

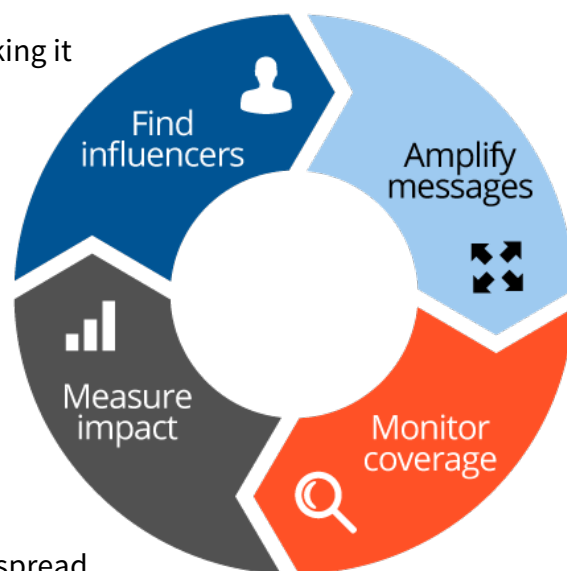
AGILITY PR SOLUTIONS

AN OVERVIEW

The state of the media is changing at unprecedented speeds. It's getting harder and harder to know how to focus your PR efforts in order to maximize your coverage, and how to properly monitor and analyze that coverage so you can learn exactly what's working and what isn't.

Agility PR Solutions simplifies the communications lifecycle, breaking it down into four steps: find influencers, amplify messages, monitor coverage, and measure impact.

The aims of PR are similar across all industries, but we know that each one has its own unique set of challenges and needs. That's why — whether it's tracking mentions of your business, getting out in front of any potential crisis coverage, or trying to boost pickup of your latest product announcement — Agility PR Solutions can help you.



FIND, CONNECT, AMPLIFY

Successful public relations hinges on finding the right people to spread your message. Our global media database gives you access to those journalists, bloggers, and social media influencers best suited to telling your story.

Find Influencers.

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

Connect.

Our research team makes more than 5,000 updates every day, so you won't waste time with undeliverable emails or following up with authors who've changed jobs.

Create and Save Custom Lists.

Use the intuitive search function to compile contact lists for upcoming campaigns.

When it comes to pinpointing key contacts and influential audiences for your communications, big databases are good, but big and reliable ones are better. Agility makes over 2 million updates and additions every year to contacts, emails, phone numbers, and social media information, so you can be sure that, no matter whom or what you're looking for, it'll be there and it'll be accurate.

THE INSIGHT YOU NEED

Spreading your message is only half the battle. You need to monitor your coverage, and measure its impact, in order to gain the insight necessary to improve your future efforts. Agility PR Solutions gives you all the tools you need to track exactly what you want, and clearly see just how much traction it's getting and how much influence it's having.

Keyword Monitoring. Whether it's your own campaigns, those of your competitors, or simply tracking shifts in public perception, monitoring starts with determining keywords and media types to track. Our team of experts can help you fine-tune your searches to ensure you see everything important, without wading through hundreds of irrelevant mentions.

Smart Sorting. We can break down your coverage by campaigns, departments, or spokespeople, so your coverage is grouped according to your organization's unique structure.

Less Noise. Our solution reduces the number of duplicate articles and broadcast hits, so you can focus on the coverage that matters instead of sifting through piles of repeats.

First-rate Content: Our partnerships allow us to monitor licensed content from around the world, from the most obscure publication to major print, online, and broadcast outlets, and the resulting coverage can be easily shared with personalized briefs and reports.

Armed with insight from Agility PR Solutions, you'll be able to pivot when needed, evolve your communications strategy, and ultimately increase your positive media coverage.

SO WHICH SOLUTION IS RIGHT FOR YOU?

Agility PR Solutions offers options when it comes to monitoring coverage and measuring impact. But regardless of if you choose Agility Plus, with its easy-to-use DIY interface, or opt for the full-service solution in Agility Enterprise, our premier customer service is only a click or a phone call away.

Agility Plus

We provide you with access to our high-powered media monitoring engine, and the tools and know-how to track any and all coverage that matters.

Agility Enterprise

An assigned client success consultant will be focused on your every need, curating your coverage to ensure that sentiment analysis is accurate, syndication numbers are exact, and briefs and reports are compiled to your precise specifications.

Whether we do it for you, or help you do it yourself, we are always here to help you realize your full PR potential.

Agility | PR Solutions

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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 find influencers, amplify messages, monitor coverage, and measure the impact of their PR and communications strategies.