

**Cision's Digital Reach** provides a metric to measure the reach of online media outlets and the stories earned in them, evaluating how reputable and connected one media source is versus others. Our algorithm measures and compares website traffic, website link analysis, and conversations on social media to provide a comprehensive view of an online media outlet's reach.

## BACKGROUND

Technology and social media have revolutionized the way people receive, read, and engage with news coverage. Despite this, most providers of Unique Visitors per Month (UVPM) base their figures on statistically small samples of readers and typically only measuring top U.S. websites. They also do not factor in stories that are shared on social media. Cision knows its users need a smarter metric that focuses not only on the number of visitors to a website, but the type of outlet, how the outlet generates traffic, and how the story is shared across the web.

## WHAT IS CISION DIGITAL REACH?

Cision Digital Reach is a globally consistent baseline metric for measuring the reach of a media outlet - whether the outlet is a major international presence, a standalone blog, or even a sub-domain - an internal blog on a larger website. By weighing the outlet's website traffic, website link analysis, and social media conversations, we gain perspective into:

- how well known the outlet is
- its overall footprint on the internet and how connected it is to other outlets
- its social media footprint and how viral its content has been

These factors allow us to accurately calibrate Digital Reach across all the different types of global outlets (trade magazines, blogs, general news sites, etc.)



## GOING BEYOND TRADITIONAL UVPM METRICS

Typical UVPM calculations only measure top websites, and values are not available for hundreds of thousands of newsworthy media outlets that matter most to Cision clients. UVPM also doesn't take into account how often news is shared on social channels.

Cision Digital Reach supports more of the global media outlets our clients' coverage ends up in than ever before, allowing broad and consistent trend and comparative analysis. By examining not only website traffic, but how often that site's content is shared on social channels, and their online presence, Cision provides a more holistic view of a website's reach. Combined with other metrics like share of voice, sentiment, prominence and impact scores, Cision Digital Reach provides additional automated insight into the impact of your stories.