# Notified Public Relations Cloud
## PR Support from Message to Measurement

*notified*

## Integrated Solutions for PR Communications

### NOTIFIED PR PLATFORM

- Media Monitoring
- Social Listening
- Media Contacts Database
- Press Release Distribution
- Newsroom Creation
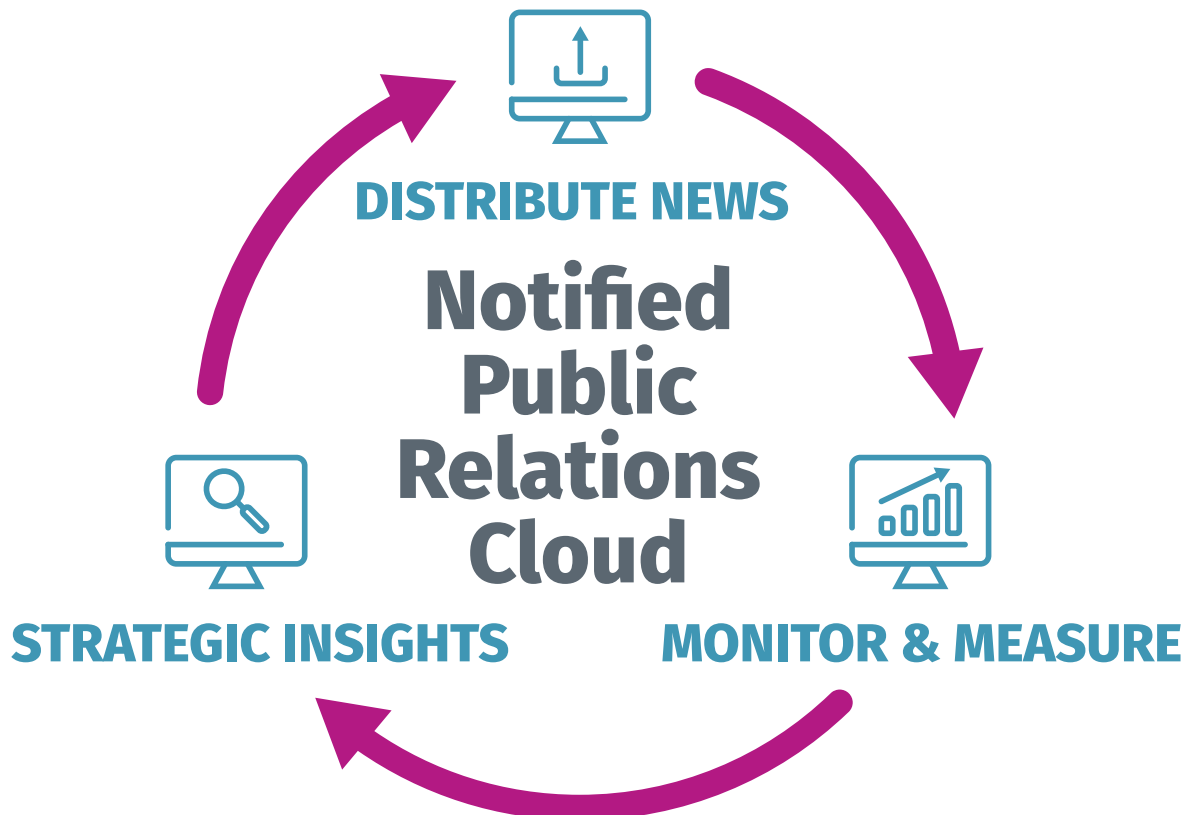- Social Amplification Feeds
- PR Measurement

### PRESS RELEASE DISTRIBUTION

- 92 countries; 35 languages
- More than 1,000 newslines
- Multimedia Snippets
- Regulatory Filings
- Editorial Support
- Translation Services
- Newswire Analytics

### INSIGHTS & ANALYTICS SERVICES

- Custom Reports
- Media Briefs
- Analysis Reports
- Reputation Audits
- Research Team Curation
- Quantitative Data
- Qualitative Analysis
- Robust Insights

**DISTRIBUTE NEWS**

## Notified Public Relations Cloud

**STRATEGIC INSIGHTS**

**MONITOR & MEASURE**

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| NOTIFIED PR PLATFORM FEATURES | EXPAND | EVOLVE | ENTERPRISE |
|---|:---:|:---:|:---:|
| **DISTRIBUTE: PRESS RELEASES VIA GLOBENEWSWIRE® \*** | | | |
| Global Distribution, including news sites, trades, and brokerages | ✓ | ✓ | ✓ |
| Earnings releases | ✓ | ✓ | ✓ |
| EDGAR (U.S.) | ✓ | ✓ | ✓ |
| SEDAR (Canada) | ✓ | ✓ | ✓ |
| EU Transparency Directive | ✓ | ✓ | ✓ |
| XBRL | ✓ | ✓ | ✓ |
| Full-service and self-service options | ✓ | ✓ | ✓ |
| 24/7/365 Editorial Support | ✓ | ✓ | ✓ |
| Multimedia Snippets | ✓ | ✓ | ✓ |
| Newswire Analytics | ✓ | ✓ | ✓ |
| Media Impact Reports | ✓ | ✓ | ✓ |
| **CONNECT: MEDIA AND INFLUENCER DATABASE** | | | |
| Global AI-powered journalist database | ✓ | | ✓ |
| Automatic outreach suggestions | ✓ | | ✓ |
| GlobeNewswire media database | ✓ | | ✓ |
| Media contact import / export | ✓ | | ✓ |
| Rich profile info | ✓ | | ✓ |
| Enriched Email | ✓ | | ✓ |
| Curated and discovered contacts | ✓ | | ✓ |
| **PUBLISH: NEWSROOMS** | | | |
| Easy newsroom page builder | ✓ | | ✓ |
| Automated content feeds | ✓ | | ✓ |
| Press release creation/publishing | ✓ | | ✓ |
| Press kits | ✓ | | ✓ |
| Performance analytics (newsrooms & outreach) | ✓ | | ✓ |
| Custom newsroom domain | ✓ | | ✓ |
| API access | ✓ | | ✓ |

*\* additional fees apply*

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| NOTIFIED PR PLATFORM FEATURES | EXPAND | EVOLVE | ENTERPRISE |
|---|:---:|:---:|:---:|
| **LISTEN: MEDIA MONITORING AND SOCIAL LISTENING +** | | | |
| Real-time monitoring | | ✓ | ✓ |
| Social listening | | ✓ | ✓ |
| Automated sentiment analysis | | ✓ | ✓ |
| Boolean search queries | | ✓ | ✓ |
| Twitter firehose | | ✓ | ✓ |
| API solution | | ✓ | ✓ |
| **AMPLIFY: SOCIAL BOARDS** | | | |
| Visualization themes | | ✓ | ✓ |
| Moderation function | | ✓ | ✓ |
| Embeds into CMS | | ✓ | ✓ |
| **MEASURE: DASHBOARDS AND QUICK REPORTS** | | | |
| Custom dashboards | | ✓ | ✓ |
| Social account analytics | | ✓ | ✓ |
| Competitive benchmarking | | ✓ | ✓ |
| Campaign measurement | | ✓ | ✓ |
| Brand measurement | | ✓ | ✓ |
| **REPORT: NEWSLETTERS & ALERTS** | | | |
| Instant Alerts on chosen mentions | | ✓ | ✓ |
| Peak Alerts on chosen mentions | | ✓ | ✓ |
| Coverage Books | | ✓ | ✓ |
| Custom Newsletters | | ✓ | ✓ |
| **INSIGHTS & ANALYTICS SERVICES *** | | | |
| Media Briefs | | | |
| Monthly or Quarterly Analysis Reports | | | |
| Post-Event Brief | | | |
| IPO Reports | | | |
| PR Performance Reports | | | |

*\* Additional fees apply*

*+ Premium content available*

**Whether you're a small corporate team that needs a solution for media monitoring and influencer engagement, or a large agency looking for a scalable platform to manage multiple client brands, Notified can help.**

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## A Partner You Can Trust

We support 88% of Fortune 100 companies. From media contacts and press release distribution to PR measurement, we've got you covered.

- **Integrated, intelligent, easy-to-use public relations software**
- **Detailed reporting to prove brand performance**
- **Global team that has your back**

### SERVICE EXCELLENCE

- 24/7/365 editorial support
- 24+ countries staffed
- Translation services

### AWARD-WINNING PR SOLUTIONS

Winners at AMEC 2021, SABRE Awards EMEA 2021 and AMEC Awards 2020.

### MEDIA PARTNERSHIPS

New media partners added weekly to our global distribution network.

### LATEST SOCIAL NETWORKS

Monitor and listen across TikTok, Instagram, Twitter, Facebook, and YouTube and more

### END-TO-END SECURITY

PR technology protected by multiple layers of security.

### CUSTOMIZED REPORTS

Easily aggregate data for sharing in customized, branded digital reports.

## About Notified

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

**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 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 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.

Visit **Notified.com** to learn more.

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