Quick Start Guide

Media Database

1. Search for a media contact by Article (Topic), People (Name), or research Media Outlets (Name)

You can search for a media contact by article typing in keywords, or by people, typing in first and/or last names. You can also research media outlets by typing in the publication's name.

2. Use quick searches to find contacts by outlet name, beat, media type, or role

In any search view, you can scroll down to browse by beat, outlet name, media type, or role. Select any of these for a quick search. Or, you can engage with those variables as filters.

3. Use filters to refine searches

Currently, you can search for outlets and articles in The United States, Canada, and the United Kingdom, but you can find journalists all around the world.
Whenever you see a search bar in a filter, that means that we have more available options than can be displayed at once—if you don't see what you're looking for in a filter menu, try typing it out.
One distinction to note— using the "beat" filter gives you results about a topic. Meanwhile, typing into the article search is searching by keyword, which gives you results that contain the exact search term within their text.
Additionally, please take care when changing search types that you clear the primary search bar.

4. Review search results and sort by Relevance, Popularity, Recency or Alphabetical Order

To view more search results at once, you can collapse one or both search bars. You can also sort results by "most relevant", meaning the closest match to your search input, "most recent" if you're searching via article or people, or "most popular," a metric based on domain authority. If you're searching via people or outlet you can also sort alphabetically.

5. Hide potentially inactive contacts

Select the toggle in the bottom right of the search options—when activated, it will be blue and hide potentially inactive contacts. A contact might be inactive if we are currently updating it, so we recommend that you keep this toggle on. When the toggle is off, it is gray, and it will allow to check if we have a specific journalist contact in our database, even if they are currently undergoing re-curation.
When the toggle is off, you can tell which contacts are potentially inactive because the "send pitch" envelope icon will be grayed out.

6. Pitch to/add a contact to a list

Via the Article or People search, once you find a contact you like, you can view their profile, send them a pitch, or add them to a list.

7. Pitch to/add multiple contacts to a list

If you find multiple contacts you like, you can select the whole search page or pick out specific ones using the checkboxes. You can see how many contacts you selected by the “Actions” button, which will colorize when a selection has been made. You can click the “Actions” button to add your selection to a list, or pitch to it directly.

On the line below the actions button, you can select the “Results per page” dropdown to increase the number of results that populate per page. To the left of this, you can turn to the next page, though be sure to add your current selection to a list before doing so, as selections do not hold across pages.

8. View a contact profile

If you’ve clicked “view profile” or on a contact’s name directly, it’ll bring you to a page where you can review all the information our database has on a contact. This includes a bio, their outlet, beats, social media and contact information, as well as a list of articles attributed to them.

You can also leave a note on their page, which is for your own organizational purposes and not viewable by other users of the media database.

From this page, you can also send them a pitch or add them to a list. If you notice that the “send pitch” button is gray, this means that the contact is undergoing re-curation and is potentially inactive in the meantime.

9. View an outlet profile

You can view an outlet profile by clicking on its name. Various metrics about the company will be displayed at the top, you’ll have a description of outlet’s coverage, social media and contact information, and a list of articles published.

A quick note on outlet rank—hover over the number to learn more about how it is calculated, and note that a smaller number constitutes a better score.

Media Pitching

1. Prepare a list

Before you send a pitch from our platform, you'll need to prepare a list of contacts.
If you're working directly out of our media database and have all the contacts you need selected, you can "send to pitch" directly. This will bring you to the "New Campaign" menu where you can compose your message, and it will automatically save those selected contacts to a list named after the time of creation.
You have the option to rename a list by visiting the "Contact Lists" subpage under the "Media Pitching" tab in the side bar and clicking the 3-dot menu beside a list.
From the "Contact List" tab, you can create a new list and import contacts from a .csv file, or manually enter contact info one entry at a time.
You can also create a new list from the media database: once you have selected a group of contacts, click "add to list", which will give you the option of adding your selection to either a pre-existing list, or to a new one, which you can name right there.

2. To get started pitching, click 'Create New Campaign'

To get started composing your message, head to the "Campaigns" tab and click "Create New Campaign."

3. Name your campaign

The name of your campaign is for your own organizational purposes and will not be visible to anyone you send the campaign to.

4. Add an email sender and connect your Gmail or Outlook

Click "Add a Sender" to connect either your Gmail or Outlook address. This will be the address that your pitch appears to come from, and that replies will be sent to.

5. Select your audience list

Choose as many lists as you'd like to target. If you "sent to pitch" directly from the media database, your selection will automatically populate here under a list that's named "Pitch-" and then the date and time of its creation. Please note that the total number of contacts across all selected lists cannot be larger than the amount of pitch credits that you have.

6. Insert PR content

In the “Compose New Email” section, you have the option to attach a press release, or news that you’ve uploaded through your media room. If you select a press release which has not yet been published through our distribution system, our platform will hold off on sending your email until the release goes live.
When you select a press release, the subject line will automatically populate with the title of your release, though you can change that if you prefer.
The body will pull in the first name of a contact, start with “FOR IMMEDIATE RELEASE”, include all the content from the press release (including a link a to it), and conclude with the information listed in your Press Contact profile. All of this is editable; you can add a message before or after and change up anything you need.
To deselect a press release, select the x to the right of this dropdown menu.

7. Select an email template/use tags

Select “choose email template” to scroll through the different pre-made messages we have available. On the selection screen, note that yellow-highlighted bold text indicates a spot in the prompt where you should manually swap out placeholder text with your own message. Meanwhile, text within parentheses indicates a tag, which will be filled in automatically with information from your contact list. You can add more tags to any message by selecting the tag drop down, which includes a variety of options.
When you use a template, make sure to add a subject line.

8. Improve your pitch messaging with AImee

To have our AI writing assistant improve any segment of your writing, highlight it and select the AImee tool. You can request adjustments in any or all of the included categories, as well as write in custom instructions. When you’ve made all your requests, select “Generate New Content”, and wait a moment while AImee works. If you’re not satisfied with the first option, you can “Generate New Content” again and decide between the generated versions displayed on the right.
When you have a version you like, select “Update content with selected version,” and AImee will replace the highlighted text with the new and improved segment.

9. Schedule your email campaign

Select a date and time for your pitch to be scheduled. While you can adjust the time down to the minute, note that our platform will stagger the sends of your message to maximize deliverability, so not every one of your pitches might send at the precise time selected here.

10. Deploy, send test or save as a draft

If you need to navigate away from the pitching tool, be sure to save your work as a draft first.
If you'd like someone to see a demo of your pitch before it gets sent, you can send a test email to them.
When your pitch is finalized and ready to be sent, select "Schedule Campaign."
So long as the time for which you scheduled your pitch hasn't passed, you are able to edit your scheduled pitches and revert them to draft by navigating to the "Campaigns" submenu off the "Media PItching" tab on the sidebar, clicking the three-dot menu beside the pitch, and selecting "Edit."

11. Review performance

Once your campaign has been sent, you can review its performance on the campaign's tab.
To find a past campaign, you can filter by date range, or by status.
On the dashboard, you can view the number of opens and clicks your campaign received. You can also see the number of contacts it was sent to. This number might differ from the number of contacts included in your list—if this is the case, it is because our email pre-screening system detected an invalid address and did not send to it.

12. Target engaged contacts

You can click the blue number under "Views" or "Clicks" to see a list of contacts that engaged with your release in either capacity. This opens a pop-up with the option to "Export contacts to list" in the bottom left. Doing so will create a new list of engaged contacts that you can access in the "Contact Lists" section and target in a later pitch if desired.

Media Monitoring

1. Research a keyword or phrase that you want to monitor

To start media monitoring, go to the “Research” tab. Any words you type into the search bar will be parsed individually. To search for a phrase, enclose your query in quotation marks.

2. Use filters to narrow or expand results for your keyword

After you have entered a search, you can refine your search with filters. To search for individual words, type out your query and **press enter**. If you press enter after typing multiple words, the string will be searched as a phrase.
You can input required keywords, which will function as an “and” search; additional keywords, which will function as an "or"; excluded keywords, which the search results will filter out; the date range before, after, or between which you’d like to search for articles; sentiment, outlet, the media type, the publication type, country, and there are even a some language options. Once you’ve set up your filters, be sure to click apply.
At the bottom of the sidebar, you can also clear all filters.
If you want to edit the base search, please do so in the original search bar outside of the filter menu and press enter, then add any filters on top of it.

3. Review the results of your search

You can sort results by publish date or relevance. Each entry has the name of the article, the outlet, a snippet of its body text with your keywords highlighted, the location, date it was published, the page authority score of its domain, as well as unique visitors and estimated advertising cost if that information is available.

4. Open an article

To visit the article page, click this arrow-in-square icon.
Some outlets guard their content behind paywalls. If you click any of the blue text, you can instead open the article within the our platform, which can even grant you access to content behind those paywalls.

5. Select 1 or more articles to share or save to clippings

You can select specific articles by clicking their checkboxes, or you can select all. Once a selection is made, you can share the articles via email, or save them to a clipping board. If you share the articles, be sure to press enter after typing in every address.
You can also choose to clip these articles, but before doing so, you’ll need to have created at least one clipping list. See step #10 to complete this step.

6. Create an alert

Note that your search will disappear if you navigate away from the "Research" tab. In order to save your search, export it to a CSV, analyze statistics relating to it, or opt into notifications for new articles, create an alert.

When you name your alert, you'll also have the option of signing up for email updates, but this is not required. If you choose to do so, be sure to press enter after every email address added. You can fine-tune the frequency of notifications by creating a weekly or daily schedule, or selecting hourly or real-time alerts.

7. View and manage alerts

The "Alerts" tab on the sidebar functions as a dashboard showcasing a 7-day trend for each of your alerts. You can toggle between two different views, and hover over the trendlines for specific info on their data points.

8. Use the 3-dot menu to archive or edit an alert, see articles or additional stats, or export the results to a CSV

Select the 3-dot menu to archive or edit an alert, access its list of accumulated articles, or export them to a CSV file. You can also view stats.

9. On the stats page, adjust the date range and export to PDF

On the stats page of an alert, you can set a date range for which you'd like to view data, and access graphs on result quantity, sentiment analysis, estimated reach, results by location, and a word cloud.

10. On the clippings page, view saved articles

On the "Clippings" tab on the sidebar, you can see all active lists and make new ones by selecting "New List" in the top right and giving the list a name. Once a list has been created, you can add clippings to it from the Research tab.

Clicking on the title of any list will show you all the clippings saved under it, and they can be navigated in the same way as the articles in the research tab from steps 3-5.

Media Room

1. Set up company profile

Under settings, make sure your company profile is completely filled in. When you enter or update any of the fields on this page be sure to press save, or your changes could be lost.

2. Activate media room and set to default

To activate your Media Room, go to “Settings” and then “Companies.” Select the 3-dot menu by the company whose room you’d like to activate and activate the media room. If you have multiple companies, you can set one as the default.

3. Add contacts

To add contacts, go to “Media Room” and then “Contacts.” Click “Add Contact” and then fill in the information fields.
Note that only one contact can be set as the “Press Contact”, which is the contact whose information will appear in the Media Room.

4. Link social media

In the “Social Media” tab, you can fill in the “Social Media Profiles” section to include a link to your social pages in your Media Room. These are for company profiles, not personal ones.
If you enable Social Wire, your Media Room can automatically populate with posts from social media accounts that you check off in the Profiles section and authorize in the Social Authorization section. To get that set up, click “Start Authorization” under any social page you’d like to link and follow the instructions on the pop-up.
Be sure to click “Save Settings” at the top after making any change.

5. “Customization”

If you uploaded a logo on the “Company Profile” page, that should also load here. If you have yet to do so, select browse and upload it now.
Check your media room URL and make sure you approve of the domain. If not, it's easy to alter it. You can also use a custom domain for your Media Room, but since this is an advanced feature, we recommend you let a member of our team set that up for you.
For a reminder on what the content labels change, hover over the information button. You can rebrand how your content will be titled so that it best suits your needs by typing in a singular and plural version of the word you’ll use.
If you have a press kit, you can click “browse” to upload it here. Please make note of the file size and type restrictions.

For Media Room statistics, you can paste a Google Analytics tracking ID into this field.
If you’d like for your Media Room to automatically pull content from a blog or a different newsroom, click the checkbox and paste the URL of that RSS feed into the appropriate field. Updates should occur hourly.
To add any additional links to your media room, paste them here, and give them a title.
After making any change on this page, be sure to select “Save Changes” at the bottom.

6. “Customization” part 2

At the top of the Customization page, you can preview and customize your media room’s design.
You can change the browser page title and select a template.
To change a color, click the color box. Click and hold on the rightmost gradient, dragging your cursor to select a color. Do the same in the largest box—the x-axis controls saturation, and the y-axis controls brightness.
Below that, you can choose between snippet and list view.
After you’ve made any change on this page, be sure to click “save”.

7. Adding new news content

If you'd like to add news content, you can either submit a press release through the Newswire distribution service, or manually upload content from another source.
If you're writing a piece of new content, fill out these fields. Give your piece a title, a brief summary under 550 characters, input body text, and apply formatting.
You can type 3 to 12 keyword tags separated by a comma or use some of the ones recommended.
Click "add image" and browse for the visual you'd like to include, if any.
If you paste in a URL link, be sure to give it a title.
If you've added social media accounts, you can distribute your content to them from our platform under "Social Media Sharing".
You can embed a video from YouTube or Vimeo by selecting the appropriate platform and pasting a link to it.
Lastly, you can select up to three industries to which this news piece applies, and a publish date.
If you need to navigate away from your news piece before it is finished, be sure to save it as a draft.
You can also preview your piece before submitting it for review.

8. Adding existing news content

If you'd like a feature a piece of pre-existing news which has already been published, click the link under the submit button.
Copy and paste the title and URL of the piece, and upload a picture you'd like to feature from it by clicking add image.
Enter a brief summary of the content that's less that 550 characters long; this will be visible on the Media Room. Add the publish date, and then click Publish.

9. Add an event

On the "Events Manager" tab, you can submit an event.
Input the start and end date and time or check the box if it runs all day.
Give your event a title, a brief summary under 550 characters, input body text, and apply formatting.
Include the event's address or location. You can paste a URL here as well, if it's online.
Note the event's pricing and include a discount code if applicable.
You can type 3 to 12 keyword tags separated by a comma or use some of the ones recommended.
Click "add image" and browse for the visual you'd like to include, if any.
If you paste in a URL link, be sure to give it a title.
If you've added social media accounts, you can distribute your content to them from our platform under "Social Media Sharing".
Lastly, select the event type and the date you'd like this event published on your Media Room.
If you need to navigate away from your event entry before it is finished, be sure to save it as a draft.
You can also preview your event before submitting it.

10. Add images

On the “Add New Image” tab, you can upload a picture.
Select “browse” to find the picture.
Enter a title and a brief summary of under 550 characters.
You can type 3 to 12 keyword tags separated by a comma or use some of the ones recommended.
If you paste in a URL link, be sure to give it a title.
If you’ve added social media accounts, you can distribute your content to them from our platform under “Social Media Sharing”.
Lastly, select the license you own for the image and give credit to its source. Enter the date you’d like this image published to your Media Room.
If you need to navigate away from your image entry before it is finished, be sure to save it as a draft.
You can also preview your image entry before submitting it.

11. Add audio

On the “Audio Manager” tab, you can upload a sound file.
Select “browse” to find the audio.
Enter a title and a brief summary of under 550 characters.
You can type 3 to 12 keyword tags separated by a comma or use some of the ones recommended.
If you paste in a URL link, be sure to give it a title.
If you’ve added social media accounts, you can distribute your content to them from our platform under “Social Media Sharing”.
Lastly, select the license you own for the audio and give credit to its source. Enter the date you’d like this audio published to your Media Room.
If you need to navigate away from your audio entry before it is finished, be sure to save it as a draft.
You can also preview your audio entry before submitting it.

12. Add video

On the “Video Manager” tab, you can embed a video.
Paste the URL of your video and specify whether it comes from YouTube or Vimeo.
Enter a title and a brief summary of under 550 characters.
You can type 3 to 12 keyword tags separated by a comma or use some of the ones recommended.
If you paste in a URL link, be sure to give it a title.
If you’ve added social media accounts, you can distribute your content to them from our platform under “Social Media Sharing”.
Lastly, select the license you own for the video and give credit to its source. Enter the date you’d like this video published to your Media Room.
If you need to navigate away from your video entry before it is finished, be sure to save it as a draft.
You can also preview your video entry before submitting it.