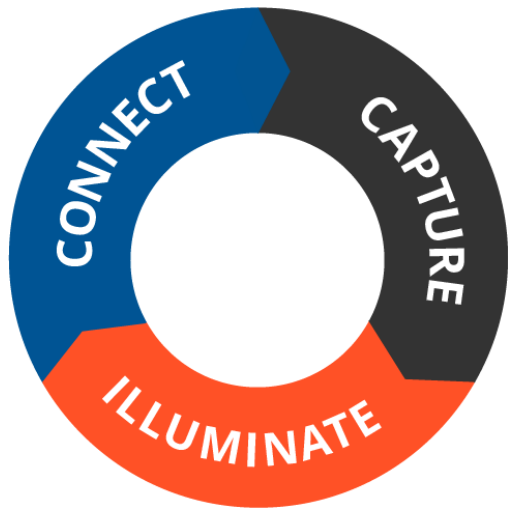


# AGILITY PR SOLUTIONS CAPTURE



## CAPTURE COVERAGE & TARGET INFLUENCERS

As media channels evolve, as content sources get saturated and it becomes harder to get your story noticed, the need for PR and communications professionals to reach influential media, amplify their messages, and evaluate their programs grows more urgent.

Using our cloud-based media database and patented monitoring solution, the CAPTURE package from Agility PR Solutions lets you see who's saying what about you, your industry or competitors.

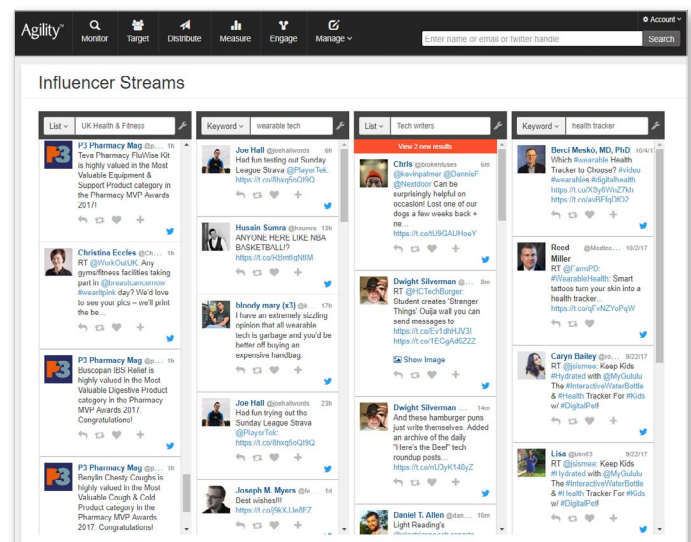
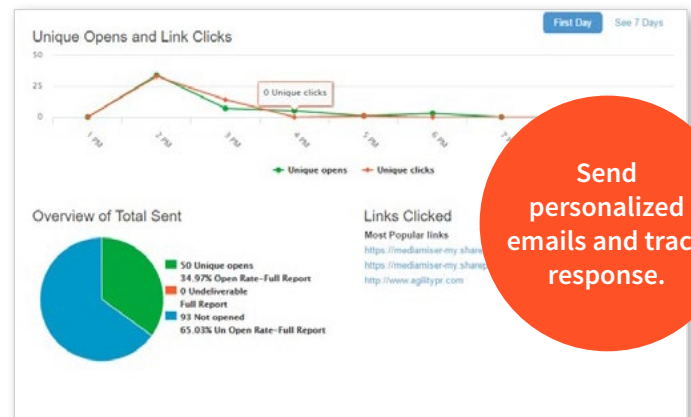
## FIND YOUR INFLUENCERS

- » **Find Influencers.** Search our global database of over 800,000 journalists, outlets, bloggers, and analysts by beat, media type, or region.
- » **Get contact details.** Gather reliable media outlet and author details, including social media activity.
- » **Create custom lists.** Use the intuitive search function to compile contact lists, or save search criteria so lists are automatically updated.

## MAKE CONNECTIONS

Send emails to your custom lists right from the intuitive, cloud-based platform. Streamline research and follow up by understanding who is engaging with your content.

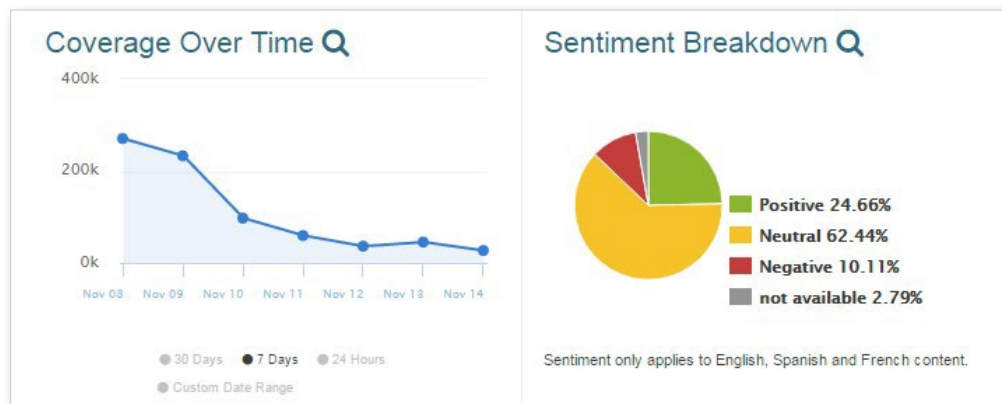
- » **Personalize emails.** Add contact fields like name or outlet to your message, and upload formatted press releases directly into your emails.
- » **Track engagement.** Track who opened emails and where they clicked, right from the platform itself.
- » **Influencer Streams.** Track social activity of journalists with a streamlined view of tweets from contacts in your lists or those writing about your keywords.



## MONITOR THE MEDIA LANDSCAPE

Know exactly what's being said about you, your industry, and your competitors 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.

- » **Get listening now.** With easy-to-set-up monitoring, you'll be tracking your coverage in no time.
- » **Never miss a story.** We give you access to broad content coverage, meaning if it's out there, you'll see it.
- » **Zero cap.** Track mentions to your heart's content, with unlimited online news and blog monitoring.
- » **Go back in time.** We give you the ability to search archived content, so you can compare today's coverage to months and years past.



## MEASURE YOUR IMPACT

Integrated reporting capabilities mean you can easily evaluate the success of your communications efforts and always be improving. Share results of campaigns with executives, and use insights into trending topics and sentiment to hone communications strategies and measure the true impact of your PR campaigns.

- » **Create and share custom clipbooks.** Summarize coverage by media type, sentiment, location, etc., and export in numerous formats to suit the wants and needs of everyone on your team.
- » **Generate pre-built reports.** Share results with your team or stakeholders with a wide variety of out-of-the-box reports, including coverage trends and share of voice.
- » **Get real-time alerts.** Receive email alerts based on keywords or topics so you know — in real-time — when crises happen, or when stories of interest or urgent social media posts are published.
- » **Be always in the know.** Stay on top of your coverage with automated email briefs sent to you when and how often you like, whether it's every Friday at the end of the day or every morning at 5 a.m., the choice is yours.

**And you can rely on Agility PR Solutions to always be there when you need them — so you can get the most out of your investment.**

Agility | PR Solutions

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### ABOUT AGILITY PR SOLUTIONS

Agility PR Solutions provides media database, monitoring, and PR measurement solutions to simplify the communications lifecycle. For over 10 years, organizations have trusted us to help them connect with journalists and influencers, capture the details of their media coverage, and illuminate those findings so they can measure the true impact of their PR and communications strategies.