PR & Communications Teams

- Quantify your PR impact
- Pinpoint relevant journalists
- Build dynamic newsrooms
- Distribute press releases
- Anticipate and monitor crises
- Know your share of voice

Marketing Teams

- Find content inspiration
- Notice trends before anyone else
- Engage with potential collaborators
- Evaluate campaigns
- Monitor brand reputation
- Optimize your social marketing efforts
- Uplevel your integrated media strategy

Executive Management Teams

- Keep an eye on the news
- Monitor competitors’ reputation and actions
- Increase forecast accuracy
- Follow-up on your media statements
- Create an early warning system for crises
- Save time by centralizing the flow of multiple information sources internally

Simplify your workflow and maximize your success. Notified makes it easy.

1. www.notified.com
The PR Workflow

Listen
Global media monitoring

Connect
Media database

Publish
Dynamic newsrooms and press release distribution

Amplify
Content visualization

Measure
Media measurement and analytics

Reports
Tailored media intelligence reports
Get meaningful, actionable insights from global media monitoring.

Get an instant view of media exposure and brand mentions across all global news outlets (online, blogs, print, broadcast and podcast) and tap into millions of social media sources from more than 150 countries. Reputation management, competitor tracking, industry issues—stay informed and stay ahead.

**Features**
- News monitoring
- Social listening
- Broadcast and podcast monitoring*
- Automated sentiment analysis
- Powerful Boolean search queries
- Custom-branded dashboards
- Twitter firehose
- API access
- iOS & Android app
- Filter and search in mentions

**Coverage**
- Articles across 170,000+ news sites
- More than 25,000 podcasts*
- TV and radio content*
- Public posts to millions of Facebook pages
- 10 million+ daily posts to discussion boards
- Millions of videos posted to streaming sites
- Any public Instagram post
- Millions of blog posts
- LexisNexis premium print content*
- Everything on Twitter worldwide

*add-on

Listen
A media contacts database tailored to your needs.

Discover journalists relevant to your brand—from the most well-known to the smallest niche. The Connect module automatically pinpoints the journalists around the world writing about your brand and your industry. Get personalized recommendations of who to engage without lifting a finger, or search our database of more than 500,000 global contacts curated by our in-house research team. Get more publicity with less effort.

Features

• Tailored contacts database
• Automatic outreach suggestions
• Rich profile info
• Performance analytics
• Manually researched and curated media database (powered by GlobeNewswire)
Tell a better brand story with online newsrooms and press distribution.

Create highly visual, dynamic newsrooms that curate your owned and earned media along with user-generated content (UGC). Distribute multimedia press releases via GlobeNewswire and auto-publish to your online newsrooms. With engaging and authentic content, boring newsrooms are a thing of the past.

**Features**

- Easy page builder
- Press release creation/distribution
- Performance analytics
- Automated content feeds
- Global wire distribution (powered by GlobeNewswire)*
- API access
- Custom newsroom domain

*add-on
Showcase engaging brand stories with user-generated content.

Turn customers and brand ambassadors into a marketing force using visualized feeds to syndicate UGC from any social media platform directly on your website or other digital touchpoints. Activate your visual marketing to drive engagement, brand authenticity, and sales.

**Use cases**
- Homepage gallery
- E-commerce
- Event social wall
- Advertising
- In-store signage

**Features**
- Visualization themes
- Moderation function
- Embeds into CMS
Get a complete overview of your performance.

Get insights from your earned media, owned social accounts and PR outreach analytics—the full picture you've always needed to prove business impact and ROI. The Measure module provides you with a fast and easy-to-use interface with endless possibilities for customization.

Features

- Custom dashboards
- Social account analytics
- Competitive benchmarking
- Campaign measurement
- Automatic brand sentiment
- Date comparison analysis
Empower your team with media insights and real-time alerts.

Make knowledge a resource within your company through daily, weekly or monthly reports. Different teams have different information needs, so we make it easy to set up custom reports that automatically keep everyone on top of news and social conversations. With Notified, you will never miss a beat.

In addition to Notified’s built-in reports, we can provide executive media briefs and media analyses that are human-curated and customized to your specific needs. You’ll see complete coverage of your brand across global media sources with reports tailored to you by our in-house research team.

**Features**
- Automated reports
- Peak alerts on chosen mentions
- Push notifications
- Newsletters
- Benchmark reports
- Sentiment reports
- Custom reports
- Quick-click reports
### Feature Breakdown

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- **Listen Features**: 
  - News monitoring
  - Social listening
  - Automated sentiment analysis
  - Boolean search queries
  - Filter and search in mentions
  - API access
  - Twitter firehose

- **Connect Features**: 
  - Global AI powered media contact database
  - Automatic outreach suggestions
  - Import and export media contacts
  - Rich profile info
  - Manually researched and curated media database (powered by GlobeNewswire)

- **Publish Features**: 
  - Easy page builder
  - Automated content feeds
  - Press release creation/publishing
  - Performance analytics
  - Automated content feeds
  - Custom newsroom domain
  - API access

- **Amplify Features**: 
  - Visualization themes
  - Web themes
  - Display themes
  - Moderation function
  - Embeds into CMS
  - Integrate content from your social media accounts or UGC from Listen

- **General Features**: 
  - iOS & Android app
  - Email & chat support
  - Dedicated account manager

- **Add-ons**: 
  - We customize each package to fit your needs. For customization capabilities, reach out to a sales rep. or contact us directly via our website. For standard packages see next page.

- **Reports Features**: 
  - Automated reports
  - Peak alerts on chosen mentions
  - Push notifications
  - Newsletters
  - Quick-click reports
  - Custom reports

- **Data Coverage**: 
  - Articles on 170,000+ news sites
  - Millions of blog posts
  - Everything on Twitter worldwide
  - Public posts to Facebook pages
  - Public content across Instagram
  - Posts to public discussion boards
  - YouTube videos

- **Measure Features**: 
  - Custom-branded dashboards
  - Social account analytics
  - Competitive benchmarking
  - Campaign measurement
  - Brand measurement
  - Automatic sentiment analytics

- **Add-ons**: 
  - Global wire distribution (powered by GlobeNewswire)
Each package includes all the above features of Listen, Connect, Publish, Amplify, and Measure.

**Essentials**
- 5 users
- 10 search profiles
- 50K mentions/month
- 5 social accounts
- Prices start at $800 monthly*

**Expert**
- 10 users
- 20 search profiles
- 100K mentions/month
- 10 social accounts
- Prices start at $1,250 monthly*

**Enterprise**
- 15 users
- 30 search profiles
- 200K mentions/month
- 20 social accounts
- Prices start at $2,500 monthly*

*Prices are based on a subscription to Notified.*
We’ve been using Notified for more than two years and are super happy with the results that we’re getting. Prior to Notified, we used separate platforms for media monitoring and newsrooms, but streamlining all our PR, communication and intelligence work into one platform has made us tremendously more efficient.

Lisa Johansson, Marketing Manager, Venture Cup

50% Lower spend on PR tools
30% Increase in newsroom visits
53% Increase in time spent on page
Notified was founded in 2010 and quickly became a disruptor in Sweden and across the Nordics. From the beginning, our goal has remained the same: to create a truly unique platform for PR and marketing professionals; one that delivers deeper, more actionable insights from social data and earned media, and brings the entire communications workflow into a single platform.

In April 2019, Notified was acquired by Intrado, a global leader in digital communications. Our expanded portfolio of PR and marketing solutions also includes executive news briefs, media analysis reports, webcasting and virtual events.

Contact us for a personal demo at www.notified.com.