

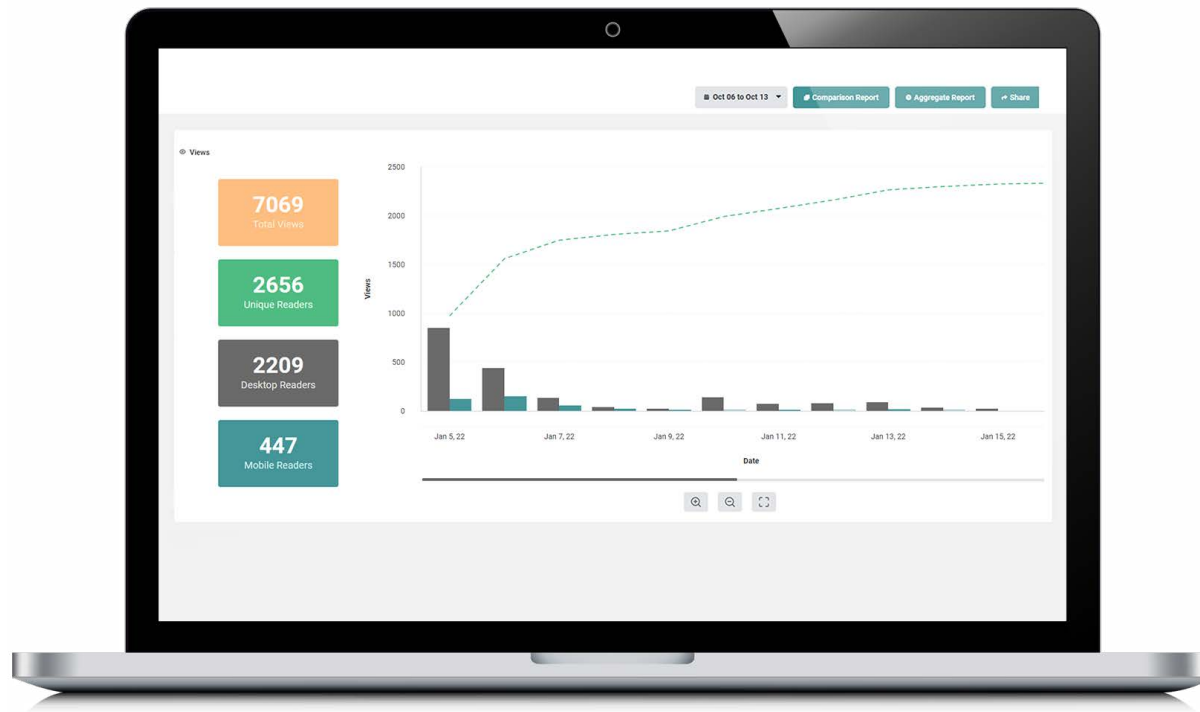
Newsire Analytics

Performance Reporting for 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 distributed releases — the number of people who viewed it, social media shares, multimedia engagement, link clickthroughs, and more.

The newest version of Newsire Analytics delivers 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.



Newsire 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 an overview of key metrics at a glance: placements, reach, views, audience segmentation, newsroom activity, and link clicks & average click-through rate (CTR). You've got the snapshot data you need, summarized in an easy-to-read dashboard. Your Newswire 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?

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



Report Navigation

How is Potential Reach calculated?

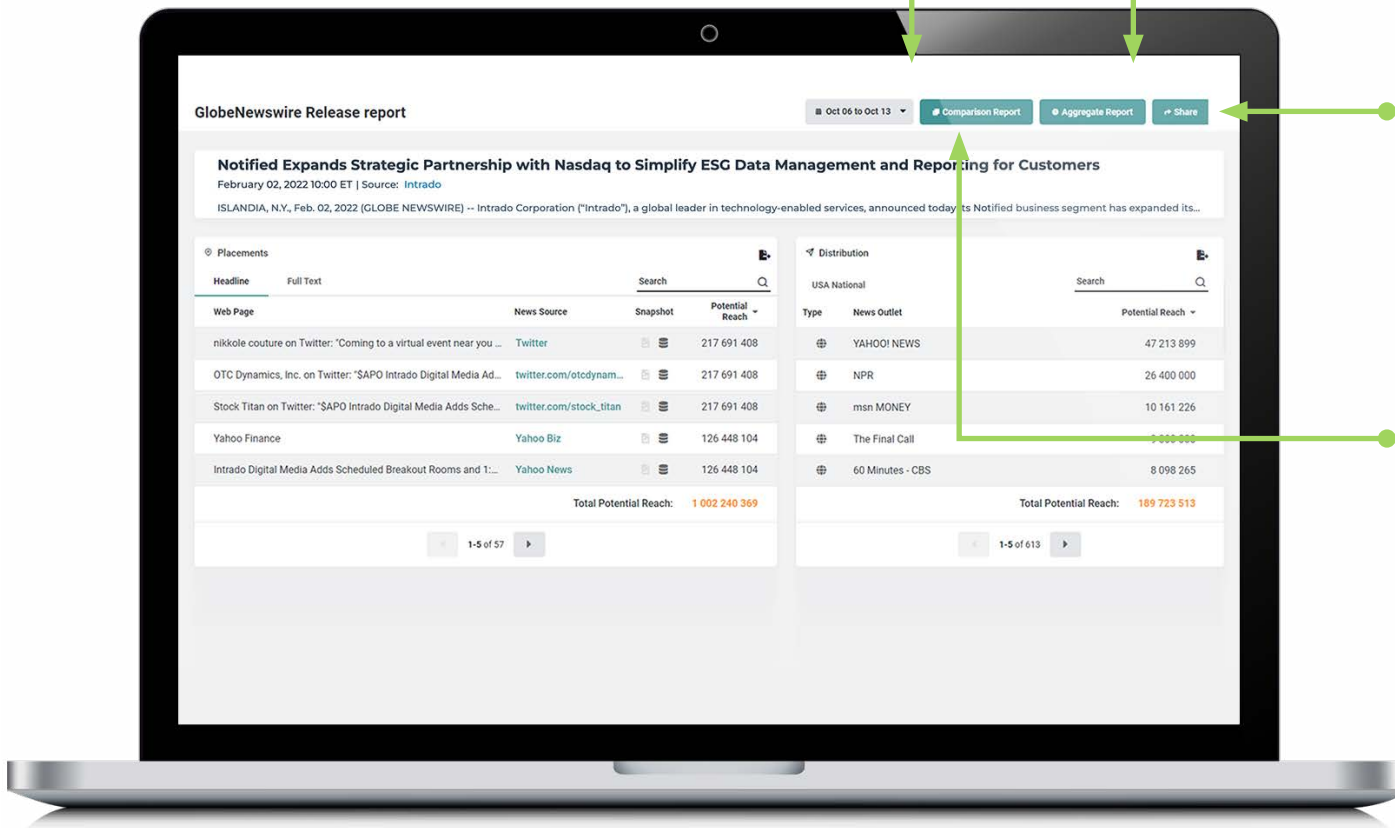
Potential Reach is the sum of a domain's unique visitors. This number includes all visitors to the website who could have seen your press release.

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 monthly or quarterly 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.

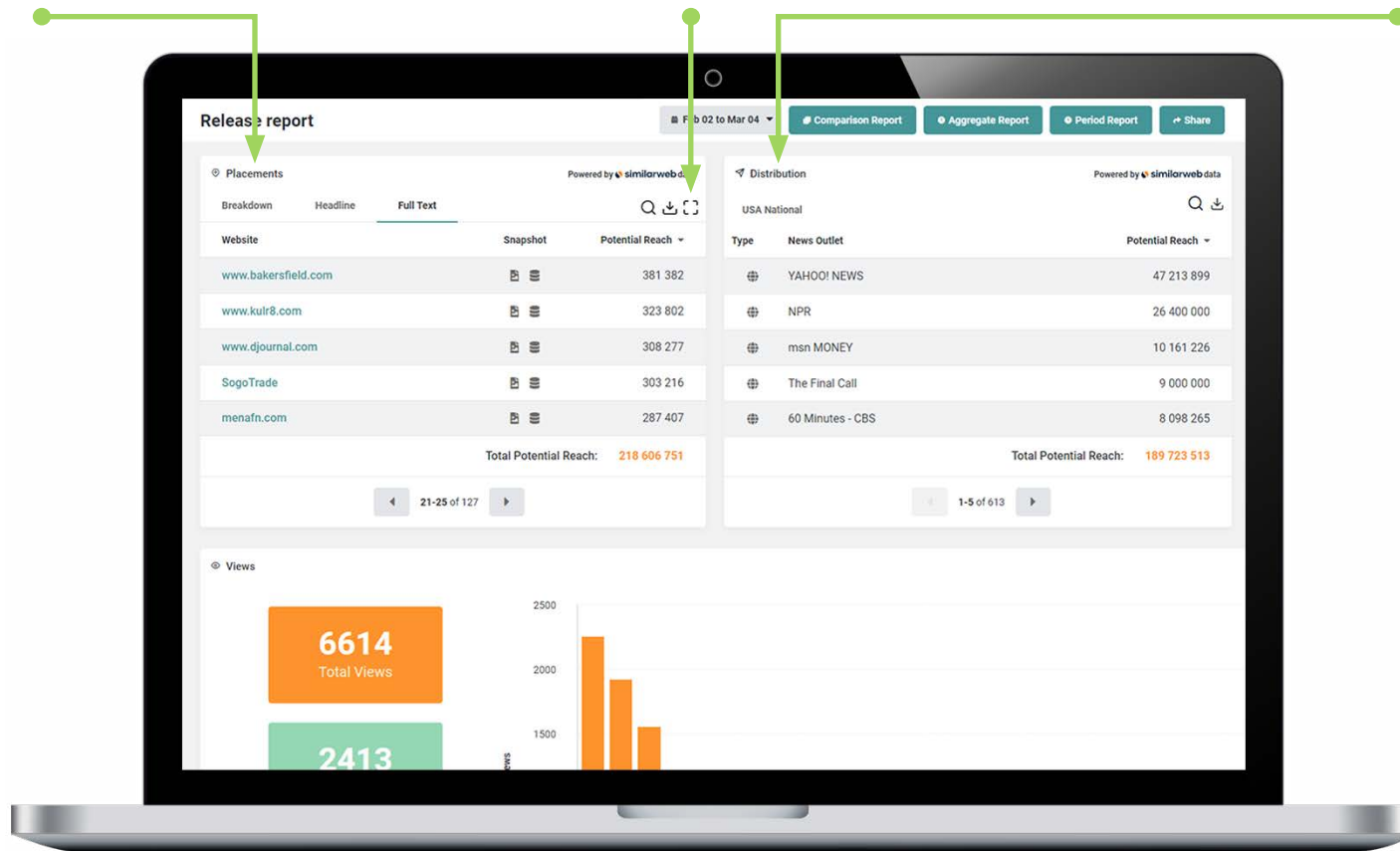


Distribution and Placement

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

Expand Placements: The expand button on the placements widget will allow you to open the widget in full-screen and view additional columns like **Global Rank, Country Rank, and Referrers**. You can also filter to add or hide any columns.

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



How often are Newswire Analytics updated?
Placements are gathered every hour, while all other metrics are updated every 10 minutes.

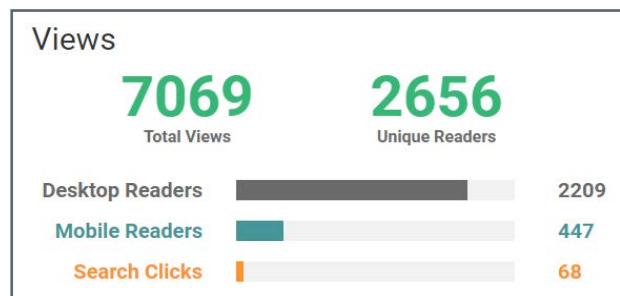
Unique Readers and Total Views

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 real human traffic and prevent tracking the same person viewing a press release as separate views. These are Unique Readers, while the remaining views that did not pass our human evaluation are shown as Total Views.

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

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.

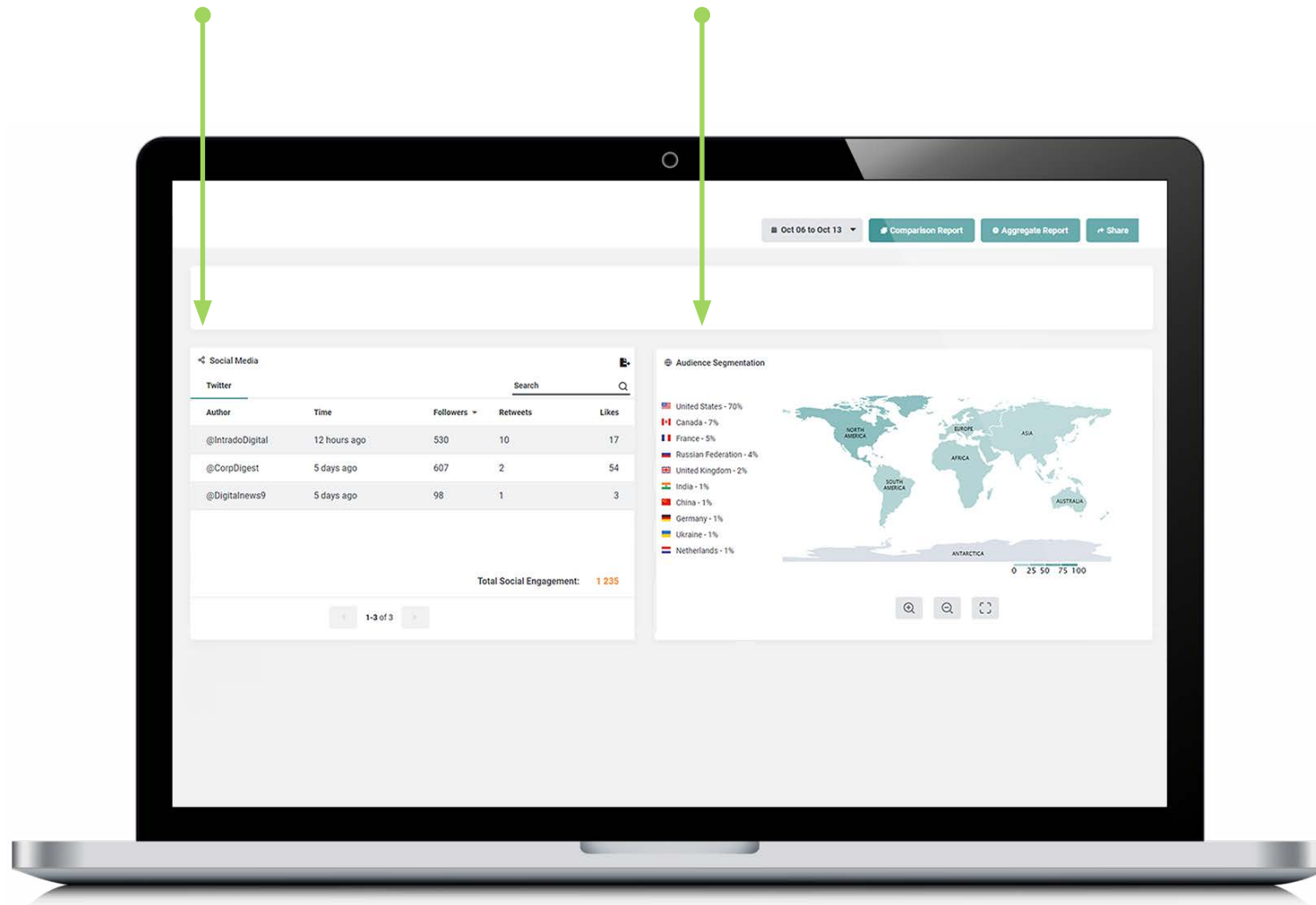
Desktop Readers and Mobile Readers



Social Media and Audience Segmentation

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

Audience Segmentation: Your press release readers by country; mouse-over each continent to view exact numbers and drill down to see views by country.



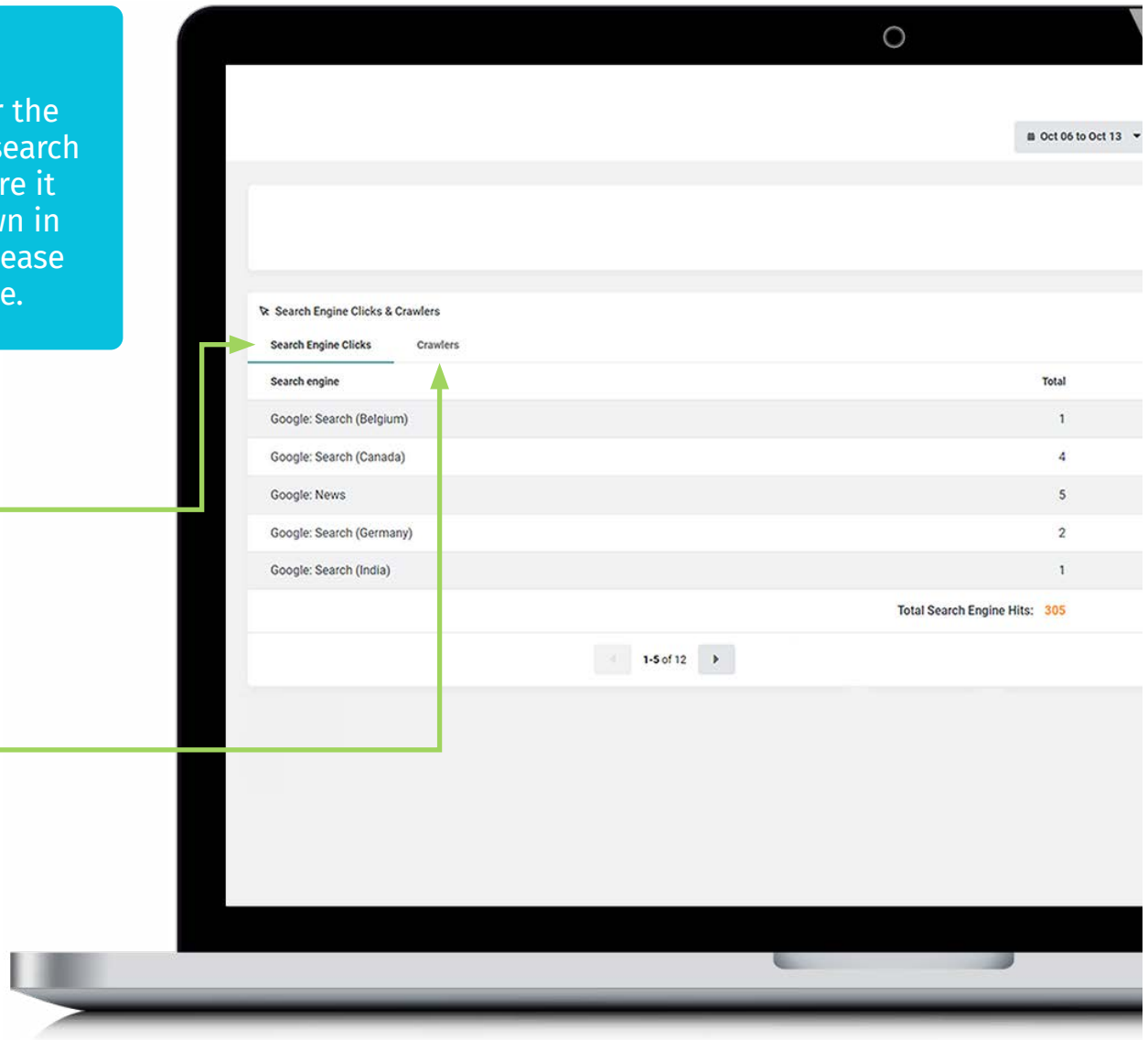
Search Engine Clicks and Crawlers

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.

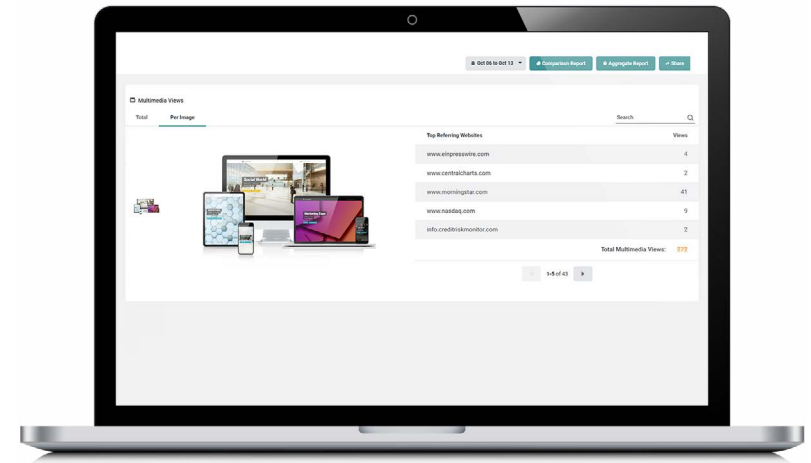
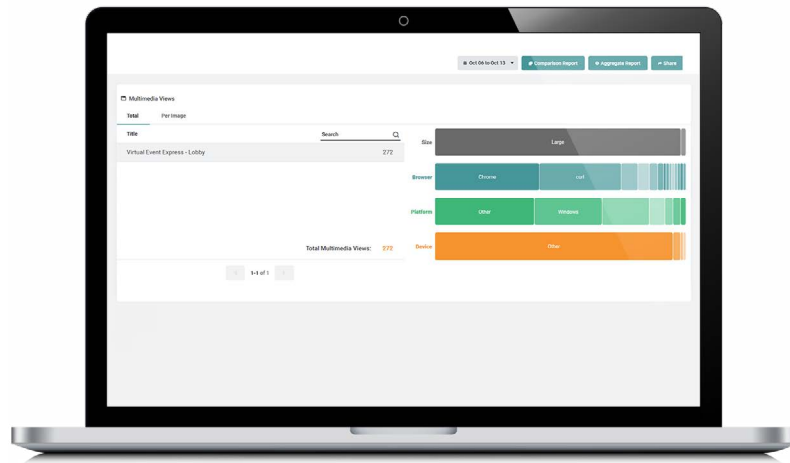
Search Engine Clicks: The search engines your readers used to find your press release. You'll understand how easily your readers are able to find a specific release, and which search engines are the most popular among your readers.

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.



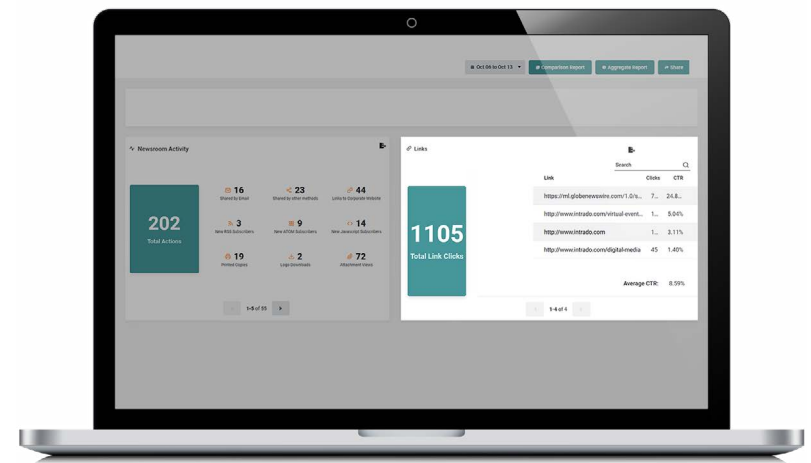
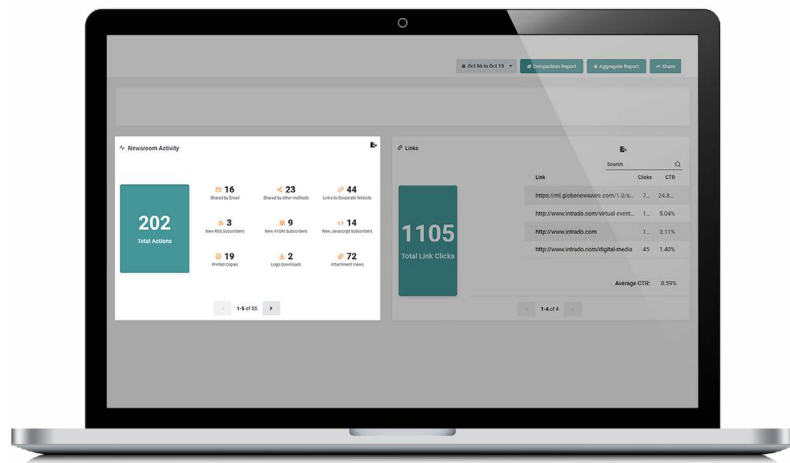
Multimedia Views, Newsroom Activity and Links

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



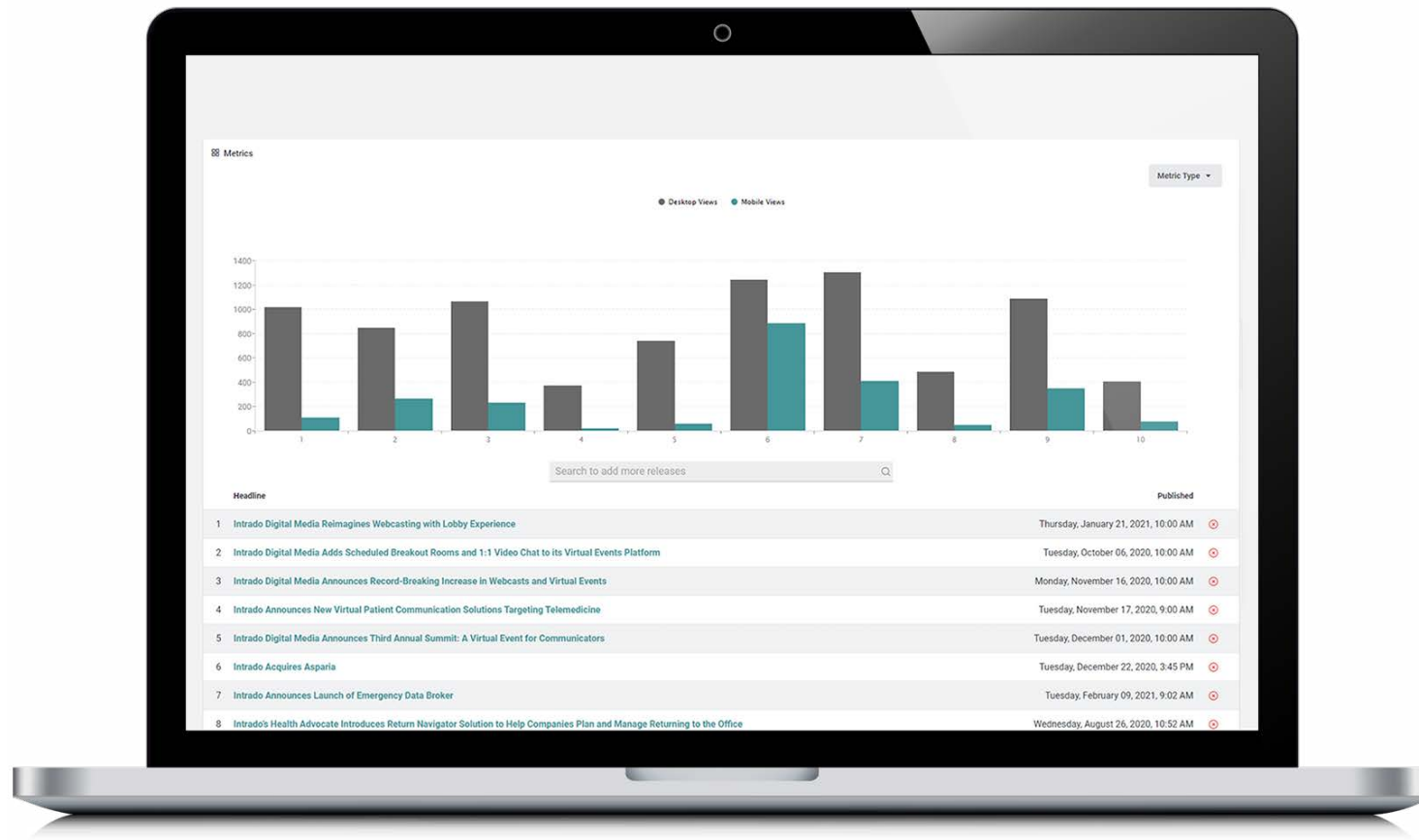
Newsroom Activity: Understand the engagement your press release had within the GlobeNewswire newsroom.

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



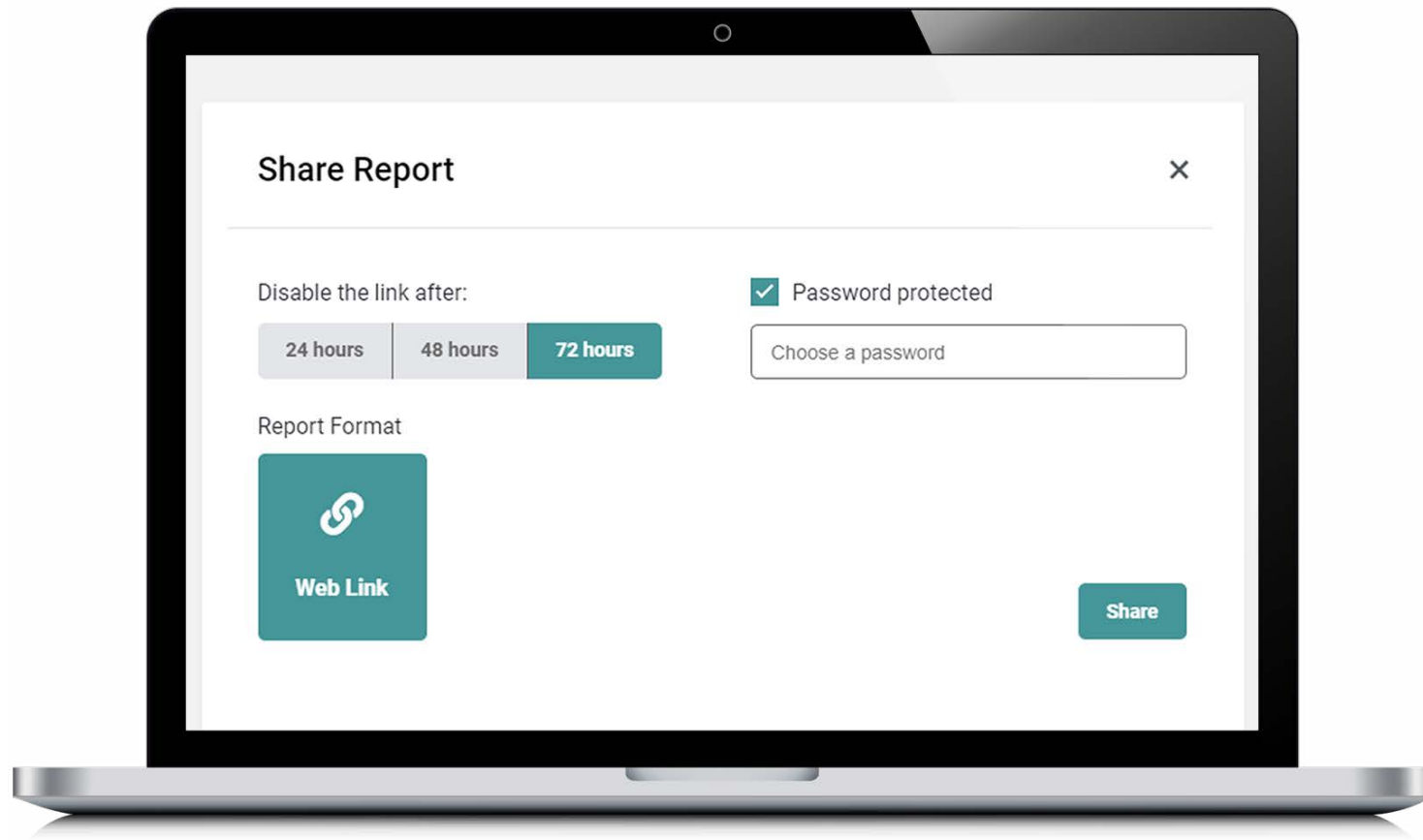
Comparison Report

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



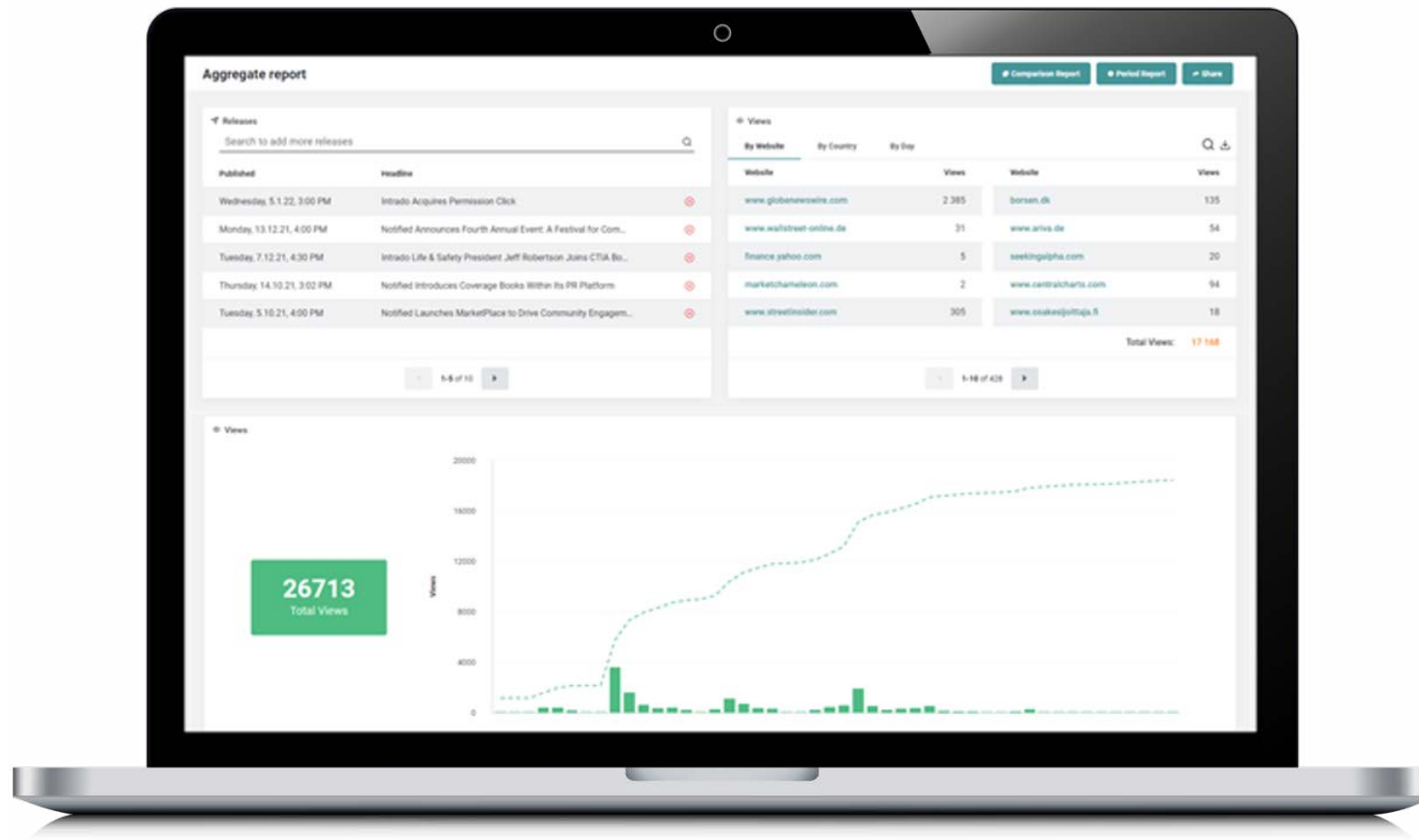
Share Report

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 add a password to the link or deactivate links to a particular report at any time.



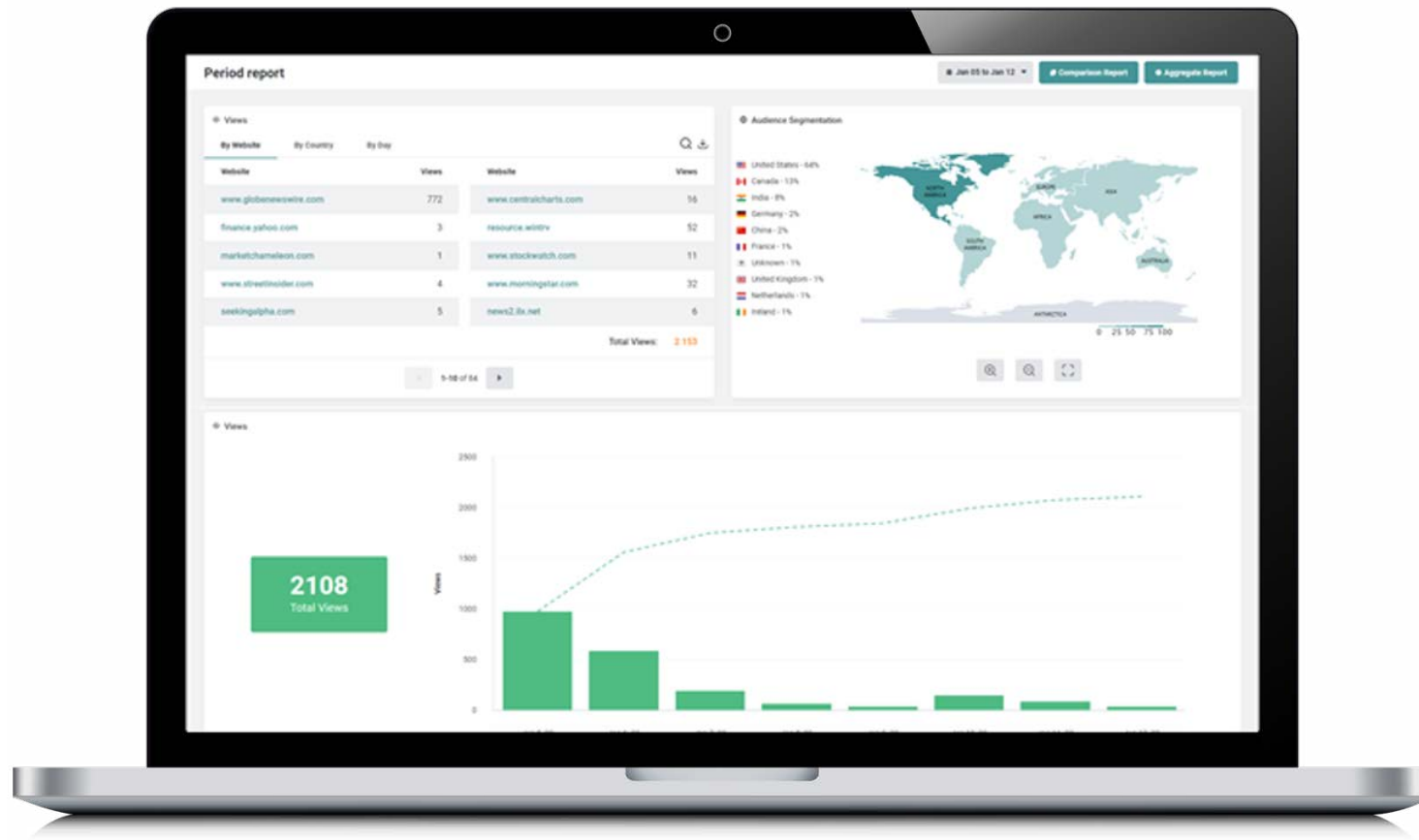
Aggregate Report

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.



| About Notified

Notified, a West business, is a globally trusted technology partner for investor relations, public relations, and marketing professionals. The company's suite of world-class, award-winning communications solutions and its dedicated customer service team are relied upon by more than 10,000 customers, from growing businesses and newly public companies to some of the world's most recognizable brands. Notified's solutions help organizations effectively reach and engage customers, investors, employees, and the media – from virtual events and webcasts to earnings calls, IR websites, social listening, media engagement tools and regulatory and press release distribution via GlobeNewswire. Notified is headquartered in New York, N.Y.

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*Dependent on distribution network(s) selected