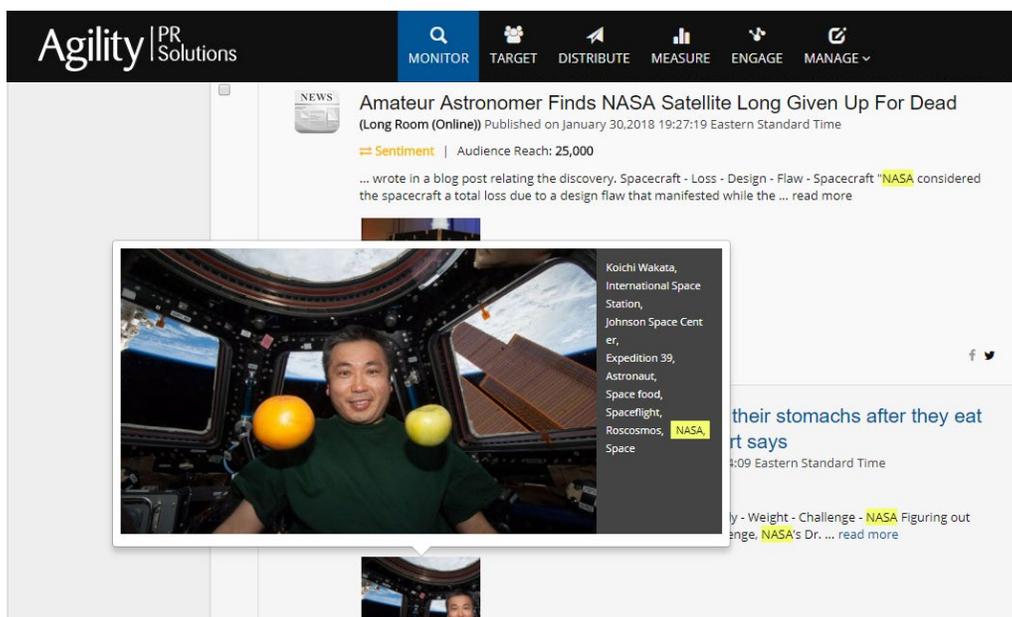## CAPTURE COVERAGE & TARGET INFLUENCERS

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 gives you control over how you conduct your communications efforts and how you see your results.

MONITOR EARNED MEDIA

Know exactly what's being said about you, your industry, and your competitors across print, online news, blogs, TV, radio, and social media. Monitor your brand and get actionable insight into the topics important to you and your audience.

» **Far and Wide Listening.** Monitor topics wherever you need, with broad content coverage of online, print, broadcast, and social media. We'll ensure you track all vital content sources and stay up to date on coverage with our easy-to-use monitoring tool.

» **Get the Full Picture of Coverage.** Our revolutionary image monitoring capabilities will show you images that appear in high value online news coverage. And using powerful machine learning models that understand image content, you'll be able to unearth otherwise hidden coverage, even when there is no mention in the article itself.

» **Off-to-the-Races Setup.** With intuitive, easy-to-set-up monitoring and personalized client onboarding, you'll be tracking earned media and organic mentions in no time.
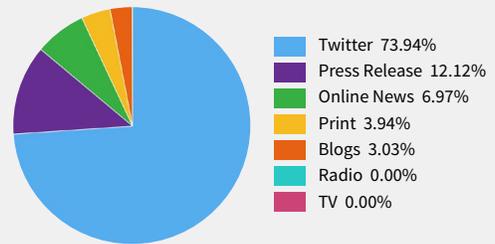

Our new AI-powered image monitoring gives you the full picture of coverage and helps unearth hidden stories that wouldn't be found with text-only monitoring.
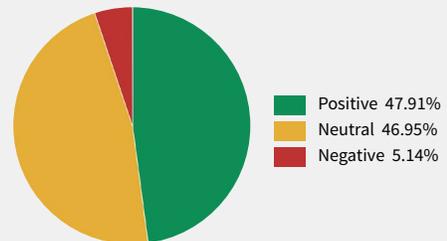
MEASURE YOUR IMPACT

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.

» **PR Measurement Made Easy.** Choose from a library of pre-built media coverage reports for insight into your coverage by type, geography, share of voice, sentiment, and more.

» **Never Miss a Story.** Stay on top of coverage, including your brand, industry, and competitor news, with automated email briefs sent how often you like.

» **Share Custom Clipbooks.** Compile your top press clippings in media clipbooks to easily share coverage updates with key stakeholders.

Total mentions by Media Type

- Twitter 73.94%
- Press Release 12.12%
- Online News 6.97%
- Print 3.94%
- Blogs 3.03%
- Radio 0.00%
- TV 0.00%

Sentiment Breakdown

- Positive 47.91%
- Neutral 46.95%
- Negative 5.14%

FIND YOUR INFLUENCERS AND MAKE CONNECTIONS

The CAPTURE package goes beyond just monitoring. With full access to our media database of over 800,000 contacts and outlets, you'll be able to find your ideal influencers, and connect and build relationships with them, so you can amplify your message and exceed your communications goals.

» **Send Captivating Pitches.** Send emails directly in the platform to connect with journalists and influencers. Boost engagement by adding stunning visuals and personalized details to media pitches.

» **Track Engagement.** Prioritize your follow-up to influencers by seeing who opened your email and which links they clicked, so you know exactly what piqued their interest.

» **Pinpoint Influencers.** Our keyword search pulls from billions of past articles to bring you the most relevant influencers. Also search by beat, media type, location, and more.

» **Live Social & News Streams.** Create live streams of influencer content by keyword or contact list to hear the latest social conversations and see recent articles written by journalists in our database. Gain insights and identify new influencers to add to your lists in a snap.

» **Reliable Contact Details.** Get in-depth info on each of the 800,000+ contacts in our media database, including phone, email, and social media details. Our research team makes 1000s of daily updates, so you won't waste time with outdated info.

Our top-rated support team is always happy to help — and can be reached via chat, email, or phone — so you can get the most out of your investment.

Agility | PR Solutions

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.