

## Connect your brand with influencers and decision-makers on one unified platform.

Today organizations must establish and build consistent, meaningful and enduring relationships with influencers and buyers throughout the entire customer journey in order to amplify their marketplace influence. As trust in brands decreases and consumers become increasingly resistant to advertising, earned media has reemerged as a potent force in the paid, earned, owned mix. In fact, 80% of senior marketers believe earned media is more effective than paid media.<sup>1</sup> The Communication Cloud™ enables you to maximize your earned media potential and execute a unified multichannel strategy, while demonstrating the financial impact of your communications programs.



CISION COMMUNICATION CLOUD™

### LISTEN TO YOUR AUDIENCES:



Monitor your media channels for trending topics that can inspire compelling content. Cision's media intelligence helps you make sense of over 2 million daily news stories and conversations, across print, online, broadcast and social channels. Aggregate trending topics, key influencers insights and more into email alerts, reports, and charts, to show you how your content will resonate across mediums and audiences around the world.

### TARGET INFLUENCERS AND DECISION-MAKERS:



Target and build relationships with the key influencers and decision-makers that matter most by audience and channel. New technology and data science combine to create the world's largest "smart source" of over 1.6M media contacts, outlets and editorial opportunities including 300,000 digital influencers. What's more, our exclusive bios and insights give you the insider's edge when engaging with influencers who provide over 6,500 proactive media inquiries for you to respond. In an always-on world, you need to be always on-message.

### CREATE COMPELLING CONTENT:



Create an effective earned media and content strategy by allowing our well-versed team of industry experts to deliver insights, strategy, best practices, and hands-on help in delivering high impact communications that amplify the results of your programs as part of a holistic customer and influencer relationship strategy. You can even leverage our world-class editorial staff to assess your content before you share it.



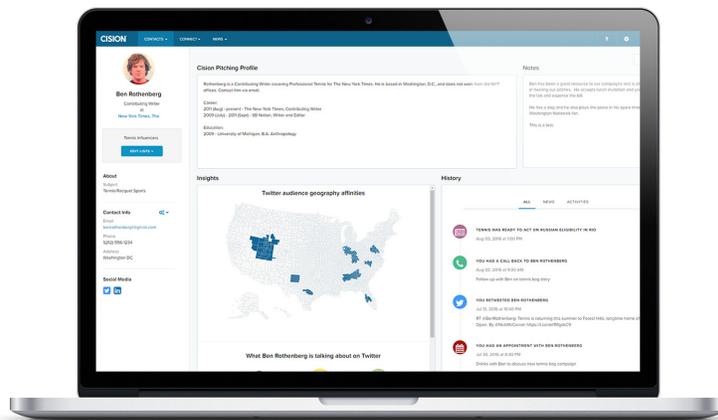
## ENGAGE WITH AUDIENCES ACROSS CHANNELS:

Engage the right audiences by sharing your stories and earned media across channels to achieve far superior connectivity to and amplification of the paid and owned media as part of a holistic customer experience and relationship strategy. Cision offers integrated access to the world's largest and #1 most trusted content distribution network of over 300,000 online and traditional media distribution points in over 170 countries and 40 languages, 10,000+ websites and apps, 1 million social followers and hundreds of broadcast channels.



## ANALYZE THE EFFECTIVENESS OF YOUR PROGRAMS:

Uncover what's working and what's not, so you can continuously optimize ongoing campaign performance in real time. Customizable reports and data visualization helps you connect the dots across social and traditional media channels for a 360-degree view of your campaigns highlighting the financial impact your communications drive but haven't been able to quantify.



**Request a demo** today to see how you can amplify your earned media potential and unify your communications programs across the board.