PR IS AN INTEGRAL PART OF BUSINESS SUCCESS
And the best way to prove it is through the outcomes of your activities and their impact on organizational goals. Today’s PR pros need to be able to:

- Discover and connect with journalists and influencers
- Amplify their message to get it in front of the right audience
- Monitor what’s being said about their brand, industry, and competitors
- Measure outcomes to prove PR’s impact

THE SAVVY PR PRO CAN DO IT ALL WITH AGILITY’S TOP-RATED PR PLATFORM.

AGILITY OUTREACH
Agility Outreach includes a database of over 1 million unique contacts and media outlets that’s carefully and meticulously maintained by a global team of researchers. Find your ideal influencers, connect and build relationships with them, and send captivating pitches with the built-in email outreach function.

FIND INFLUENCERS
Search Agility’s global database for journalists and outlets by beat, keyword, media type (including print, broadcast, online, social, and podcast), or region.

CREATE CUSTOM LISTS
Use the intuitive search function to compile contact lists and save search criteria so lists are automatically updated.

SEND PITCHES
Connect with the right contacts by sending emails directly in the platform using modern content creation tools for distribution.
TRACK ENGAGEMENT
See who opened emails and what they clicked on, right from the platform. Use engagement tracking to optimize your follow-up.

ORGANIZE LIVE SOCIAL STREAMS
Create live streams of influencer tweets by keyword or contact list to see the latest social conversations, gain insights, and identify new influencers.

MAKE YOUR STORY DISCOVERABLE
Get long-term visibility and give your story a SEO boost by posting in the Agility newsroom.

AGILITY MONITORING
Agility Monitoring is an intuitive media monitoring solution that allows you to easily navigate and organize your media coverage, gain the insights necessary to inform your campaign, and prove the true worth of your PR efforts.

LISTEN FAR AND WIDE
Monitor topics wherever you need, with a broad content coverage of online, print, broadcast, podcasts, and social media.

SEARCH LIKE A PRO
The search feature allows you to conduct an advanced-level search without in-depth knowledge of Boolean logic.

ENJOY QUICK SETUP
With intuitive, easy-to-set up monitoring, and personalized client onboarding, you can focus on your monitoring results and waste no time getting set up.

STAY ON TOP OF COVERAGE
Always have eyes on your coverage with automated email alerts that inform you when there are mentions.

MONITOR BEYOND TEXT
AI-powered image search allows you to track images associated with your organization to see how compelling, shareable, and on-brand your earned media really is.

SHARE YOUR RESULTS
Organize and share collections of coverage to keep your stakeholders up to date by email or RSS feed. Curate your briefings manually, automatically or a little bit of both.

BUILD EASY REPORTS
Dive deeper into your coverage with executive interactive reports that can be put together in as little as two clicks, or take a more tailored approach and create custom reports.
AGILITY NEWSWIRE

Establish your brand and reach a broader audience with a flat-fee newswire service.

REACH A BROAD AUDIENCE 🌍
Distribute to a broad range of outlets and newsrooms to get the pickup your story deserves. Extend your reach beyond traditional media houses and local outlets to get as many eyes on your news as possible.

TRACK ENGAGEMENT AND PICKUP 🧐
Get insight into how your release is performing with detailed reports monitoring interaction and outlet pickup.

TAILOR YOUR APPROACH ✍️
Newswire is directly integrated with the Agility global media database. With one-time outreach you can even send your press release to a curated list minus the long-term database contract.

CREATE OPTIMIZED STORIES ✉️
Use the AI-powered news release assistant to create stories optimized for maximum open rates.

SAY EVERYTHING YOU NEED TO SAY 💬
Make your press release your own. All wires are one flat cost for unlimited words. Plus, add multimedia content to maximize open rates and boost visibility.

NEWswire helps fight fake news as a tried, tested, and true method of outreach.
AGILITY MEDIA INTELLIGENCE SERVICES

As every organization is unique, one solution doesn’t fit all. If you have complex monitoring and measurement needs, then Agility Media Intelligence Services—a mix of powerful monitoring tools and human-augmented, fully managed services—could be right for you.

CAPTURING YOUR MEDIA DATA IS A MUST. BUT THE REAL VALUE COMES FROM ITS ANALYSIS.

THE PERSONAL PRO

Every client has a dedicated media analyst who manages your account, curating all briefs and reports to make sure that only relevant pieces of coverage are included and that you’re delighted with the results.

THE HUMAN TOUCH

Your analyst is also responsible for determining the tone or sentiment of coverage. Understanding the intricacies and nuances of language, and, most importantly, the context of the mention means much more accurate sentiment measurement.

THE MADE TO ORDER REQUEST

Whatever you need to succeed, Agility can do it. The Agility team can build media quality scoring systems and apply them to your coverage, provide extensive social media analytics, and design and deliver customer reports whenever you need them.

Agility PR Solutions, a subsidiary of INNODATA INC. (NASDAQ: INOD), streamlines media monitoring, outreach, and media intelligence in one intuitive platform for public relations professionals. Since 2003, global organizations have relied on Agility to help them achieve ambitious business goals using an outcome-based approach. Software backed by deep expertise offers high-performance results and PR insights for brands with advanced requirements in a shifting media landscape. Providing innovative technology, outstanding data quality, and high-caliber support, Agility enables success for today’s communicators. Learn more at www.agilitypr.com.