Cision Communications Cloud™ Launches PR Newswire Integration and New Features to Identify Ideal Influencers

Key upgrades include Influencer Recommendations, Campaign Calendar and expanded search capabilities

CHICAGO (April 4, 2017) – Cision announced today that it is introducing new features and product enhancements to the Cision Communications Cloud™, designed to better enable communicators to identify influencers, craft campaigns and attribute value.

The latest release of the Cloud brings together the best of Cision and PR Newswire into a unified application, allowing clients to take advantage of the largest distribution network alongside their media database and monitoring. The platform will also allow communicators to simultaneously schedule press releases, social posts and campaigns and manage all activities in a new Campaign Calendar feature. The Campaign Calendar will enable real-time coordination across traditional and social channels, allowing communicators to easily adjust during a crisis.

The product updates will also include new search criteria and filters as part of list building, as well as more robust social profiles for influencers. Cision is also introducing an Influencer Recommendations feature that will proactively identify new contacts for communicators to target and build relationships.

Cision's 2017 State of the Media Report found that nearly 83 percent of journalists ranked "researching/understanding my media outlet" as the top way that communications professionals could improve (up 5 percent from 2016). These expanded search capabilities will allow users to better identify influencers by location, topics of interest, social presence and any topics they are writing about in traditional or social media.

"We're the only communications solution that natively includes and fully integrates a leading global distribution network for news releases," said Cision CEO Kevin Akeroyd. "As a leader in media communication technology and analytics, we are committed to accelerating the pace of our innovation and look forward to continuing to introduce new features as part of our growth plan for the Cision Communications Cloud."

Additional product updates include:

Bulk uploading of social posts, allowing users to craft tailored messages by social channel and streamline scheduling
Analytics and dashboard improvements that enable users to easily customize and share campaign performance with key stakeholders in real-time
Improved reporting customization with the ability to export a group of news items from a chart, search news coverage by an outlet list and collapse/expand features in the Analytics dashboard
Current Cision Communications Cloud clients will automatically be upgraded to receive the new features and can contact their account representatives for more information.