

THE CISION COMMUNICATIONS CLOUD™

Power your story with data-driven communications

Cision aligns the art of communication with the science of data. The Cision Communications Cloud™ delivers a sophisticated, easy-to-use platform for communicators to reach relevant media influencers and craft compelling campaigns that impact customer behavior. With rich monitoring and analytics, Cision arms brands with the insights they need to tie their communications programs to strategic business objectives.

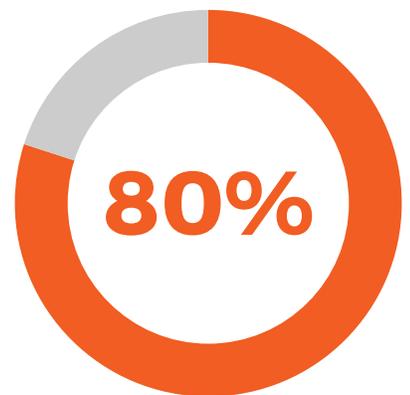
Why Does Communications & PR Need a Cloud?

While communications is often measured by the content media influencers create, it's easy to forget that it's a means to a greater end: How does that coverage drive customer behavior?

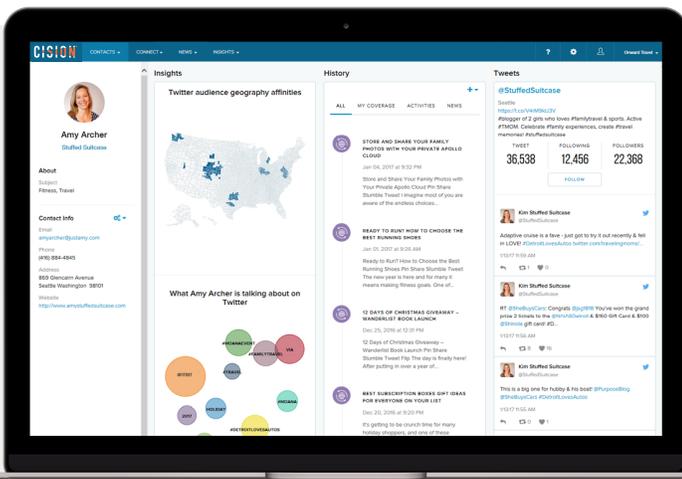
Today's executives increasingly want their comms teams to demonstrate a return on investment (ROI) for their PR campaigns. For communications leaders and their teams, that's easier said than done. The volatile media business has meant journalists and media contacts come and go from traditional outlets everyday. Conversely, independent influencers crop up on new social channels, blogs, and websites at an exponential rate. Keeping up

feels impossible. In fact, more than 75% of brands say they [struggle to identify the right influencers for their campaigns](#).

Even after generating coverage, communicators can struggle to attribute key actions — such as purchasing products or becoming a sales lead — back to their campaigns because earned media consumption often happens outside their owned properties. Meanwhile, silos across PR exacerbate the challenge of engaging influencers the right way. The person who runs social campaigns may not be coordinated with the person who pitches journalists or distributes press releases. The result is influencers get deluged with inconsistent messaging.



The average journalist receives [38,000 emails a year](#), and [78.5% of them](#) say they receive irrelevant pitches.



INTRODUCING The Cision Communications Cloud

Communicators shouldn't need to be data scientists to utilize the power of data; the Cision Communications Cloud does the hard part for them. It presents communicators with just the right data they need to understand which influencers impact customer behavior with their content. It centralizes all the activities and workflows that teams require to pitch influencers, distribute content, monitor coverage and measure great campaigns.

THE THREE PILLARS OF STRATEGIC COMMUNICATIONS

Cision Communications Cloud pulls together all the capabilities needed to deliver world-class PR in a unified platform.



IDENTIFY INFLUENCERS

Instantly gain access to nearly 1M influencer profiles. Simple, yet powerful, tools to build lists and view influencer profile data allow PR professionals to uncover which influencers reach their audience. Cision's proprietary Influencer Graph maps influencers to the end-customers that matter. Media data is updated automatically, enabling communicators to focus on building great campaigns.

KEY CAPABILITIES

- Influencer Database
- Pitching Tips
- Audience Data
- Influencer Graph
- Social Profiles
- Editorial Calendars
- News Archive Search



CRAFT CAMPAIGNS

Remove all communications silos with one place to simultaneously distribute news releases, send emails to influencers, and manage social posts. Increase media pickup and search visibility with access to PR Newswire, the world's largest press release distribution network, integrated into the Communications Cloud. Refine messaging based on email and press release analytics to drive better engagement.

KEY CAPABILITIES

- Press Release Distribution
- Social Publishing
- Email Distribution
- Distribution Analytics
- Campaign Management Tools



ATTRIBUTE VALUE

Understand earned media campaign performance and the full reach of news coverage. Monitor message effectiveness across news channels and measure core metrics – including impressions, sentiment, prominence and impact. Demonstrate how engagement with earned media directly correlates to website conversions or sales leads. Share results with stakeholders using executive reports and dashboards.

KEY CAPABILITIES

- Media Monitoring
- Social Listening
- Social Engagement Analytics
- Customizable Dashboards, Reports, and Email Alerts
- Prominence, Impact and Sentiment Scoring
- Google and Adobe Analytics Integration

TO LEARN MORE, VISIT

[CISION.COM/US/COMMUNICATIONS-CLOUD](https://www.cision.com/us/communications-cloud)