Cision Recognized by SIIA for Best Business Information Capabilities

Cision Communiations Cloud™ earns prestigious industry recognition

CHICAGO, July 28, 2017 /PRNewswire/ -- Cision, a leading global provider of public relations and marketing communications software, today announced Cision Communications Cloud™ is the recipient of a 2017 Software & Information Industry Association (SIIA) CODiE Award. Following Cision's trend of recognition for innovative solutions, the company's newest product won "Best Business Information Solution."

"We are always honored to be recognized by the SIIA and I'm thrilled to see that this year the Cision Comms Cloud has been awarded for its data-driven solutions it brings to communications professionals," said Cision CEO Kevin Akeroyd. "This award serves as an affirmation of the work we're doing to redefine the industry standard by equipping communicators with the insights they need to tie their communications programs to strategic business objectives."

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.

Feedback from the judges noted, "A cloud-based solution for earned media ... is well timed as the marketing and PR industries incorporate more earned media into their marketing and communications strategies." The Cloud software "has done a great job of targeting the PR & Comms professionals with a suite of tools and services as well as the executives, with a set of dashboards that capture and present the underlying data around media ROI." Last year, Cision PR Edition won the 2016 CODiE awards for "Best Business Information Solution" and "Best Content Analytics Solution."

"SIIA's 2017 Business Technology CODiE Awards recognize the companies that are at the forefront of business innovation. These companies are shaping the future of how we conduct business, and it is truly an honor to recognize these products through the CODiE Awards," said Ken Wasch, President of SIIA.

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. This year, sixty awards were given for products and services developed specifically for B2B software, information and media companies.

An SIIA CODiE Award win is a prestigious honor as each award winner is reviewed by third-party judges, whose evaluations determined the finalists. SIIA members then reviewed the finalists and voted to select the 2017 CODiE Award winners.

Since 2009, Cision products have won 11 CODiE Awards across eight categories, including Best Marketing/Public Relations Solution, Best Media and Information Monitoring Solution, Best Online Business Information Service, Best Social Media Aggregation Service, Best Online News Service, Best Content Analytics Solution and Best Business Information Solution.

Details about the winning products and general information about the CODiE Awards can be found at http://www.siia.net/codie/2017-Winners.

About Cision:
Cision Ltd. (NYSE: CISN) is a leading global provider of software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 3,000 employees with offices in 15 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud™ visit www.cision.com and follow Cision on Twitter @Cision.

Contact:
cisionpr@cision.com

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