

Impact

Audience & Attribution Technology

Turn abstract earned media metrics into actionable intelligence to make data-driven decisions, demonstrate business results, and integrate paid, owned, and earned.



UNDERSTAND EARNED AUDIENCES

Unlock audience insights. Access viewership, demographic, firmographic, and engagement data across millions of websites to inform comms strategies.

CONNECT PR TO YOUR BOTTOM LINE

Align PR metrics to business KPIs, and demonstrate how earned media drives website traffic, inbound leads, shopping cart conversions, and more.

RETARGET EARNED MEDIA AUDIENCES

Integrate earned and paid media. Contextually capture and retarget audiences based on earned media consumption.

REQUEST A DEMO TODAY

1-877-297-8912
from 8 AM – 5 PM CT



Cision Impact Earned Media Audiences

Article-Level Data

Pinpoint the individual articles that drive the largest validated readership to inform content and media relations strategies. Focus your PR outreach on the journalists who move the needle for your brand.

Publisher-Level Data

Quickly track and benchmark your top-performing publications. Understand which publications drive the largest viewership for your brand, key messages, competitors, and industry.

Audience Data

Access detailed demographic and firmographic data to fully understand earned audiences. Segment audience data to build custom personas. Measure message penetration, demonstrate resonance, benchmark competitors' audiences, and uncover new market opportunities.

Cision Impact Earned Media Attribution

Reach

Stop relying on potential reach and viewership. With Cision Impact, you can confirm audience size across the web for an earned media search. See the number of total views and unique visitors for your brand, campaign, or industry.

Web Traffic

Track how earned media drives website traffic. Capture direct and indirect website traffic and take credit for the audiences your earned media influences.

Leads Generated

Take credit for sign-ups and form submissions driven by your earned media coverage. Demonstrate how PR drives inbound leads to your marketing program.

Revenue Attribution

Take ownership of revenue-generating activities like shopping cart completions. Justify budget increases with real influence on the bottom line.

Cision Impact Earned Media Activation

Earned Media Activation

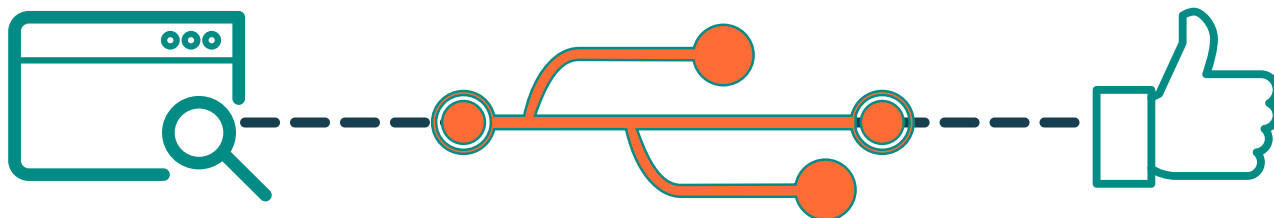
Start with an audience of earned media content and retarget them with paid media. Reach interested, mid-funnel leverages an already informed audience who are more likely to engage and convert, plus tracks details of earned media's influence.

Paid Media Amplification

Drive targeted audiences to earned media deemed to be both credible and trusted, leading customers indirectly to your brand. Track how website visitation and engagement was affected by this paid media traffic.

Custom Audiences

Access the next revolution of paid media optimization by obtaining audiences exposed to third party earned media content related to your brand. Paid media teams can then take action on these customers in order to truly interweave paid and earned efforts.



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