



AGILITY PR SOLUTIONS

AN OVERVIEW

PUBLIC RELATIONS IS NOT WHAT IT USED TO BE

It's no longer enough to count column inches and broadcast minutes. What matters in PR is not advertising equivalency (AVE), but the outcomes of your activities and their impact on organizational goals.

Today's PR pro needs to adopt the new communications framework, and master every aspect of it:

- Discover and connect with influencers who have the ear and the heart of your audience
- Amplify your message to make sure it's in front of the eyes and ears that matter
- Monitor what's being said about you, your industry, and your competitors
- Measure to gain insight into coverage data so you can prove PR's impact and improve as a communicator

Gather **reliable** media outlet and author details.



DISCOVER AND AMPLIFY

Our global media database gives you contact details and social media snapshots of over 1,000,000 journalists, bloggers, and online influencers best suited to telling your story.

With **Agility Outreach** you can find your ideal influencers, connect and build relationships with them, and effectively amplify your message so that you can exceed your communications goals.

FIND INFLUENCERS

Search our global database for journalists, outlets, bloggers, and analysts by beat, keyword, media type, or region.

CREATE CUSTOM LISTS

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

TRACK ENGAGEMENT

Track who opened emails and what they clicked on, right from the platform.

AMPLIFY YOUR MESSAGE

Take your story and amplify it three different ways to help secure coverage using targeted email distribution, an online newsroom, and integrated newswire.



Erica Smith

Online editor / Director of Digital Strategy
The Virginian-Pilot

Audience Reach: **156,968** Circulation PRIMARY

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Job Roles: Twitterer , Web content editor , Management

Subjects: **Regional interest** **Regional news** **Books**

Coverage: CHESAPEAKE CITY , Virginia , Chesapeake , Virginia Beach , SUFFOLK CITY , NORFOLK CITY , PORTSMOUTH CITY

Languages: English (US)

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MONITOR YOUR COVERAGE

It's about monitoring the media to learn who is saying what about you, your industry, and your competitors. With **Agility Monitoring**, you can gauge the success of your individual PR campaigns, track overall coverage of everything that's important to your brand, and create reports to share with executives.

Simple but powerful search that uses artificial intelligence to produce **highly relevant** monitoring results.



FAR AND WIDE LISTENING

Monitor topics wherever you need, with broad content coverage of online, print, broadcast, social media, and podcasts.

CUT THROUGH THE NOISE

Conduct an advanced-level search on your topics without in-depth knowledge of Boolean logic. We use artificial intelligence (AI) to provide keyword and phrase suggestions to produce the most relevant search results possible.

SHARE YOUR COVERAGE

Organize and share collections of coverage to keep your colleagues or stakeholders up to date. Curate your briefings manually, automatically add coverage... or do a little bit of both!

NEVER MISS A STORY

Stay on top of coverage, including your brand, industry, and competitor news, with automated coverage email alerts.

INSIGHTFUL REPORTS

Take a deeper dive into your coverage with executive reports that can be put together in as little as two clicks, or take a more tailored approach and create beautiful, custom reports with a library of beautiful charts.

SLEEK AND SIMPLE SHARING

Quickly download individual charts in a variety of formats for use in presentations or export an entire report to share with stakeholders.

MEASURE IMPACT

While tracking coverage and reporting numbers is important, you've also got to be able to demonstrate PR's worth and prove your outcomes and impact on business objectives.

We specialize in helping clients with a wide breadth of monitoring and measurement needs. Using our powerful technology, our team of media experts will comb through your coverage, add context and sentiment, and remove irrelevant, erroneous, and duplicate mentions. We bring you clean and accurate coverage data, so you can focus your limited time not on weeding, but on analysis.

DEDICATED MEDIA ANALYSTS

From setting up and fine-tuning your monitoring, to adding sentiment and context details to every mention, we take care of it all to make sure your news briefs and executive reports are reliable and on time.

SEE YOUR COVERAGE, PAST AND PRESENT

With unlimited search of existing and archived coverage, as well as access to broad content coverage, you can be sure you're tracking everything.

PR MEASUREMENT MADE TO ORDER

Whatever you need to succeed, we can do it. We 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.

Our top-rated support team is always ready to help – and can be reached via chat, email or phone – so your media monitoring and reporting is always quick and easy.

Learn more at www.agilitypr.com

Agility PR Solutions, a subsidiary of INNODATA INC. (NASDAQ: INOD), provides powerful yet intuitive media outreach, monitoring, and measurement solutions for tomorrow's communicators. Since 2003, clients have trusted our tools and services to help them discover and connect with media influencers, amplify messages, monitor coverage, and measure the impact of their public relations efforts. Whether we do it for you or help you do it yourself, our patented monitoring technology and team of media analysts can help you glean the insights that will help your organization flourish.