

## Business Wire and Agility PR Solutions Join Forces

Business Wire and Agility PR Solutions together provide communications professionals with targeting, distribution, monitoring, coverage and media analytics capabilities that are unrivaled in the industry. This complete and trusted set of services is available to share news with the audiences that matter most and track the performance of strategic communications throughout its lifecycle.

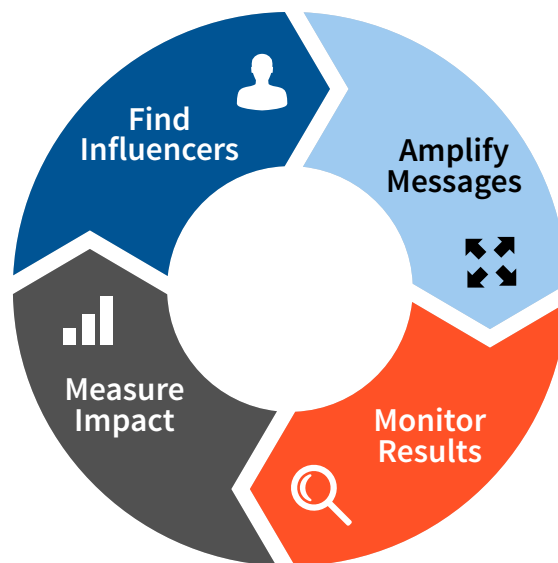
*Business Wire partners have a seamless and cost-effective solution for influencer targeting and direct media outreach with their news communication campaigns.*

As media channels rapidly evolve it has become harder to get your story noticed, and the need for PR and communications professionals to reach influential media, amplify messages and evaluate their programs grows more urgent.

**Agility Plus**, a cloud-based media database and communications service from Agility PR Solutions, lets you identify influencers, amplify your message, monitor coverage and measure impact so you can achieve your communications goals.

### *Simplify the communications lifecycle*

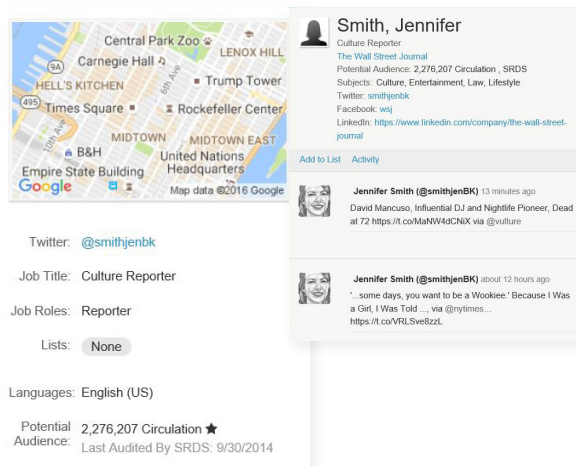
**Agility Plus** is your intuitive solution for executing and measuring the effectiveness of your communications programs. With this all in one solution, you can listen for topics generating buzz, pinpoint important contacts and audiences, amplify messages, build relationships with influencers, and report on every element of your PR campaign. It's a streamlined way to reach and engage key audiences – and understand the conversation and results.



Business Wire's partnership with Agility PR Solutions provides clients with the ability to:

## 1 Identify and Build Relationships with Influencers

Leverage Agility's global media database and pinpoint key contacts and influential audiences for your communications. Identify print or broadcast journalists, social media Influencers, bloggers and analysts from our immense database of almost 800,000 contacts in over 200 countries. Our team of researchers makes over 2 million updates and additions every year so you can depend on the accuracy of the contact information.



**Smith, Jennifer**  
Culture Reporter  
The Wall Street Journal  
Potential Audience: 2,276,207 Circulation, SRDS  
Subjects: Culture, Entertainment, Law, Lifestyle  
Twitter: @smithjenbk  
Facebook: wsl  
LinkedIn: https://www.linkedin.com/company/the-wall-street-journal

Twitter: @smithjenbk  
Job Title: Culture Reporter  
Job Roles: Reporter  
Lists: None  
Languages: English (US)  
Potential Audience: 2,276,207 Circulation ★  
Last Audited By SRDS: 9/30/2014

### Find Influencers

Search our global database with almost 800,000 journalists, outlets, bloggers and analysts by beat, keyword or region.

### Connect

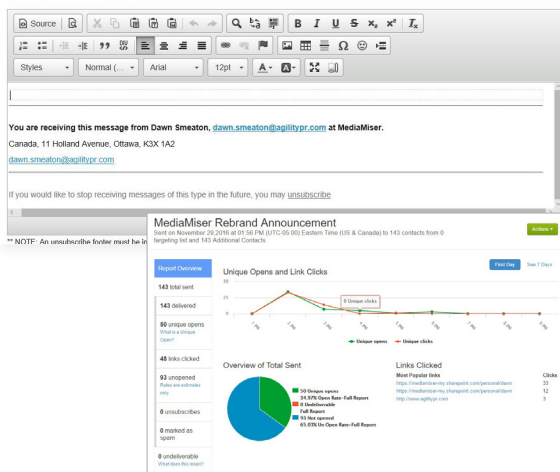
Gather reliable media outlet and author details, including email and social media contact info. Our research team continuously checks and updates contact information so you won't waste time with undeliverable emails or following up with authors who've changed jobs.

### Create Custom Lists

Use the intuitive search function to compile contact lists for upcoming campaigns or based on topics of interest.

## 2 Amplify Messages

Agility helps you amplify your message by enabling personalized communication with key Influencers. Send emails to your custom lists, right from the intuitive, cloud-based console. Track and measure communications — and share results with internal stakeholders and executives.



**MediaMiser Rebrand Announcement**  
Sent on November 20, 2016 at 01:56 PM (UTC-05:00) Eastern Time (US & Canada) to 143 contacts from 9 beginning to end and 143 Additional Contacts

**Unique Opens and Link Clicks**

Metric	Count
143 links sent	143
143 delivered	143
88 unique opens	88
48 links clicked	48
93 unopened	93
0 unsubscribes	0
0 marked as spam	0
0 undeliverable	0

**Overview of Total Sent**

Category	Count
26 Unopen	26
94 Open	94
143 Delivered	143
88 Unique Opens	88
48 Links Clicked	48
93 Unopened	93
0 Unsubscribes	0
0 Marked as Spam	0
0 Undeliverable	0

**Links Clicked**

Link	Clicks
https://www.businesswire.com/personal/...	12
https://www.businesswire.com/personal/...	12
https://www.businesswire.com/personal/...	3

### Personalize Emails

Add contact fields like name or outlet to your message and Agility will personalize emails.

### Track Engagement

Track open and click rates of emails easily, right from the Agility console.

### Add Multimedia Content

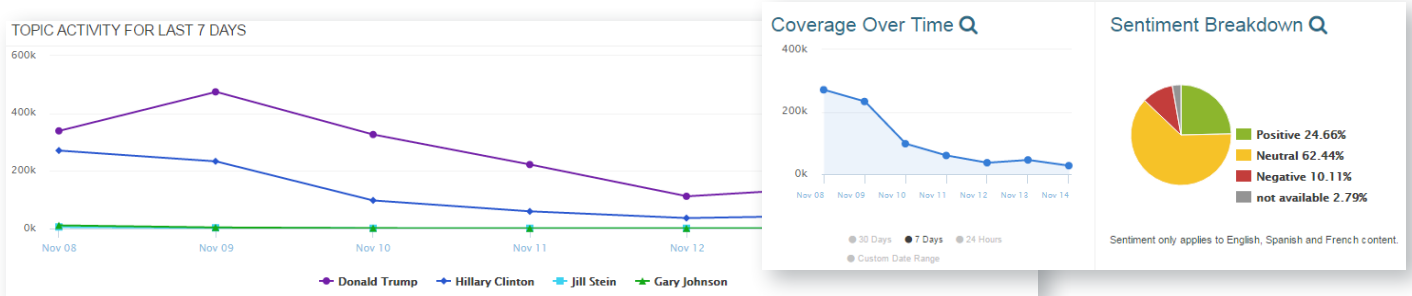
Send videos or additional sharable content to augment press releases.

### Generate Reports

Understand activity level and sources for all campaign elements.

### 3 Monitor the Media Landscape

Understand what is being said about your business, competitors or trending topics in the industry across print, online news, blogs, TV, radio, and social media. Get an accurate and quantitative view of your brand, sentiment and the topics important to you and your audience.



#### Create Clipbooks

Summarize coverage via filters like media type, geography, sentiment, Klout score, etc. Create custom clipbooks and export as a PDF, word document or spreadsheet.

#### Set Alerts

Receive email alerts based on keywords or topics so you know in real-time when stories of interest or social media posts are published.

#### Monitor Sentiment

Use analytics to understand sentiment of coverage for you and your competitors.

#### Access Historical Online Data

Set up any of your search terms to access up to 6 months of historical data to easily identify coverage and market trends.

### 4 Measure Impact

Evaluate the success of your communications efforts with integrated reporting. Share results of campaigns with executives, use insights into trending topics and sentiment to hone communications strategies and measure impact of your PR campaigns.

#### Measure Campaign Effectiveness

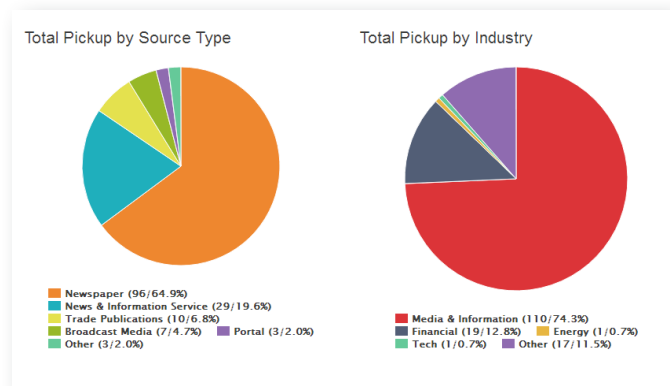
Track trends, media mix, and social media activity. Use analytics to provide actionable insights into the effectiveness of your communication efforts.

#### Generate Reports

Share results with your team or stakeholders with a wide variety of out of the box and customizable reports.

#### Track competitors

Compare coverage with that of competitors to understand share of voice and brand reputation.



#### Keep up to speed with industry news

Unlimited searching allows you to track news across your industry to stay informed about the latest trends in your field.

## 5 Receive Exceptional Customer Support and Service

You can rely on Agility PR Solutions to provide support and service that goes above and beyond to ensure you get the most from your investment. We offer:

- “Getting-started” webinars to review key functionality and features
- Online support with helpful documentation, tutorials, and training sessions
- Live support via phone, email and live chat

### *About Agility PR Solutions*

Agility PR Solutions provides media database, monitoring, and analytics solutions to simplify the communications lifecycle. For over 10 years, organizations have trusted us to help them identify Influencers, amplify messages, monitor coverage and measure results of their PR and communications strategies.

Please email [info@businesswire.com](mailto:info@businesswire.com) to learn more, schedule a demo or request pricing.