

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

In order to amplify their influence in the marketplace, organisations must establish and build consistent, meaningful and enduring relationships with influencers and buyers throughout the entire customer journey.

As trust in brands decreases and consumers become increasingly resistant to advertising, earned media has re-emerged 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.



CISION COMMUNICATION CLOUD™

The Communication Cloud™ enables you to maximise your earned media potential and execute a unified multi-channel strategy, while demonstrating the financial impact of your communications campaigns.

### LISTEN TO YOUR AUDIENCES:



Monitor your media channels for brand mentions, competitive tracking and trending topics that can inspire compelling content. Cision's media intelligence helps you make sense of over two million daily news stories and conversations across print, online, broadcast and social channels. Aggregate trending topics, key influencer insights and more, into email alerts reports, and charts, to show how your content will resonate across media 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 always need to be on-message.

### CREATE COMPELLING CONTENT:



Create an effective earned media and content strategy by allowing our team of industry experts to deliver insights, strategy and best practice. Our team enables you to deliver high impact communications that amplify the results of your campaigns. What's more, our in-house editorial team are always on hand to assess your content before you release it.



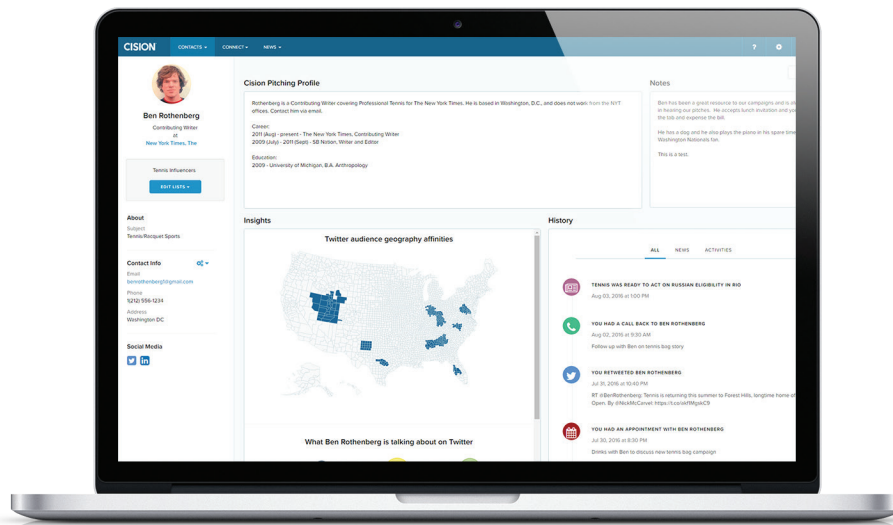
## ENGAGE WITH AUDIENCES ACROSS MULTIPLE CHANNELS:

Engage the right audiences by sharing your stories across various platforms and channels. Cision offers integrated access to the world's number one, largest, and most trusted content distribution network of over 300,000 online and traditional media distribution points in over 170 countries and 40 languages. This also includes more than 10,000 websites and apps, one million social followers and hundreds of broadcast channels.



## ANALYSE THE EFFECTIVENESS OF YOUR CAMPAIGNS:

Continuously optimise ongoing campaign performance in real time as you uncover what's working and what's not. Our customisable reports and data visualisation charts helps you join the dots across social and traditional media channels for a 360-degree view of your campaigns. This means you will be able to highlight the financial impact your communications drive, but up till now, 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.