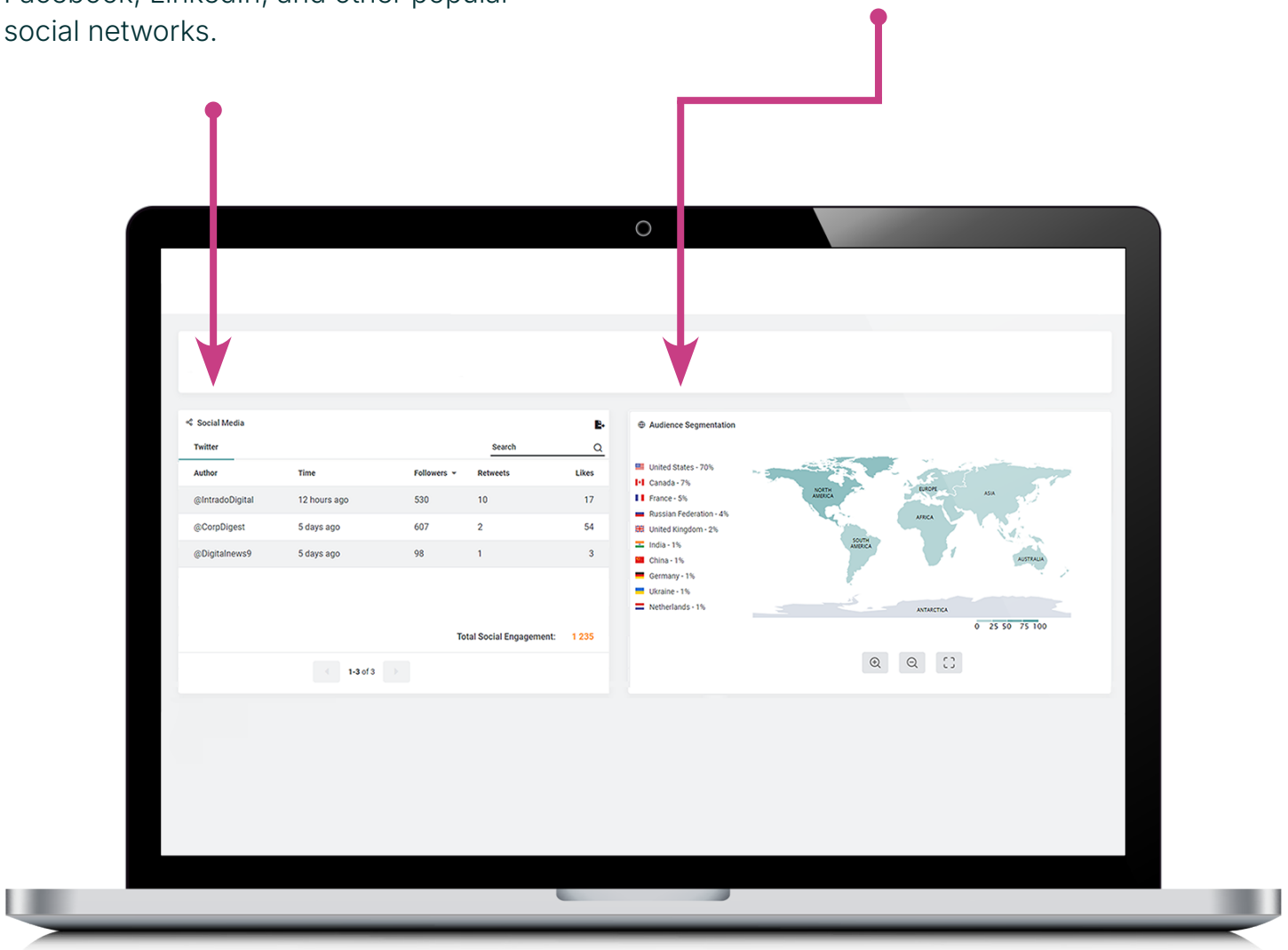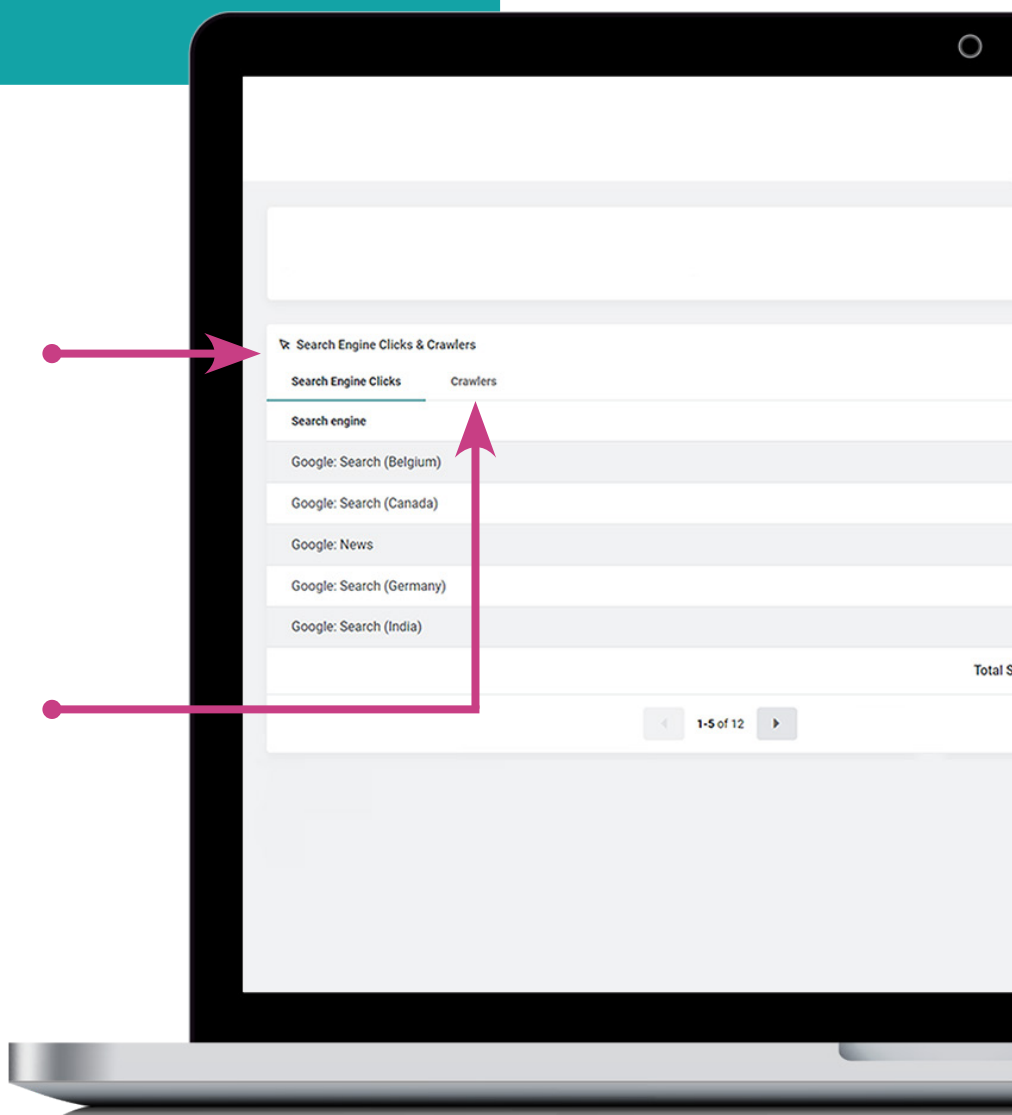
Search Engine Clicks and Crawlers

What is a Crawler?

Crawlers are automated bots that scour the web and index each page they visit. All search engines need to index a web page before it appears on a search. Each crawler shown in your analytics means that your press release can be found by using that search engine.

Search Engine Clicks: The search engines your readers used to find your press release. You'll under-stand how easily your readers are able to find a specific release, and which search engines are the most popular among your readers.

Crawlers: 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.
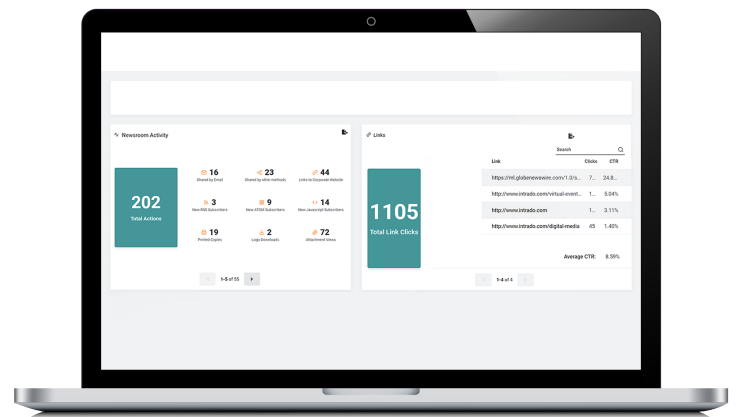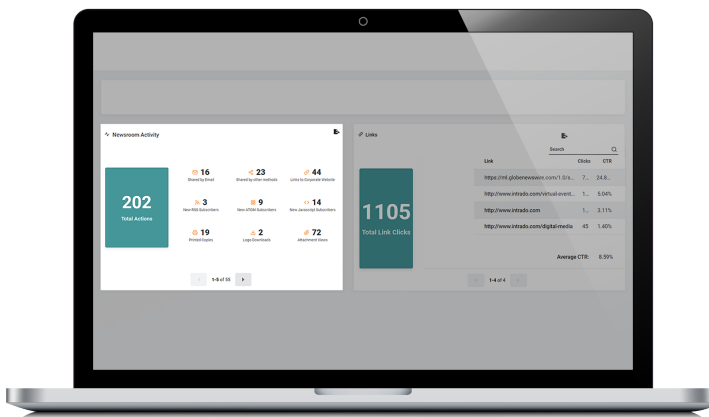
Search Engine Clicks & Crawlers

| Search Engine Clicks | Crawlers |

Search engine

Google: Search (Belgium)

Google: Search (Canada)

Google: News

Google: Search (Germany)

Google: Search (India)

Total S

1-5 of 12

Multimedia Views, Newsroom Activity, and Links

Multimedia Views: See how readers view the multimedia in your release including size, browser, device, and more.
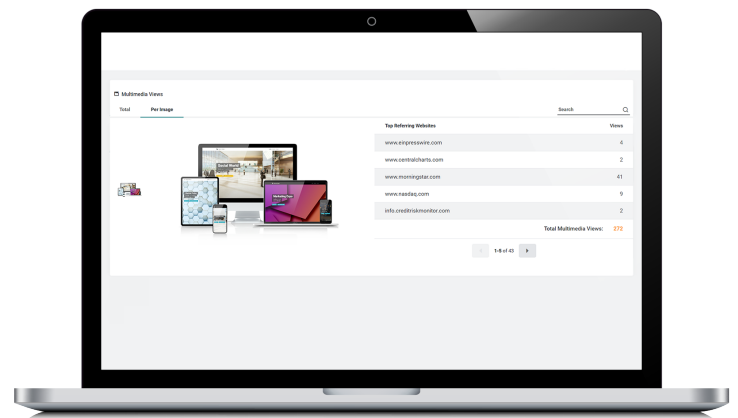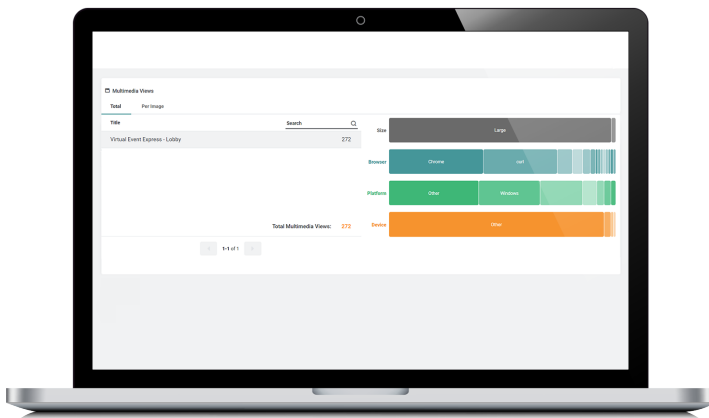

Newsroom Activity: Understand the engagement your press release had within the GlobeNewswire newsroom.

Link Clicks: View the number of times each link in your release was clicked, along with the clickthrough rate (CTR).
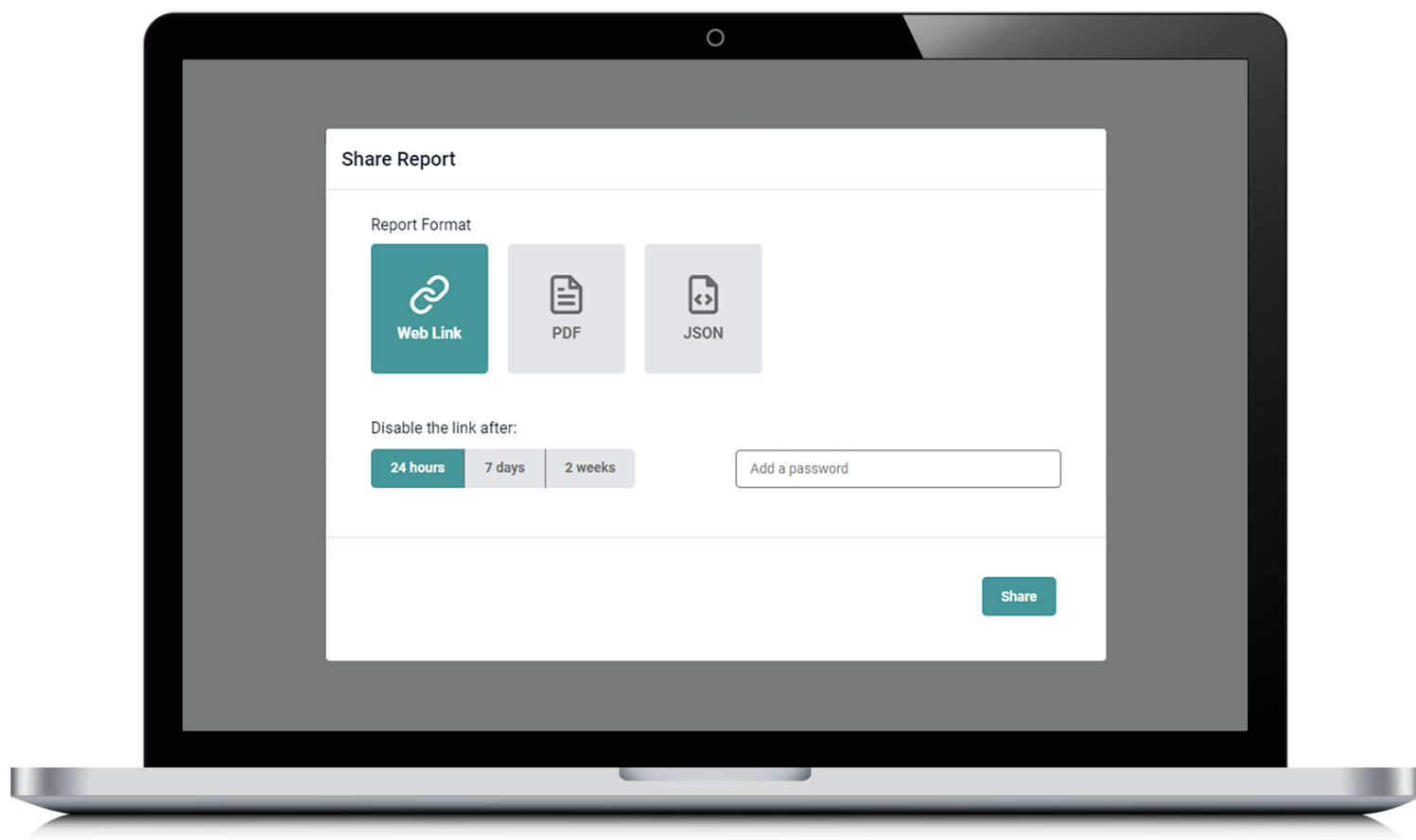
Comparison Report

Browse and compare up to 10 of your distributed press releases. You can compare the following metrics: views, audience segmentation, search engine clicks, newsroom activity, and links.
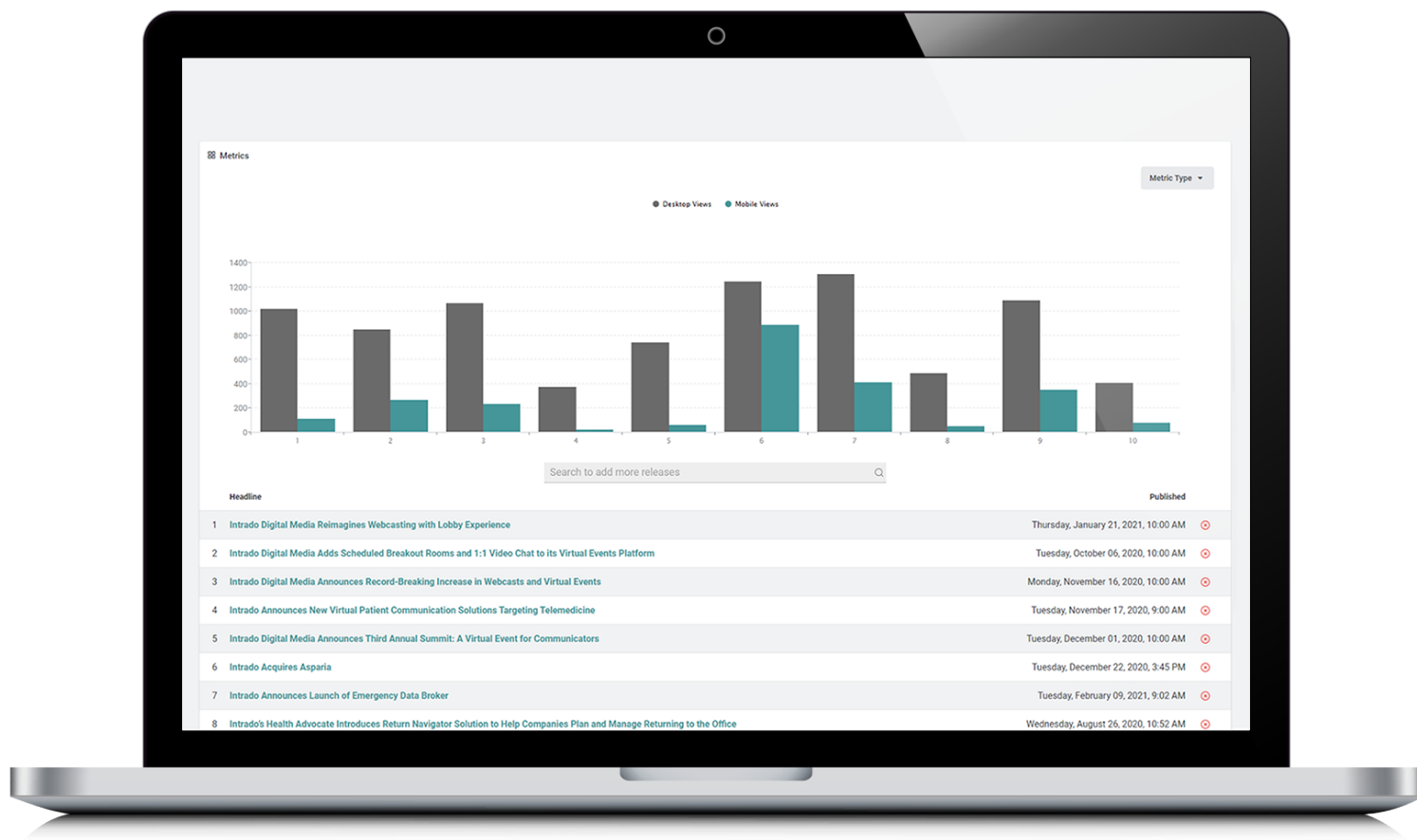
Share Report

Send reports with live data via email to whomever you choose. Web Links grant temporary access for anyone to view your report if they have the link. If you're worried about security, you can add a password to the link or deactivate links to a particular report at any time.

Share Report

Report Format

| Web Link | PDF | JSON |

Disable the link after:

| 24 hours | 7 days | 2 weeks |

Add a password

Share

Aggregate Report

Browse and combine the metrics of up to 50 of your distributed press releases. The perfect tool to measure analytics for campaigns which contained more than a single press release.
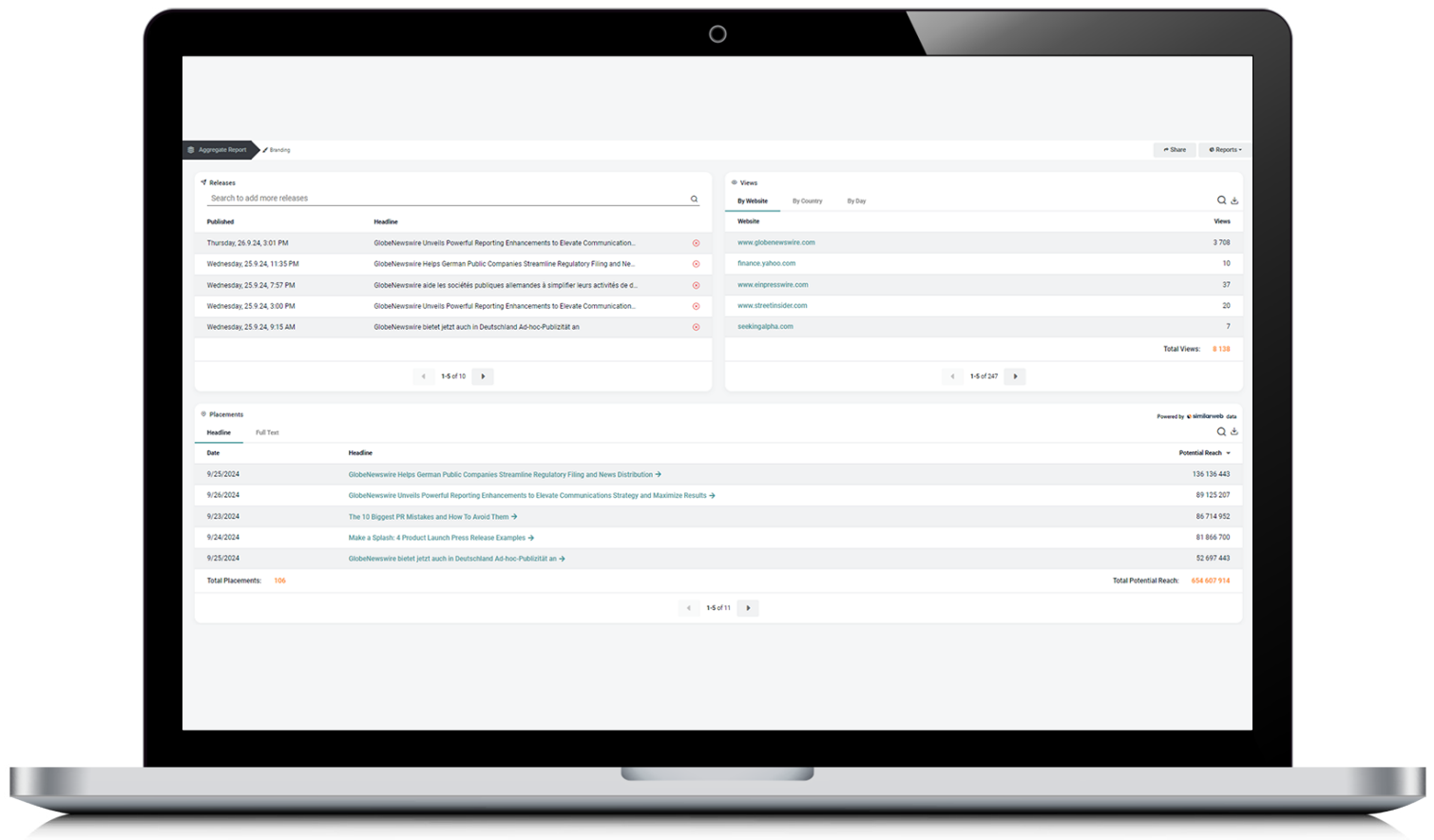
Period Report

Choose a specific time period and measure analytics for all of your distributed press release activity. Excellent for measuring important KPIs for periodic reports.
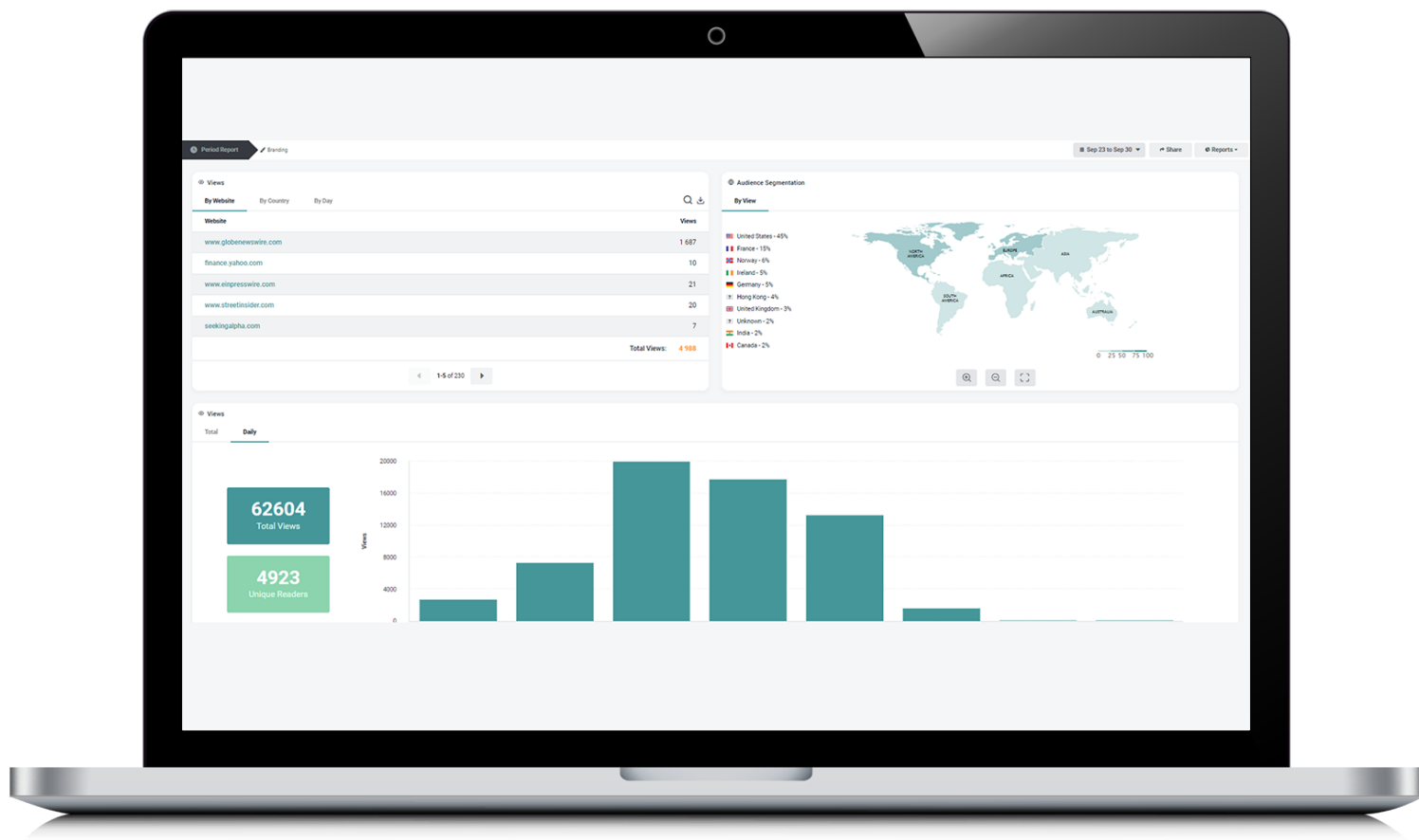
Placements Report

This powerful report allows you to see all your headline and full page placement details in a single page view, along with a breakdown by media outlet industry and type. Easily sort and filter data by language, country, and region to evaluate whether you hit your target media. This creates an easily digestible report for management and stakeholders.