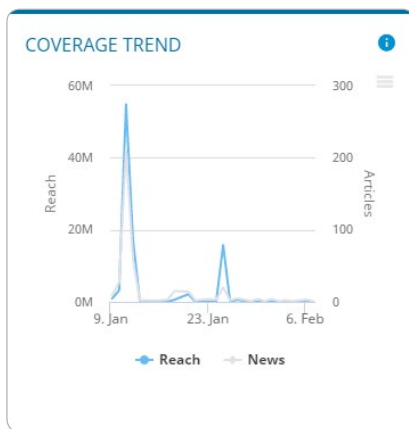
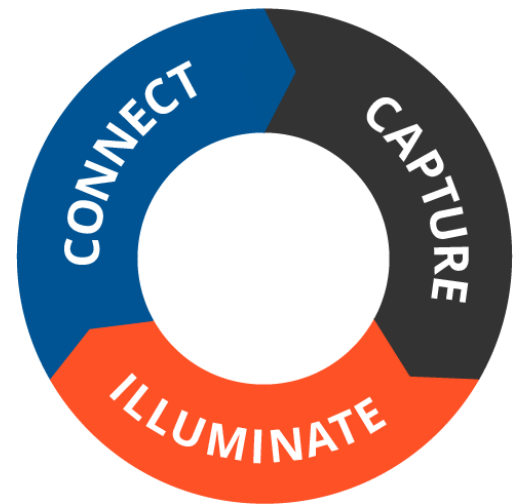


# AGILITY PR SOLUTIONS

## ILLUMINATE

Capturing your media data is a must. But the real value comes from its analysis. This is where the ILLUMINATE package — a personalized, human-curated, fully managed service — from Agility PR Solutions can help set you apart.

Using our powerful technology, our team of media monitoring experts will comb through your coverage, adding context and sentiment, and removing 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.



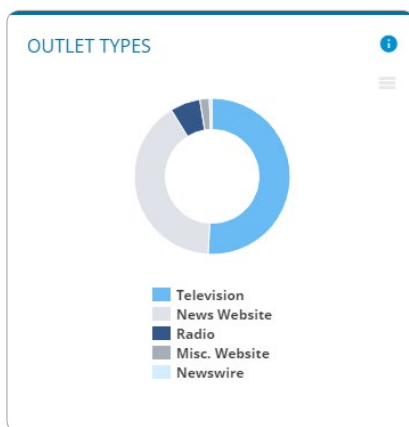
## YOUR COVERAGE, YOUR WAY

The technology behind the ILLUMINATE package is strong and smart enough that when content is brought into your account — whether it's online news, print, broadcast, blogs, or social media — every single detail of it is brought in too, and categorized accordingly. Agility PR Solutions doesn't just gather news articles and lump them into one long list, it identifies critical details like the journalist, outlet, word count, ad value, region served, and circulation, among other article elements, allowing them to be sorted and presented however you like.

Coverage can be further broken down by keywords critical to your company or campaign, and your dedicated media expert will highlight KPIs and mentions you should pay attention to. And with unlimited archiving of past coverage, the all-important practice of benchmarking your coverage becomes extremely easy.

Our solution can also organize by categories and sub-categories. If your organization has multiple divisions or subsidiaries, each with its own specific keywords or metrics to be measured, it's no problem; we can group coverage according to your organization's unique makeup.

In other words, we allow you to get very granular when looking at your coverage. It is your coverage after all — you should be able to see it in a way that makes sense to you and your business.



## THE COMPLETE PICTURE

Multiple content sources can be a pain point for your organization — juggling subscriptions for print media, for online, broadcast, for French or regional content, can lead to confusion and overpaying — so we make it easy. If you have existing subscriptions, we can work with them; if you don't, we can help you get the licenses you need. Unlike other media monitoring and platforms, ours is never limited to a set library of sources. We have access to any and all content from the biggest to the most specialized content providers.

If it's out there, we'll bring it to you.

And no matter how many sources we pull from, rest assured that duplicate or irrelevant articles will never make it into your briefs and reports; we combine automated compilation with human curation to detect duplicates or irrelevant coverage and remove them. Because you don't need to be reading the same thing over and over again.

All this is to say that your coverage numbers will finally be accurate.

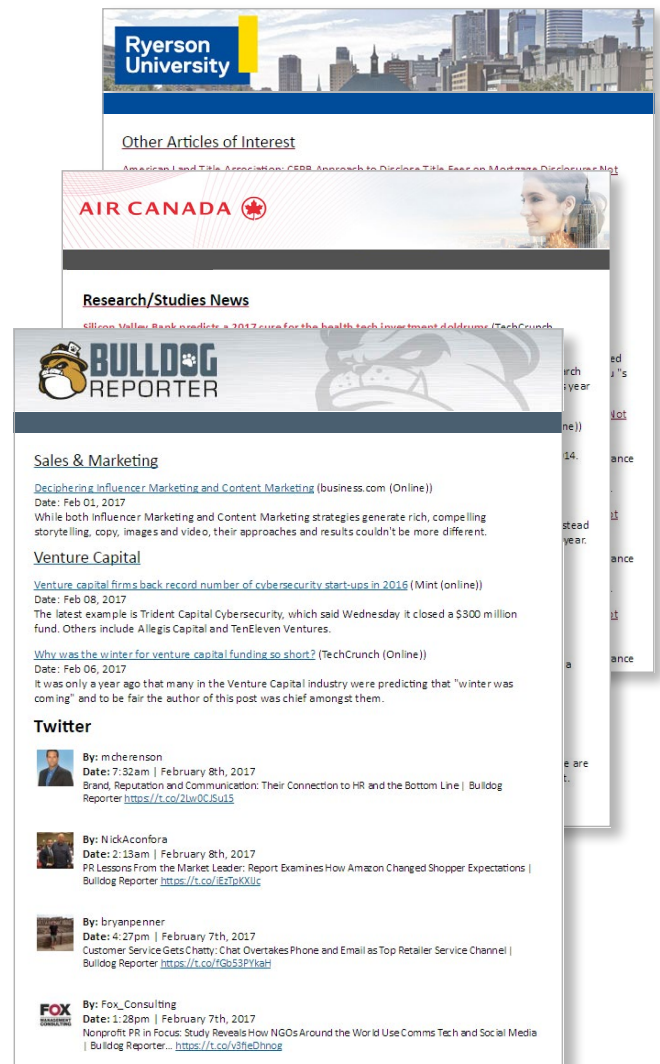
## THE PERSONAL TOUCH

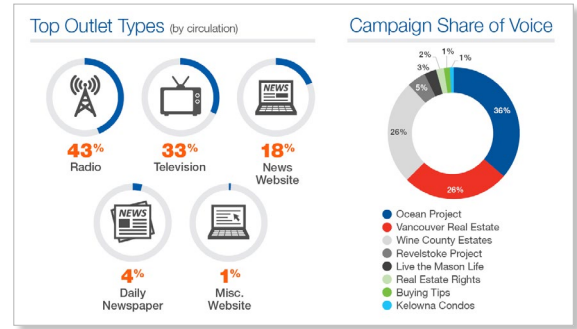
Agility PR Solutions is different. Every client has a dedicated media expert who manages your account, curating every brief and report to make absolutely sure that every piece of coverage is relevant.

Your expert is also responsible for determining the tone or sentiment of coverage; we augment our powerful technology with insight only a human can add. Understanding the intricacies and nuances of language, and, most importantly, the context of the mention, means much more accurate sentiment measurement. Computers don't understand sarcasm, but we do.

Your expert is like a member of your team, devoted to ensuring that you're delighted with every brief and report we provide. And this includes crisis communication reports and any other urgent requests. If you need an *ad hoc* report for the 9 a.m. surprise board meeting tomorrow, we can do that.

With communications groups shrinking across nearly every industry, and the demands on them increasing, you can always use an extra hand. Consider our team an extension of yours.



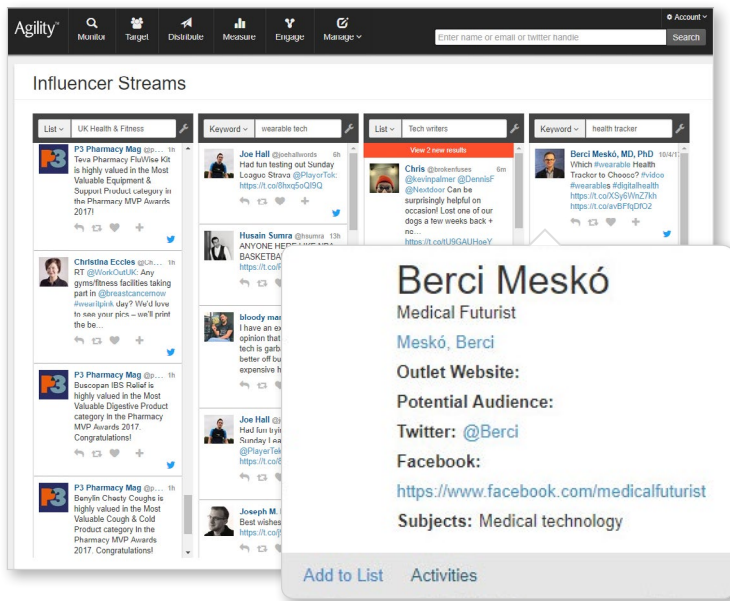


## MORE THAN JUST A VENDOR

We're more than just a vendor — we're a partner.

Every organization is unique, and we understand that one solution doesn't fit all. That's why we take the time to understand your unique challenges and goals, and right-size our solutions to meet your needs now and in the future. Whether it's scoring coverage to fit a custom PR measurement approach, creating infographics, or doing in-depth analysis of coverage or social media, we will help measure the outcomes that matter to you.

And, of course, every report or brief will be built to your exact specifications — no more canned reports or analysis that don't tell you what you need to know.



## FIND INFLUENCERS AND MAKE CONNECTIONS

With the ILLUMINATE package, you also get access to Agility PR Solutions' global media database of over 800,000 contacts. Pinpoint your ideal influencers and use detailed insight to connect with them and amplify your message. Send emails to custom lists right from the intuitive, cloud-based platform, and see who opened them and where they clicked, so you can streamline follow-up.

And use our new Influencer Streams to track social activity of journalists and see tweets from contacts in your lists or those writing about your keywords.

It's no longer enough to track your media coverage and report the numbers. To be able to demonstrate PR's worth, you need to be able to show your impact on business objectives. Real analysis, derived from the clean and accurate data that our solution delivers, makes this possible. From finding influencers and making connections, to monitoring your coverage and measuring your impact, the ILLUMINATE package makes it easy to evolve and become the best communicator you can be.