

SUMMARY VISIBILITY ENGAGEMENT

Overall Summary Release Summary

PRNewswire
 Start Date: 3/17/2008
 End Date: 3/17/2009
 Submit

Adjust the timeframe to meet YOUR reporting needs.

See summary results for a full year

Overall Summary
 100 Releases between 3/17/2008 and 3/17/2009

Total Results for All Releases

Release Views	Release Postings	SEO Views
80,620	4,004	349

This is a high level summary for all releases in the selected date range. For detailed information about a particular release, go to the "Release Summary" tab, or click here.

All Release Trends

Views Postings Search

Views Cumulative Total

Overall Client Index Scores

Total Visibility Index: (TVI) **56**

Engagement Index: (EI) **22**

Visibility and Engagement indices are a comparison of account key metric results against industry averages in each of the visibility segments. Scale based on 0-100, average score is 50. Index indicators with a score above average are green, below average are yellow.

Use color-coded comparison indexes for at-a-glance benchmarking

100 Releases between 3/17/2008 and 3/17/2009

RELEASE	RELEASE DATE	SPIDER HITS	ONLINE VIEWS	MEDIA VIEWS	SEARCH VIEWS	INVESTOR VIEWS	TOTAL VIEWS	RELEASE POSTINGS	TVI	EI
PR Newswire Brings Immensely Popular Emerging Media Seminar to Austin, TX	03-16-09	0	0	57	0	0	57	177		
Bill Gato y Anlelic Lozada de Hispanic Digital Network dirigirán un taller el 13 de marzo durante la conferencia de la Asociación Nacional de Publicaciones Hispánicas	03-11-09	0	0	21	0	0	21	0		
Hispanic Digital Network's Bill Gato and Anlelic Lozada To Lead Workshop at National Association of Hispanic Publications Conference on March 13th	03-11-09	778	24	133	0	0	157	178		
PR Newswire Brings Immensely Popular Emerging Media Seminar to Baltimore, MD	03-10-09	452	14	124	0	0	138	179		
ARAnet and PR Newswire's Hispanic Digital Network Join Forces to Give Marketers Access to Growing Hispanic Audience	03-09-09	729	12	170	0	0	182	0		
Total for all releases		88,979	62,861	17,310	349	100	80,620	4,004		

1 2 3 4 5 6 7 8 9 10 > >> >>>

View the high-level, complete picture of your results

Drill in to specific details on all releases,
or spotlight an individual release

Welcome, PR Newswire National Markets

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[Media](#)
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Start Date: 01/01/2009 End Date: 03/16/2009
 Releases distributed between 01/01/2009 and 03/16/2009
All Releases
Submit

This page can display results for all releases during a time period, or for a specific release. Use the drop-down selector above to make your choice.

Media Summary

Release: All Releases

Media Visibility Index

Media Views: 3,272

Media Score: 52

Media View Trend

Media Views (yellow line) Cumulative Media Views (blue bars)

Media Summary by Geography (registered media views from PR Newswire for Journalists)

Legend: 1-3, 4-11, 14-33, 41-2,198

Follow your visibility trend to gauge timing of your next release

Visualize exactly where there is interest in your news

Media View Details

OUTLET	INDUSTRY	MEDIA TYPE	COUNTRY	MEDIA VIEWS
NewsRX	Other	Other	United States of America	66
Muvi TV	Entertainment,Media,Other	Television	Zambia	46
Real Estate Talk Show	Financial Services,Entertainment	Consumer Periodicals,Freelance/Writer,Radio,Television	United States of America	41
Reporte Hispano	Auto,Financial Services,Entertainment,Public Issues,Healthcare,Consumer Products,Sports,Transport,Travel	Newspaper	United States of America	37
The Weekly Dig	Auto,Financial Services,Broadcast,Energy,Entertainment,Features,Public Issues,Healthcare,Technology,Media,Consumer Products,Sports,Transport,Travel,Other	Freelance/Writer	United States of America	37
Grand Total For All Outlets				3,272

1 2 3 4 5 6 7 8 9 10 > >> >|

See how viewer interaction with your news trends over time

Welcome, PR Newswire National Markets

SUMMARY **VISIBILITY** **ENGAGEMENT**

PR Newswire
 Start Date: 03/01/2008 End Date: 03/17/2009
 Releases distributed between: 03/01/2008 and 03/17/2009
 All Releases [Submit]

This page can display results for all releases during a time period, or for a specific release. Use the drop-down selector above to make your choice.

Engagement Index

Release: All Releases
 3 's of Press Release Engagement

Engagement Index 22

Engagement Index	Description	Example Metrics
Interaction 110	The actions a reader takes while reading your release.	Print this release
Intimacy 23	The affection a reader has for your release.	Digg, my Yahoo!, del.icio.us, other browser bookmarks
Influence 1	The likelihood a reader is to advocate on behalf of your release/company.	Blog postings

Engagement Actions Summary Table

Timeline of Total Engagement Activities by Day

Engagement Action(s)	Engagement Type	Total
Blog Reaction	Intimacy	9
Bookmark This Release	Intimacy	7
Technorati Reaction	Intimacy	7
Print Release	Interaction	110
Post To Blog	Influence	1
Total		134

List of Technorati blogs that link back to release: All Releases

Headline	Blog Date	Blog Name	Link to Blog Posting	Authority
2008 PRWeek/PR Newswire Media Survey: Increasing and Shifting Responsibilities, Longer Hours, and Greater Sense of Commercial Accountability Impacting How Media Professionals Do Their Jobs	3/27/08	knowhow.gr	Link...	17

Track audience engagement

Know when blogs link to your news