

A breakthrough solution like nothing you've seen before



Focus your team's efforts on the opinions and relationships that really matter



Know when an issue is catching fire so you can intervene – or choose to stay silent – based on facts



Rally the right supporters behind every one of your efforts through focused, on-demand groups of influencers



Reinforce your messages in social media and across the Web with easy to use publishing tools



Communications executives face unprecedented challenges...

Which of these do you face?

<p>1</p> <p><i>Digital media has created a lot of noise in my coverage – how can I quickly focus attention on the people and issues that really matter?</i></p>	<p>2</p> <p><i>How do I know if our coverage is impacting our target audience?</i></p>	<p>3</p> <p><i>Why can't my system give me real-world, accurate metrics so I can make better, faster decisions?</i></p>
<p>4</p> <p><i>How can I connect with the evolving set of influencers (both authors and their sources) who matter most to me?</i></p>	<p>5</p> <p><i>Tying communications activity to sales growth and other strategic goals would win over my boss – where do I find a solution that will do that?</i></p>	<p>6</p> <p><i>How do I prove my results to the CEO in such a compelling way that my budget grows next year?</i></p>

PublicRelay answers these tough questions – and more.

We are the leading PR Intelligence solution for a good reason: we make communications professionals smarter, more effective, and more proactive – and we give them the metrics to PROVE their worth every day.

You get better results with PublicRelay

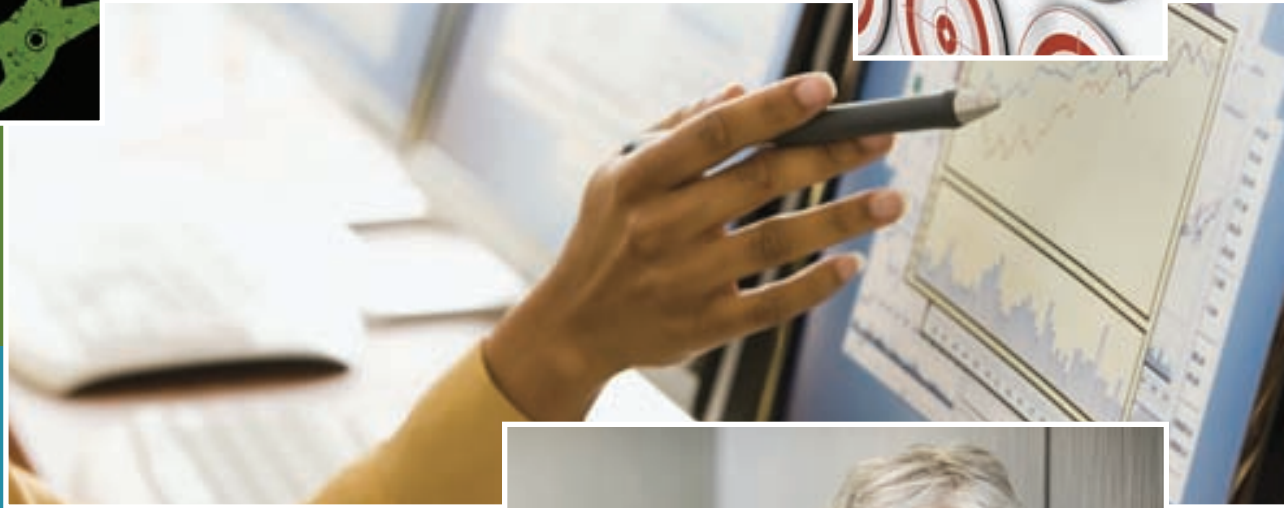


Giving you tools to take action on the spot, share, amplify and respond smartly

Getting the right messages to the right people quickly



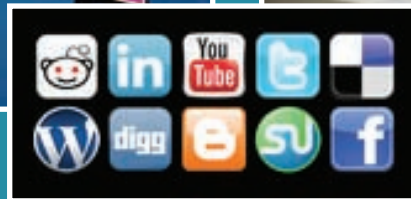
Serving you accurate metrics on your impact that drive better campaigns



Giving you insight into the opinions and relationships that really matter



Enabling you to take control of the conversation and to proactively build relationships with targeted influencers



Keeping you informed of which stories are receiving social media attention so you can decide when to intervene – or stay silent

Powerful - Yet Easy to Use

We offer a rich set of **powerful capabilities** and **insights**, but you select only those that work best for the unique needs of your organization and **how you get things done**.

You can choose where we focus our **energy**, spending less time in areas you already have covered, and increasing effort where you see the highest impact and ROI.



Solutions to Increase Your Impact



comprehensive monitoring

Online news, traditional print, blogs, and other coverage all in one place



human analysis

Accurate tone, categorization, and analysis by an analyst working to your standards



predictive momentum

Engagement statistics from social networks that show which stories are catching fire



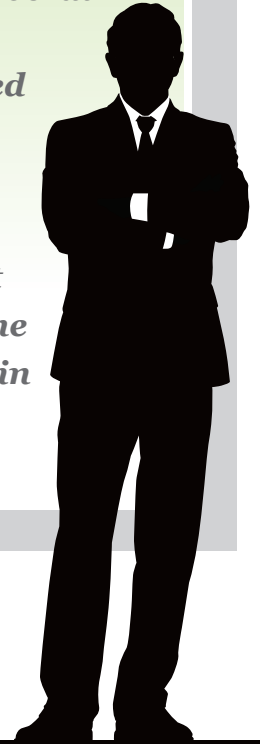
social media

Insight to know who matters - and then engage and target them across social media

This ensures you get the best value and a smooth implementation, **eliminating any disruption** to your team or your daily **workflow**.



“PublicRelay solves several problems that other providers we evaluated have struggled with: reducing the noise in our coverage, getting to meaningful content faster, and tracking the popularity of content in social media.”



VP OF COMMUNICATIONS,
GLOBAL 100 COMPANY

Solutions to Increase Your Impact



rich profiles

Better information than you've ever had on the people shaping opinion in your market



smart tools

Powerful but simple tools to efficiently expand your outreach to influencers



actionable insights

Real-world business trends and analysis in an interface that supports quick follow up



executive reporting

Graphs and reports yielding true business insights, designed for senior executives

PublicRelay Answers Questions and Solves Problems that Others Can't

Coverage and Media Problems Solved:

Which topics or issues (including fuzzy concepts) are getting traction and what is the prevailing sentiment? • What is our share of voice – not of unverified raw mentions, but with key influencers or for specific, important topics? • Which coverage is getting traction in social media? • Is there simple and reliable data that can help me decide whether to react or stay silent?

Relationship and Outreach Problems Solved:

How much impact is my outreach effort having? • Is it resonating more with one set of influencers than another? • How can I avoid getting blindsided by influencers going negative? • And how can I spot those changes sooner so I can deal with issues before they become problems? • Who are the sources that my influencers rely on to form their opinions?

Operational Problems Solved:

My team is overworked – how can I help them work more efficiently and effectively? • I need to be ready for a crisis...how can I ensure key information is at my fingertips so I am prepared to react quickly and smartly?

Strategy Problems Solved:

Which issues, influencers, and outlets represent competitor weak spots for us to counter with our message? • What can I do to make the communications function more valuable to the organization? • Are there PR tools that can directly support sales and other departments with useful intelligence? • How can I prove the impact of our PR and communications efforts on sales or market share?

These are just a few examples of the power that PublicRelay puts at your fingertips each and every day.



www.publicrelay.com
info@publicrelay.com
703.636.3350

Washington, DC
Boston, MA
Raleigh, NC