Cision Announces Updates to Cision Impact, Providing Communicators with New Metrics to Further Prove the Business Value of Earned Media

Now Available in Cision's Next Generation Communications Cloud

CHICAGO, Dec. 14, 2020 /PRNewswire/ -- Only 13% of communicators say they are confident in their ability to demonstrate how their work drives business outcomes.¹ In an ongoing effort to build state-of-the-art solutions for communications professionals, Cision announced today that it has expanded its attribution technology in Cision Impact to help communicators better align PR metrics with business results.

Cision Impact enables communicators to measure the impact of earned media and marketing programs by better understanding how they are influencing buyer behavior. Communicators can see demographic, firmographic and engagement data for viewers of their earned media and track conversions to website traffic, inbound leads, shopping cart purchases and more. They can also leverage data to retarget earned media audiences to help drive sales leads.

Learn more about Cision Impact.

"The number one challenge and opportunity for communicators is showing their executive team and other stakeholders how the company's PR efforts connect to the bottom line," said Maggie Lower, Chief Marketing Officer at Cision. "Our latest enhancements to Cision Impact provide deeper data on reach and engagement of earned media to demonstrate true ROI and shine a spotlight on the importance of investment in PR."

The following updates further Cision Impact's delivery of actionable, outcome-oriented data that communicators need to underscore business value:

- **Conversion Rates** to calculate the percentage of earned media audiences who engage with a company's owned content (website, blogs, etc).
- **Conversions over Time** to understand when earned media audiences interact with owned content.
- **Attribution Drilldown** to access daily earned media viewership data broken down by article, outlet and journalist.
- **Dashboard Integration** to bring verified viewership data into Cision's New Generation Communications Cloud Dashboards.

The latest updates to Cision Impact are now available in North America. Learn more here.

¹ Source: Cision and PRWeek's 2020 Comms Report

About Cision

Cision is a leading global provider of earned media software and wire distribution services to public relations and marketing communications professionals. Cision's solutions allow users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has offices in 24 countries throughout the Americas, EMEA, and APAC. For more information about Cision's award-winning products and services, including the Cision Communications Cloud®, visit [www.cision.com](http://www.cision.com) and follow Cision on Twitter @Cision.

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