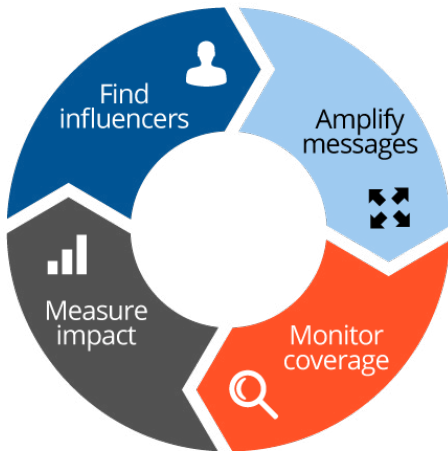


# AGILITY PR SOLUTIONS

## AGILITY PLUS



## MONITOR CAMPAIGNS & TARGET INFLUENTIAL CONTACTS

As media channels rapidly evolve and it becomes harder to get your story noticed, the need for PR and communications professionals to reach influential media, monitor coverage and trending topics, and evaluate their communications programs grows more urgent.

Agility Plus is a cloud-based media database and monitoring service from Agility PR Solutions, which lets you identify influencers, amplify your message, and measure impact of your communications.

## FIND 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.

- » **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.

Database of ~ 800,000 contacts in over 200 countries

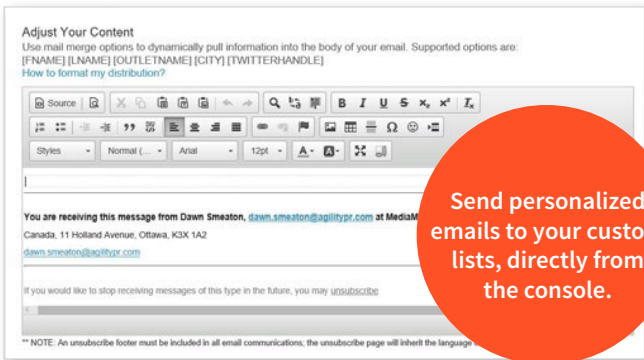
Twitter: @smithjenBK  
Job Title: Culture Reporter  
Job Roles: Reporter  
Lists: None  
Languages: English (US)  
Potential Audience: 2,276,207 Circulation  
Last Audited By SF

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

Add to List Activity

**Jennifer Smith (@smithjenBK)** 13 minutes ago  
David Mancuso, Influential DJ and Nightlife Pioneer, Dead at 72 <https://t.co/MaNW4dCNiX> via @vulture

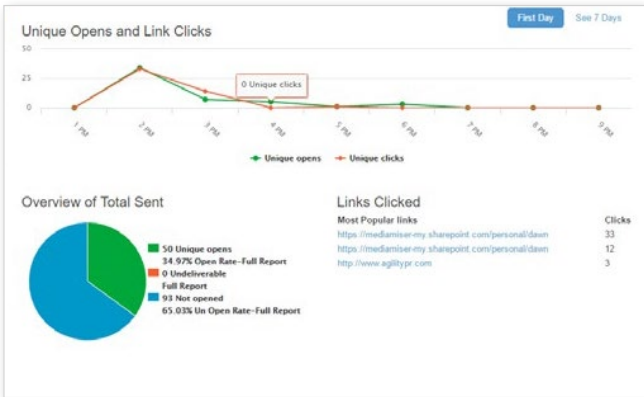
**Jennifer Smith (@smithjenBK)** about 12 hours ago  
'...some days, you want to be a Wookiee.' Because I Was a Girl, I Was Told ... via @nytimes... <https://t.co/VRLSve8zzL>



# 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.

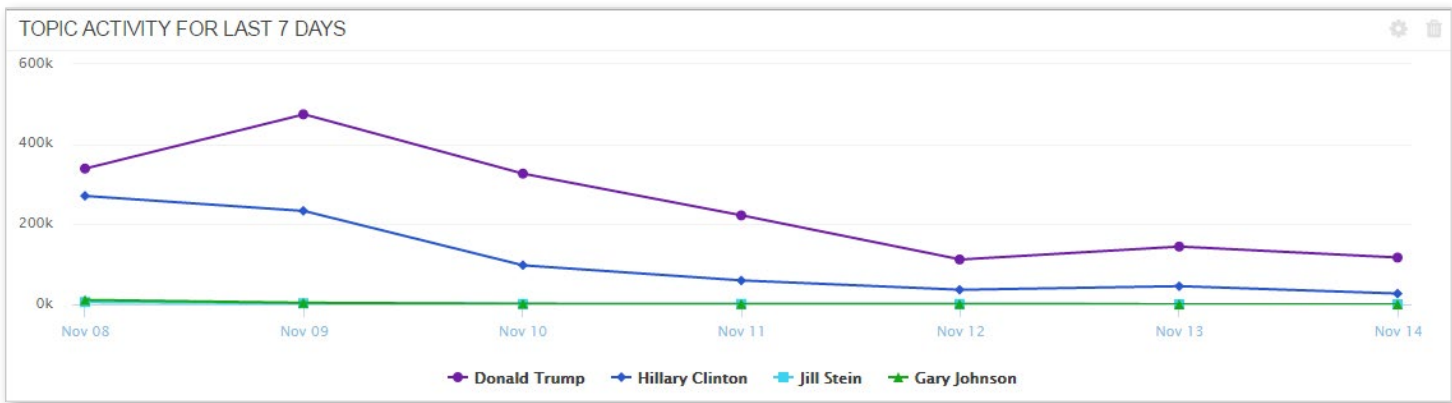
- » **Personalize Emails.** Add contact fields like name or outlet to your message and Agility will personalize emails.
- » **Track Engagement.** Track open and click rates of emails easily, right from the Agility console.
- » **Add Multimedia Content.** Send videos or additional sharable content to augment press releases.
- » **Generate Reports.** Understand activity level and sources for all campaign elements.

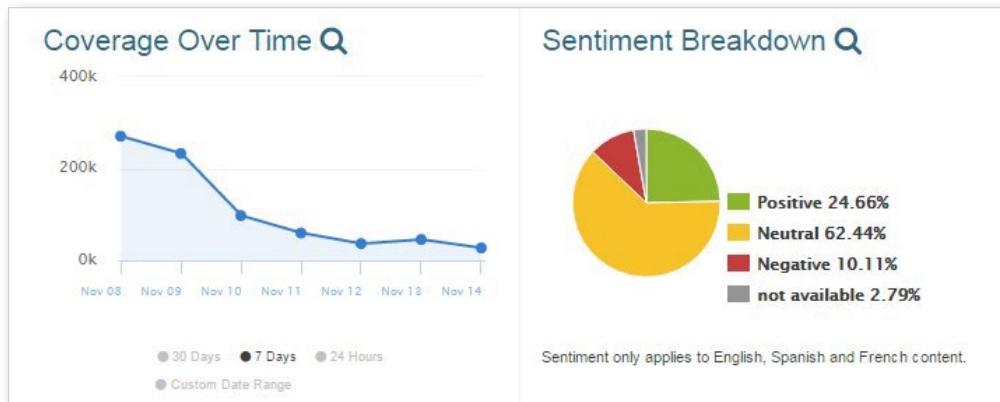


# MONITOR THE MEDIA LANDSCAPE

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 actionable insight into 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, a Word document, or spreadsheet.
- » **Monitor Sentiment.** Use analytics to understand sentiment of coverage for you and your competitors.
- » **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.
- » **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.

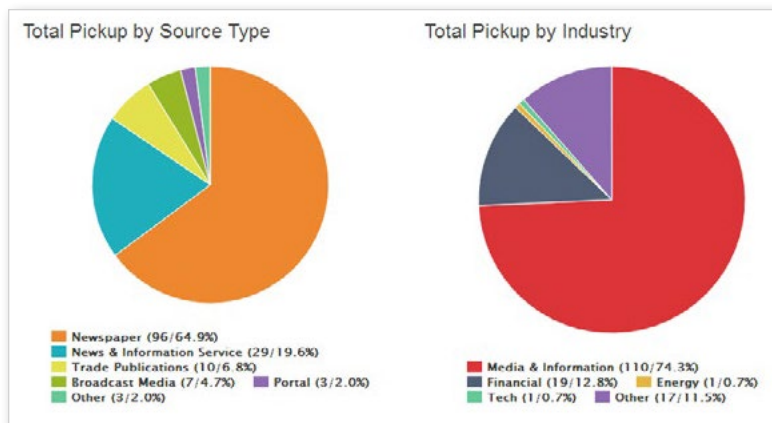




## MEASURE IMPACT

Evaluate the success of your communications efforts with integrated reporting capabilities. Share results of campaigns with executives, and 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.** Track industry news with unlimited searching of existing and historical coverage.



Plus you can rely on Agility PR Solutions to provide exceptional customer support and service — to help you get the most from your investment.

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.