

Welcome to unparalleled news release reporting. Welcome to News Dashboard 2.0.

You need quick, comprehensive access to news release performance. News Dashboard 2.0 delivers.

From its at-a-glance summary with the important metrics – access stats and trending, Web clips, reach and visibility – to the ability to drill down to key details, News Dashboard 2.0 provides all the information you need to maximize the ROI on your news distribution.

News Dashboard 2.0 is complimentary with news releases distributed through Marketwire to media outlets, databases and terminals, online destinations and social networks worldwide.

REACH

- See where your release was sent by media type and geographic location.
- Drill down via interactive maps to exact location, city and media outlet.

ACCESS

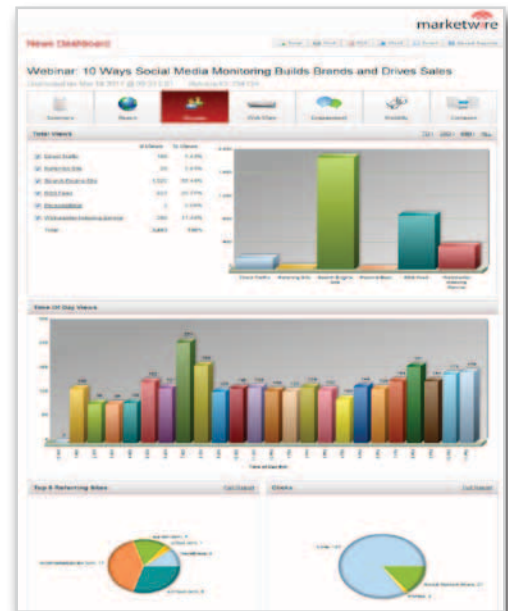
- Find out which hyperlinks in your release were clicked on and what actions were taken.
- See where visitors to your release reside by city, state, postal code and country.
- View full data on a hit-by-hit level, including source, location and total potential audience for each destination media outlet.

SOCIAL ENGAGEMENT

- See who reposted or linked to your release on Twitter, Facebook and Digg.
- View and compare the top click-producing social sites.

SEARCH ENGINE OPTIMIZATION AND VISIBILITY

- Learn what keywords people used to find your release on search engines.
- See how the keywords you selected when you optimized your release fared in actual searches.
- Graph and compare the search engines generating traffic to your release.



"Access" screen



"Engagement" screen

News Dashboard 2.0: Maximize ROI on your news release.

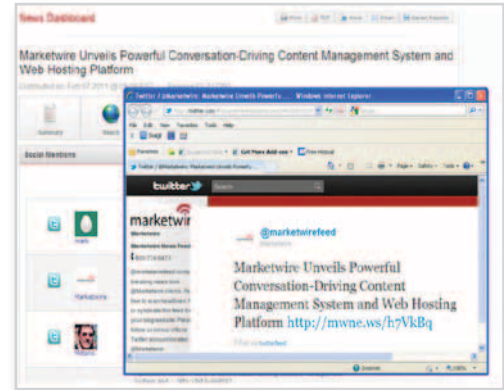
COMPARISONS

- Compare up to five of your news releases against each other.
- Measure their effectiveness against 10-12 metrics, such as public views, Web clips and link clicks.

PERSONALIZATION

- Tag important online destinations so they appear at the top of your reports – no more time wasted searching through scads of clips to find the outlets you track.
- Run a report for a single metric (e.g., Web clips) or for the entire report.
- Save and share reports in Excel, print, PDF, Word or email.
- View the websites where your release appears by headline. You see far more sites than you usually see in clip reports, such as those that “refranchise” your release, so you get a better picture of your news’ true exposure.

See for yourself how News Dashboard 2.0 can improve your news release ROI. Register for a free Marketwire account today or contact your Marketwire representative for more information.



Example: Social engagement



“Compare” screen

