

Only From Business Wire

Global—Mobile—Social—Measurable Press Releases

Your audiences are diverse and dispersed, consuming news through traditional and mobile channels, seeking information via search and social media thought leaders.

With Business Wire's Global—Mobile—Social—Measurable platforms included in every English-language press release, we have you covered.

Global

Business Wire reaches media, consumers, investors and others via unsurpassed patented technology. Your news reaches inside newsrooms via our NX Network, as well as the networks of AP, AFP, Canwest, Bloomberg, Dow Jones, Reuters and dozens more. Plus, your news is posted to thousands of websites, portals and news systems.

Mobile

With global wireless penetration in excess of 4.1 billion users, your news had better be mobile to reach your audiences on-the-go. Business Wire's mobile penetration is second to none, making your news available in multiple languages worldwide, across multiple platforms, including: Business Wire's mobile-optimised site; Business Wire's mobile app; AP Mobile, the #1 iPhone app for news with more than 1.2 million downloads (10/09); Viigo, a leading BlackBerry news app; Bloomberg's 300,000 subscribers; Thomson Reuters' 500,000 subscribers; Morningstar's 40,000 subscribers; Yahoo! Finance Mobile; and coming soon to the new AFP Mobile app. More services are added all the time.

Social

Just as Business Wire helps find your audience, we make it easy for your audience to find you. Only Business Wire posts your news to two search engine optimised (SEO) platforms that help improve the performance of your news in the competitive world of search. The BusinessWire.com site and Business Wire's EON: Enhanced Online News site maximise the impact and audience reach for your news, helping ensure your voice is a key part of online conversations. Rotating quotable call-outs from your news help boost search rankings while social-media friendly tools make it easy to share, link to, blog, tweet and engage with your audiences.

Measurable

Every company wants to maximise ROI. With Business Wire, we provide measurement tools and data with every press release to provide you with insight into your audiences. The search terms they use to find your news, link activity, social media submission data, distribution reach, website posting links and more, are provided for the Business Wire and EON: Enhanced Online News versions of your news. These Business Wire NewsTrak reports provide a guide to measuring and refining your messaging.



The GloMoSo advantage means your press releases are boosted by our dual SEO platforms, Business Wire and EON; posted to leading global mobile news apps; and measured with detailed ROI analytics.