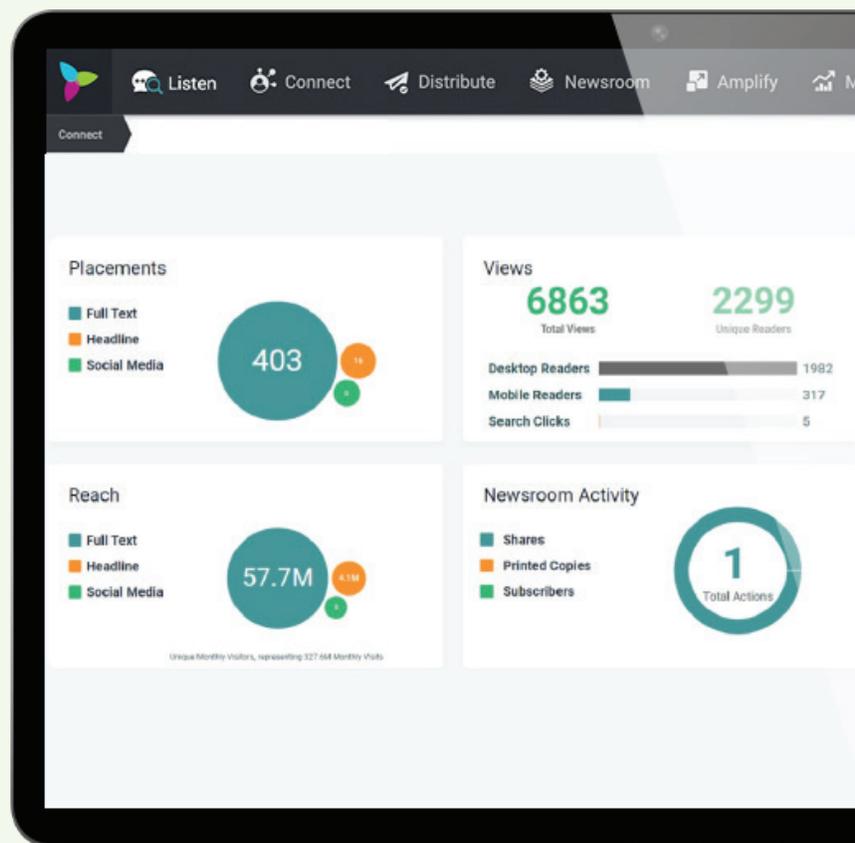# GlobeNewswire Analytics
Advanced Reporting for Advanced Decisions

GlobeNewswire Analytics provides you with instant insights into one of your most important audience segments, actively engaged press release readers. Our reporting combines unparalleled insights and user-friendly tools, to give you a comprehensive understanding of your release's performance.
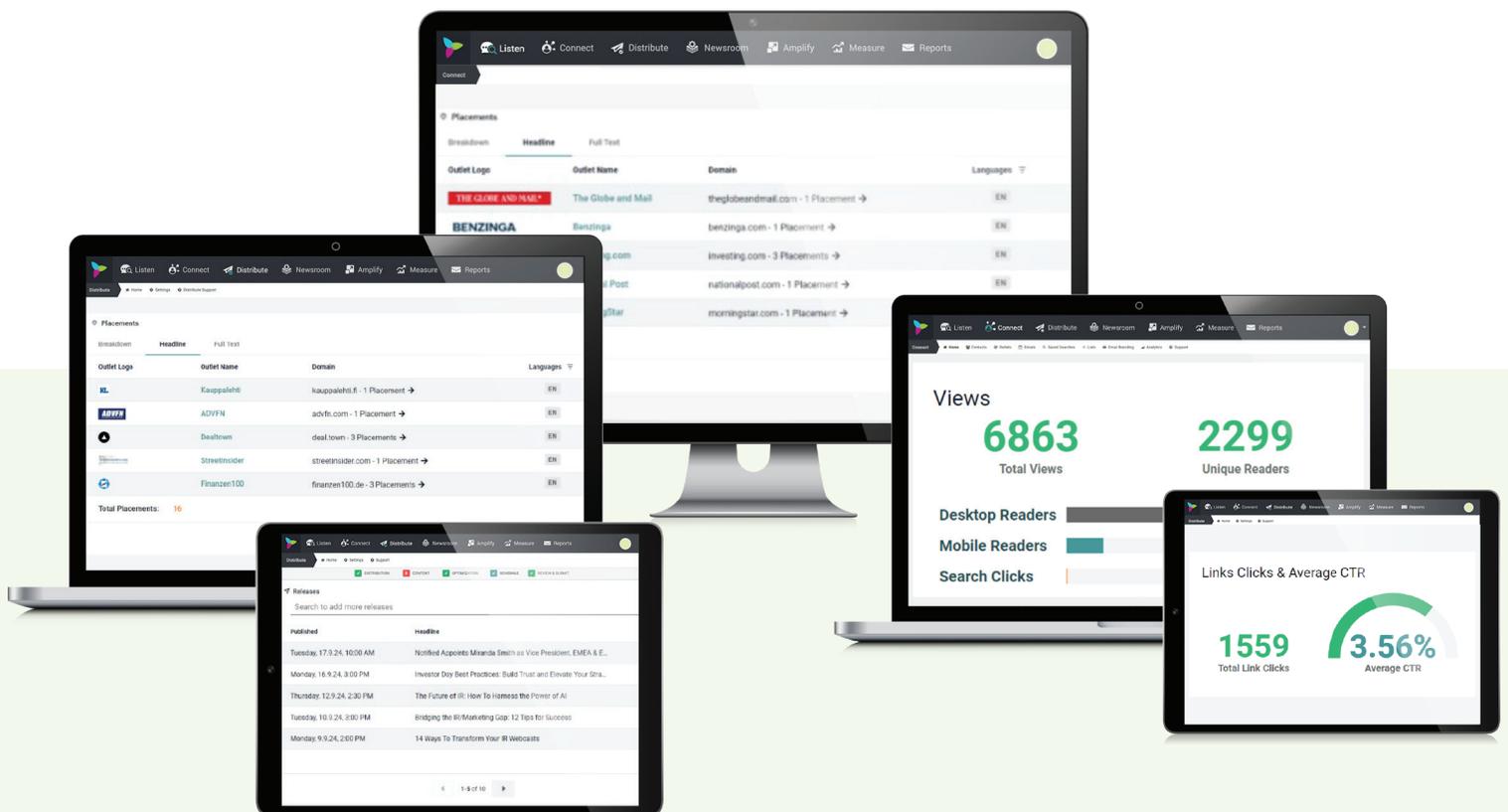
Key Differentiators

- **More Actionable Insights Competitors Can't Match**

- **User Experience That Eliminates Frustration**

More Actionable Insights Competitors Can't Match

GlobeNewswire Analytics offers exclusive data visualizations that provide unparalleled insights into the performance of your press releases, features that competitors don't match:

- **Unique Reader Tracking:**
Get precise data on the exact number of unique readers who engage with your release, excluding bots and duplicate views, providing a more accurate picture of your audience.

- **Click-Through Rate (CTR) Tracking:**
Evaluate link clicks in relation to unique readers to understand relative audience engagement.

- **Headline-Only Placement Tracking:**
Even when only the headline of your release is placed, we track it, giving you a more comprehensive view of your release's reach.

- **Aggregate Reporting With Placements:**
Combine multiple press releases into a single, easy-to-read report, simplifying performance tracking across campaigns or time periods.

- **Placements By Language, Country, & Region:**
Filter your placement data within the user interface by language, region, and country to quickly evaluate whether you have reached your target media.

User Experience That Eliminates Frustration

In addition to exclusive data visualizations, our platform enhances the user experience, making it easier to track, analyze, and share your press release data:

GlobeNewswire Analytics reports offer a combination of unmatched data insights and an intuitive, user-friendly experience that puts you ahead of the competition, ensuring you get the most value from every press release you distribute.

- **Executive Summary:** A comprehensive look at the way your release activated this highly interested audience. Our Executive Summary is a thoughtful showcase of the metrics you need the most.

- **Live Report Sharing:** Share live reports instantly with your team, allowing for real-time updates and efficient collaboration—unlike static reports offered by competitors.

- **Placements Report:** Easily analyze and share your placement data all on one page.

- **Branded Reports:** Customize your reports by adding your logo and brand colors, delivering a professional, tailored presentation for your stakeholders.

- **Exporting Options:** Easily export your data in Excel, PDF, or JSON format for deeper analysis, giving you flexibility to integrate it into your own systems or platforms.