Cision's New Data-Driven Enhancements Help Comms Professionals Work Smarter, Not Harder

Cision Communications Cloud adds new features to streamline media monitoring and enhance analytics so communicators can focus on attributing value to earned media; PRWeb enhances distribution network

CHICAGO, Oct. 25, 2017 /PRNewswire/ -- To better connect communications professionals with influencers and customers on one unified platform, Cision (NYSE: CISN) today announced new data-driven enhancements to Cision® Communications Cloud®. The latest enhancements enable communicators to work more efficiently by offering streamlined media monitoring, robust analytics and integrated comms workflow, all from within a single platform.

Comms professionals need reliable data and analytics to effectively track campaign results and accurately measure comms impact on business objectives. However, with an overwhelming amount of data to monitor, track and analyze, teams are often limited by their inability to take action on that data to craft more effective campaigns to drive engagement, conversions and bottom-line results.

The latest release of the Cision Communications Cloud includes the following new features and enhancements:

- **Updated analytics capabilities** extend comms data beyond basic mentions, reach and ad value, with the use of more granular metrics, including share of voice against specific competitors or even sentiment of stories. With new dynamic reporting, users can dig deeper into their campaign data using advanced filters, flexible charts, and new ways to visualize results. Content can be tagged, sorted and grouped automatically, and a new integration between the My Coverage and Analytics tools in the Cision Communications Cloud streamlines the analysis process and drills deeper into the data the team finds most valuable. Additionally, users can share a single customizable report instead of creating multiple reports to adhere to the demands of various teams.
- **Improved flexibility and usability features** enable comms professionals to streamline everyday processes, freeing up time to focus on higher priority tasks. For example, users can now sort influencers by rank to ensure that the most impactful contacts in both traditional and social media are listed first. Additionally, enhanced dynamic News Forward Templates allow for further customization of the content in News Alerts. Comms professionals are now able to display the most relevant fields, correlating metrics and logos to ensure the news that matters most is shareable in any way.
- **Easy-to-use Self-Service Monitoring tool** streamlines the media monitoring process and allows users to conduct searches in real-time. The addition of the Self-Service Monitoring tool allows users to build, edit and delete keyword searches against the largest available set of global media content. With this new tool, users have complete access and support with both an easy-to-use self-service monitoring tool and access to Cision's Professional Services Consulting (PSC) team for assistance with fine-tuning existing searches or building more complex searches.

"The latest enhancements made to the Cision Comms Cloud™ help comms professionals work more efficiently by streamlining everyday tasks, such as building searches and compiling reports, so that teams can focus on more strategic communications initiatives," said Kevin Akeroyd, Cision CEO. "These latest updates continue to build on the platform's ability to provide meaningful data and analytics that enable comms professionals to work smarter, not harder, and deliver results that impact the bottom line."

Cision has also made updates to Cision Distribution by PRWeb®. The updates enable comms professionals at small businesses to leverage the power of Cision Communications Cloud to drive online awareness and track and measure campaign efforts at an affordable price. The enhanced online syndication network and Visibility Reports, powered by PR Newswire, are available to Cision Communications Cloud customers who subscribe to Cision Distribution by PRWeb.

Current Cision Communications Cloud clients have been automatically upgraded to receive the new features and can contact their account representatives for more information. To learn more about the Cision Communications Cloud click here.

About Cision

Cision Ltd. (NYSE: CISN) is a leading global provider of earned media 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.

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