LexisNexis®
Media Contacts Solution
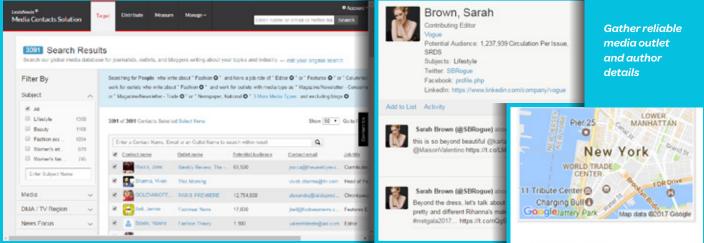
Identify Influencers and Amplify Messages

As media channels rapidly evolve and it becomes hard to get your story noticed, the need for PR and communications professionals to reach influential media, amplify messages and evaluate their programs grows more urgent.

LexisNexis® Media Contacts Solution, a cloud-based media database and communications service powered by Agility, lets you identify influencers and amplify your message so you can achieve your communications goals.

DATABASE OF
~800,000
CONTACTS IN
OVER 200
COUNTRIES

Gather reliable media outlet and author details

👥 Find Influencers

Leverage **LexisNexis Media Contacts Solution** to pinpoint key contacts and influential audiences for your communications. Identify print or broadcast journalists, social media influencers, bloggers and analysts from our immense database of almost 800,000 contacts and outlets in over 200 countries. Our team of researchers makes over 2 million updates and additions every year so you can depend on the accuracy of the contact information.

Find Influencers. Search our global database with almost 800,000 journalists, outlets, bloggers and analysts by beat, keyword or region.

Connect. Gather reliable media outlet and author details, including email and social media contact info. Our research team continuously checks and updates contact information so you won't waste time with undeliverable emails or following up with authors who've changed jobs.

Create Custom Lists. Use the intuitive search function to compile contact lists for upcoming campaigns or based on topics of interest.

LexisNexis®

Adjust Your Content
Use mail merge options to dynamically pull information into the body of your email. Supported options are:
[FNAME] [LNAME] [OUTLETNAME] [CITY] [TWITTERHANDLE]
How to format my distribution?

You are receiving this message from Dawn Smeaton, dawn.smeaton@agilitypr.com at MediaMi
Canada, 11 Holland Avenue, Ottawa, K3X 1A2
dawn.smeaton@agilitypr.com

If you would like to stop receiving messages of this type in the future, you may unsubscribe

** NOTE: An unsubscribe footer must be included in all email communications; the unsubscribe page will inher

Report Overview

5 total sent

3 delivered

2 unique opens
What is a Unique Open?

5 links clicked

1 unopened
Rates are estimates only

0 unsubscribes

0 marked as spam

2 undeliverable
What does this mean?

Unique Opens and Link Clicks

First Day   See 7 Days

Unique opens   Unique clicks

Overview of Total Sent

2 Unique opens
66.67% Open Rate–Full Report
2 Undeliverable
Full Report
1 Not opened
33.33% Un Open Rate–Full Report

Links Clicked

Most Popular links	Click
http://www.facebook.com	2
http://www.prnewswire.com	1
http://www.prnewswire.com	1
http://www.facebook.com	1

Amplify Messages

LexisNexis Media Contacts Solution helps you amplify your message by enabling personalised communication with key influencers. Send emails to your custom lists, right from the intuitive, cloud-based console. Track and measure communications—and share results with internal stakeholders and executives.

Personalise Emails.
Add contact fields like name or outlet to your message to automatically personalise emails.

Track Engagement.
Track open and click rates of emails easily, right from the LexisNexis Media Contacts Solution console.

Add Multimedia Content. Send videos or additional sharable content to augment press releases.

Generate Reports.
Understand activity level and sources for all campaign elements.

Exceptional Customer Support and Service

You can rely on **LexisNexis Media Contacts Solution** to provide support and service that goes above and beyond to ensure you get the most from your investment. We offer:

- Online support with helpful documentation, tutorials, and training sessions
- Live support via phone, email and live chat.

Contact us for a demo or to learn more

BIS.lexisnexis.co.uk
BIS@lexisnexis.com

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