

A modern solution for unified news publishing



pr.co equips global communications teams
to build brand value through powerful stories.

Delivers a collaborative tool for planning, writing,
targeting and tracking your company's story.

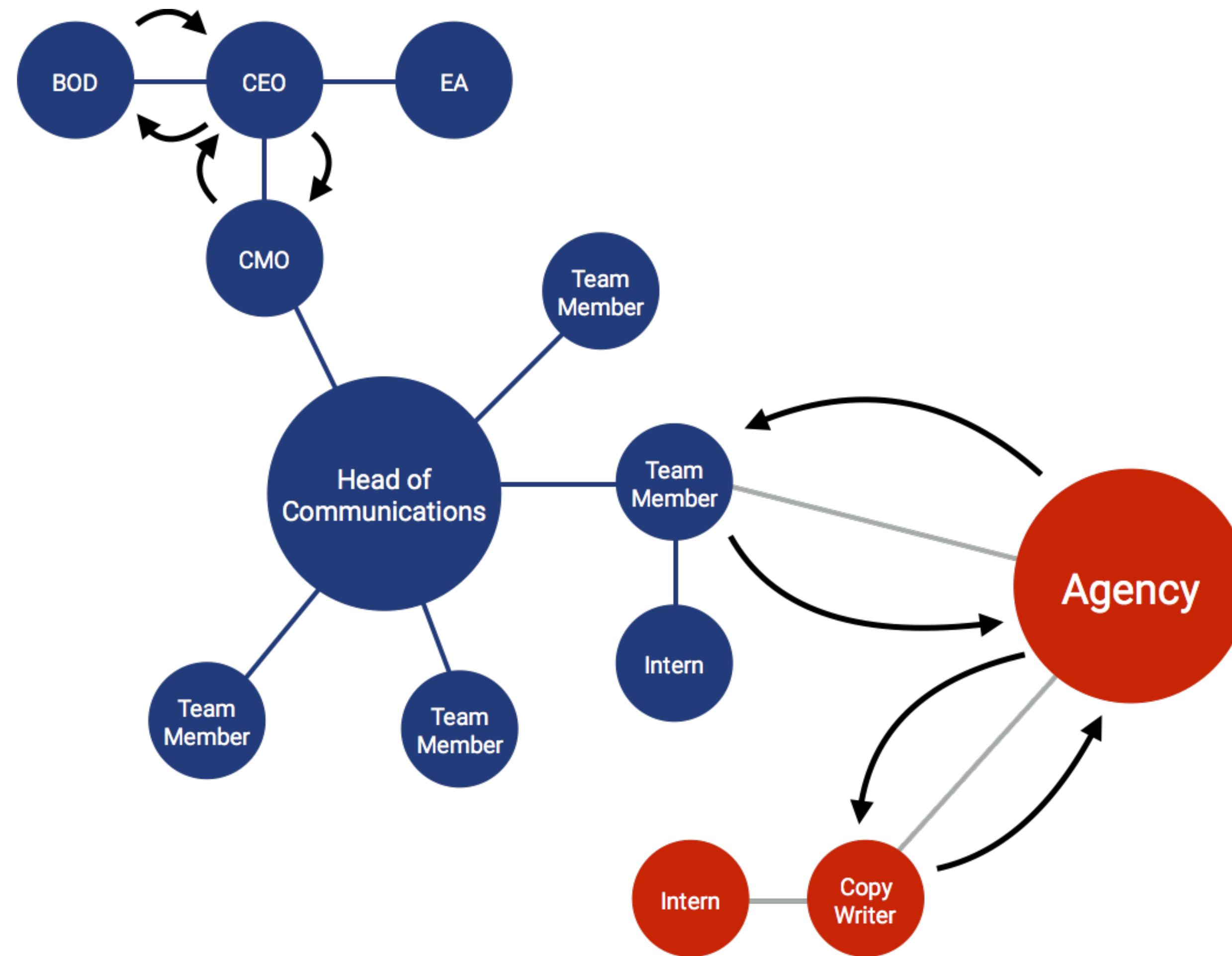


Why pr.co?

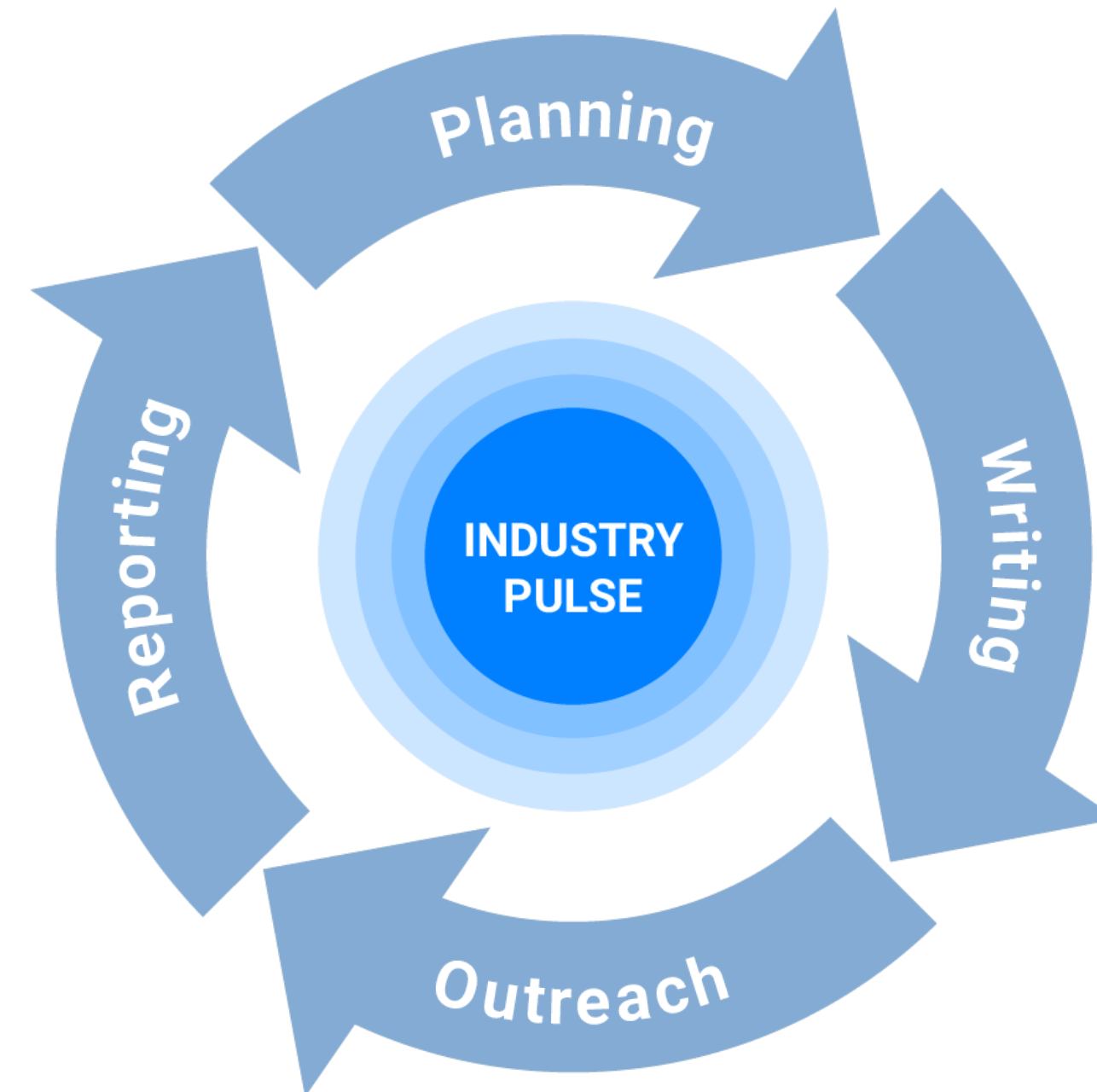
Worldwide distribution of communication teams



Complex communication **workflow**...



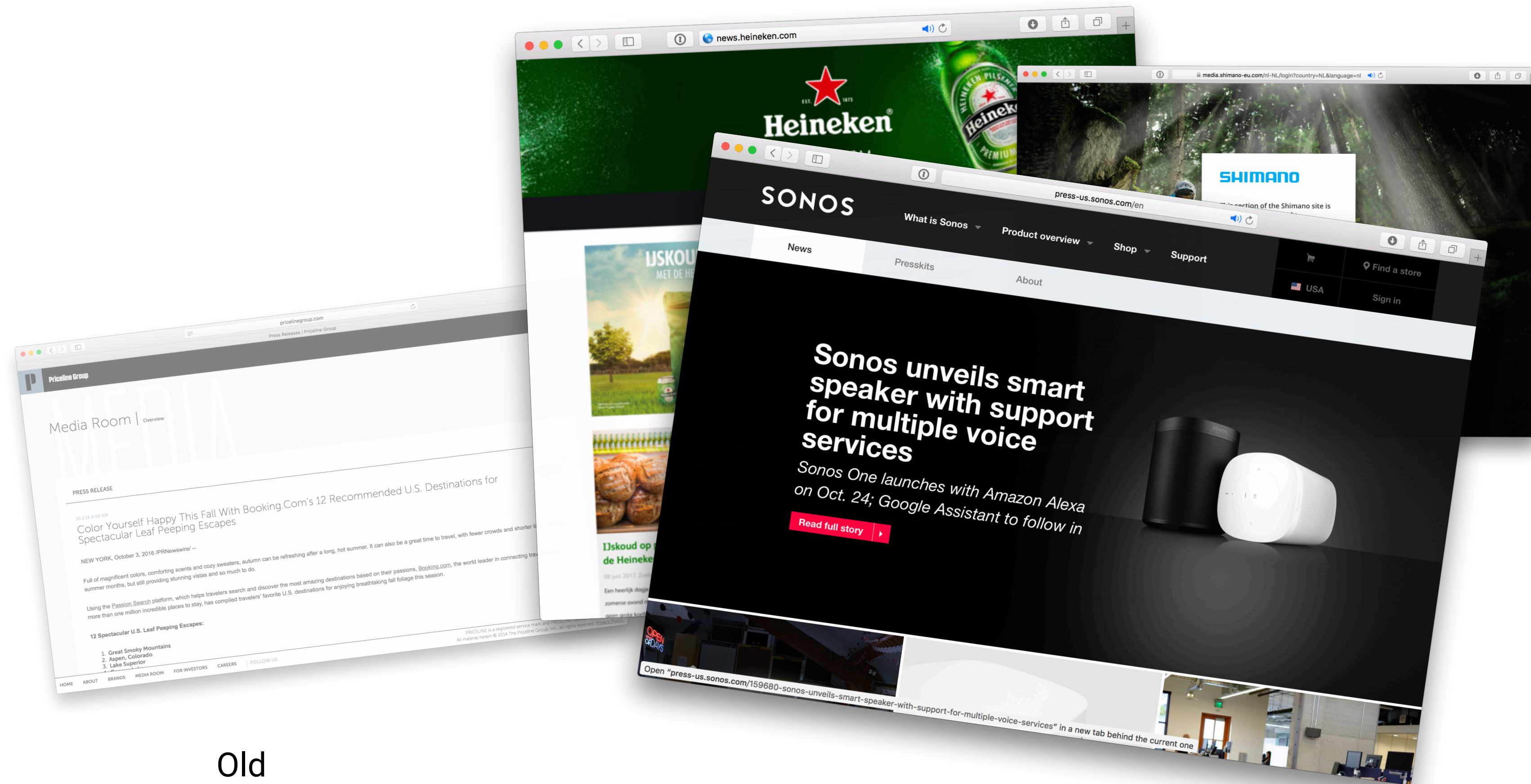
Our solution:



Global communication efficiency

Visually rich and easy to use by **design**

Easy to use on your end, easy on the eyes for your audience.



Old

New

All members benefit from the workflow benefit



Asks boss for approval on the next release with one click using PR.co content approval flow



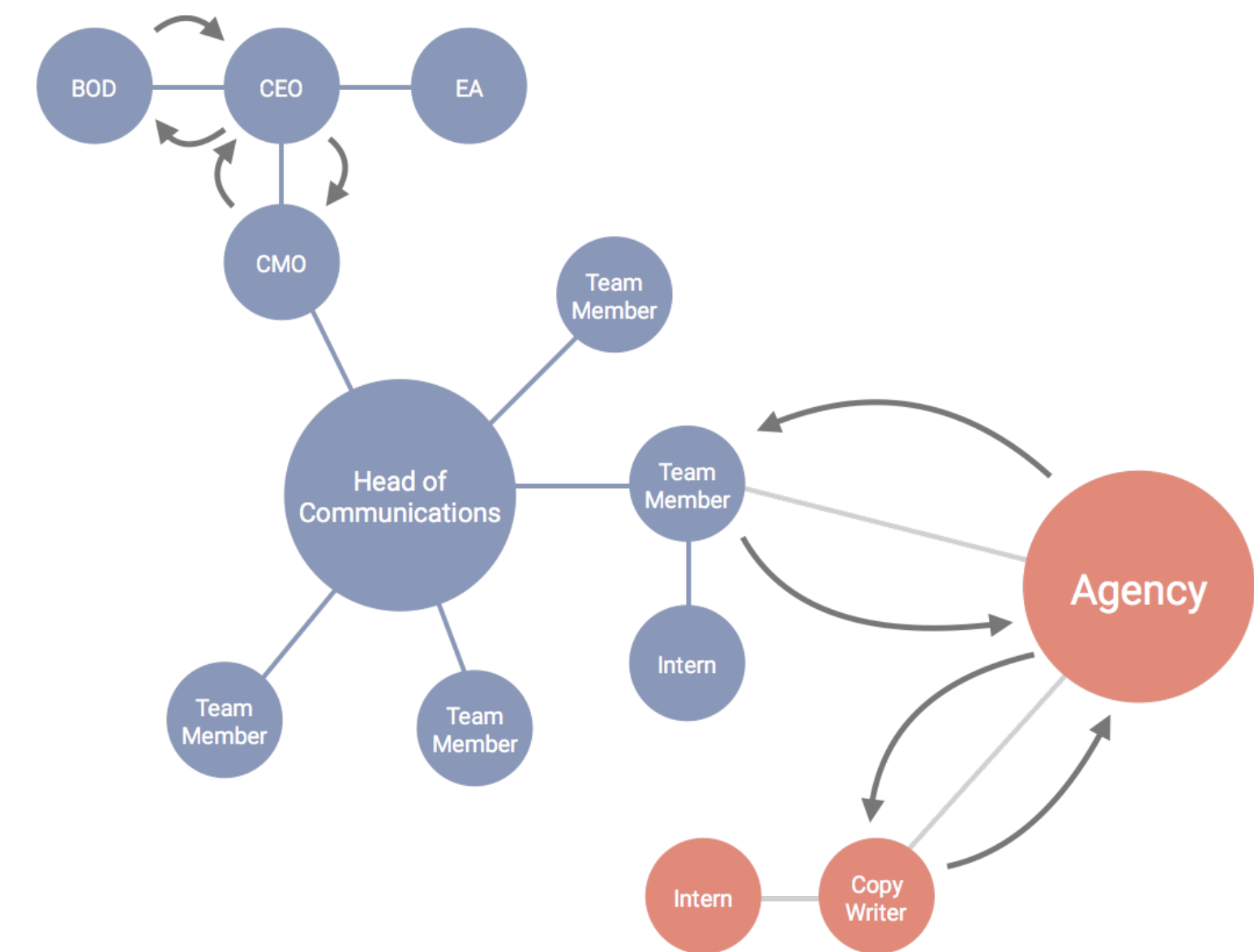
Used to juggle between 6 different tools, now uses only one using PR.co to execute PR campaigns from A to Z



Keeps track of what everyone is working on and when using his publisher role to give feedback, approve and publish campaigns



Schedules activities beforehand, measures results effectively managing all the activities from the central dashboard





Today's Challenge - Team Geography





pr.co solution: one unified newsroom

Global newscenter

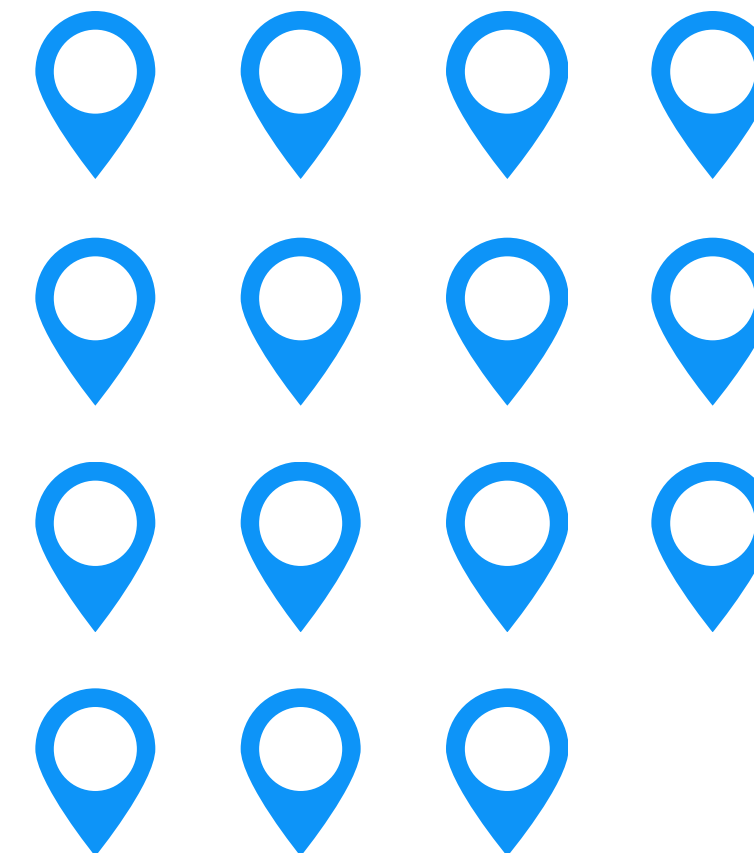
(newsroom.company.com)

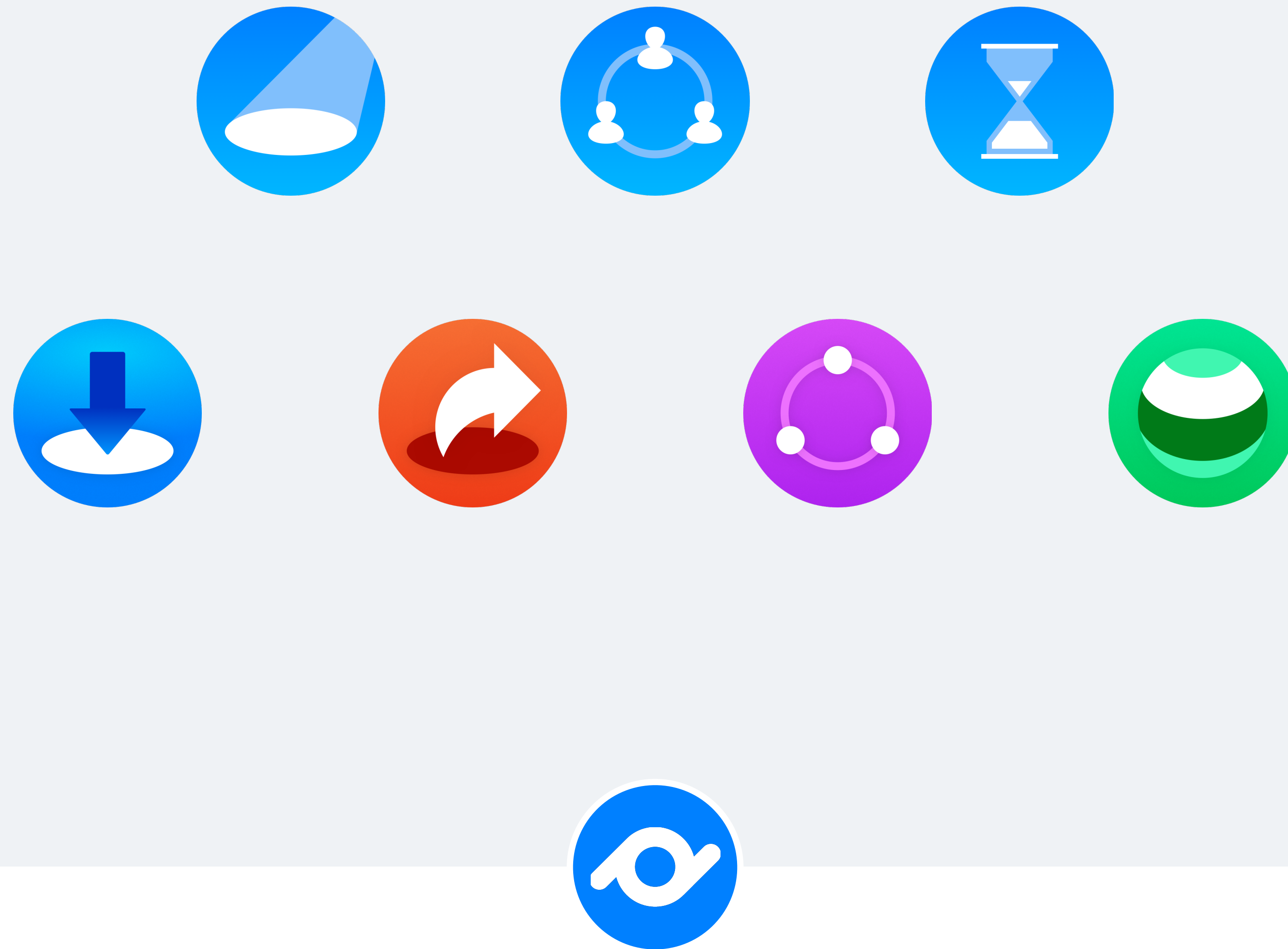


External PR Agencies

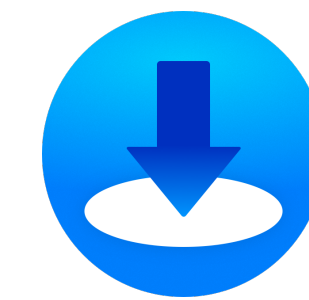


In-house PR Teams





Product Features



Publish

Build your brand's newsroom

Your Newsroom is the central place from where you communicate with the media. Have your presskit, press releases, and spokespeople in one place so that customers, audiences and journalists know exactly where to find you.

The screenshot displays the pr.co CRM interface. A contact profile for 'Stefan Fountain' is shown, including a profile picture, name, email (stefan@pr.co), and engagement statistics (19 emails, 100% opens, 32% clicks). The 'About' section notes the contact was created on 05 Feb 2015 by Lorenzo Grandi. The 'Segments' section lists 'Heavy users', '#PR', 'Pirate PR manifesto', 'pr.co team', and 'Trial for Academy'. A 'Delete contact' button is visible at the bottom of the profile card.

An edit form is overlaid on the profile, with tabs for 'Basic', 'Segments', 'Contact', 'Social media', and 'Extra fields'. The 'Basic' tab is active, showing fields for:

- Email: stefan@pr.co
- First name: Stefan
- Last name: Fountain
- Organization: pr.co
- Tags: team

 A 'Save changes' button is located at the bottom of the form. The background shows a list of other contacts with their email addresses and names.



CRM

Manage your influencers and journalists with our CRM

Store a complete profile of your media relations in one central location where you can build rich profiles and easily update them.

Set a distribution 📄 Delete Save changes

1 Select your contacts: 0 contacts selected Showing 1 to 10 of 114 contacts

Select all 114 contacts Deselect all ⏪ ⏩

EMAIL	NAME	ORGANIZATION	TAGS
<input type="checkbox"/> jeroen@pr.co	Mr. Jeroen Bos	pr.co	YES, 44879
<input type="checkbox"/> nick@pr.co	Nick Dowse	pr.co	YES
<input type="checkbox"/> stefan@pr.co	Stefan Fountain	pr.co	team
<input type="checkbox"/> katerina@twittercounter.com	Katerina		YES,NO, 46314
<input type="checkbox"/> patrick@thenextweb.com	patrick Patrick de Laive	TwitterCounter	GROUP_A
<input type="checkbox"/> adinerooyackers@gmail.com	adinerooyackers Adine Rooyackers	Silicon Canals	GROUP_A, Index user
<input type="checkbox"/> saskia.hausel@awbruna.nl	Saskia Hausel		GROUP_B
<input type="checkbox"/> lorenzo@pr.co	Hey mister! Lorenzo Grandi	pr.co	English French Italian, -
<input type="checkbox"/> raghenie.bhawanie@sonos.com	Raghenie Bhawanie	Sonos	VIP @ big company
<input type="checkbox"/> christina.vorobyeva@gmail.com	christinafuzina Christina		GROUP_B

Continue to write message

- ✔ Write your email
- ✔ Review your distribution



Outreach

Amplify your message via Email Distributions

Send news and updates to your media contacts, magnify your latest campaign and keep your network up to date with email distributions.

The screenshot displays the pr.co campaign management interface. The main view is a 'Campaign timeline' for a draft campaign titled 'One Woman Changing the Business World'. The timeline shows several key events:

- Monday, 27 November (in 20 days):** 10:50 - 'Email to VIP journalists' (Deliver email). From: jeroenbos@pr.co, To: 1 contact, Subject: Embargo: One Woman Changing the Business World.
- Thursday, 30 November (in 23 days):** 16:45 - 'One Woman Changing the Business World' (Publish release). Publish date: November 30th 2017 at 16:45, Newsroom: Titanic.
- Thursday, 30 November (in 23 days):** 20:45 - 'Email to investors' (Deliver email). From: jeroenbos@pr.co, To: 1 contact, Subject: IMPORTANT: One Woman Changing the Business World.
- Monday, 4 December (in a month):** 09:30 - 'Follow up to journalists' (Deliver email). From: jeroen@pr.co, To: 1 contact, Subject: Follow up: One Woman Changing the Business World.

On the right, a 'Chat' window shows a conversation between team members:

- You:** Hi team! Can we all finish up our work? I want to confirm the campaign tomorrow. Thanks!
- Sjors Mahler:** I'm still working on the release and waiting for the photos provided by @Lorenzo Grandi.
- Lorenzo Grandi:** I have just added the photos @Sjors Mahler so you can finish the campaign today. You're welcome!
- Sjors Mahler:** Thank you!
- You:** Ok Jeroen Bos, I'm done with the release.
- You:** Great! Thanks everyone, I'm confirming the campaign tomorrow.

The interface includes navigation tabs for Release, Settings, Timeline (active), Approval, and Confirm. A sidebar on the left contains icons for home, messages, and settings.



Collaborate

Collaborate with your team to create campaigns that work

With inline comments and chat to highlight sections you would like to change - pr.co provides a powerful collaboration tool to work together effectively and fun!



Approvals





Organise your team's Workflow

Gives your teams the power to work together. Through user roles and permissions, pr.co makes sure press releases aren't sent out before they have been approved.

Ask for approval

Ask approvers to review and approve the campaign.

Select approvers

-  **Marco Cittadini**
Shimano Italy
-  **Jeroen Broekhuizen**
Shimano Benelux
-  **Josu Moral**
Shimano Distributor Macario (Spain)
-  **Nicole Hänz**
Shimano Distributor Fuchs-Movesa (Switzerland)

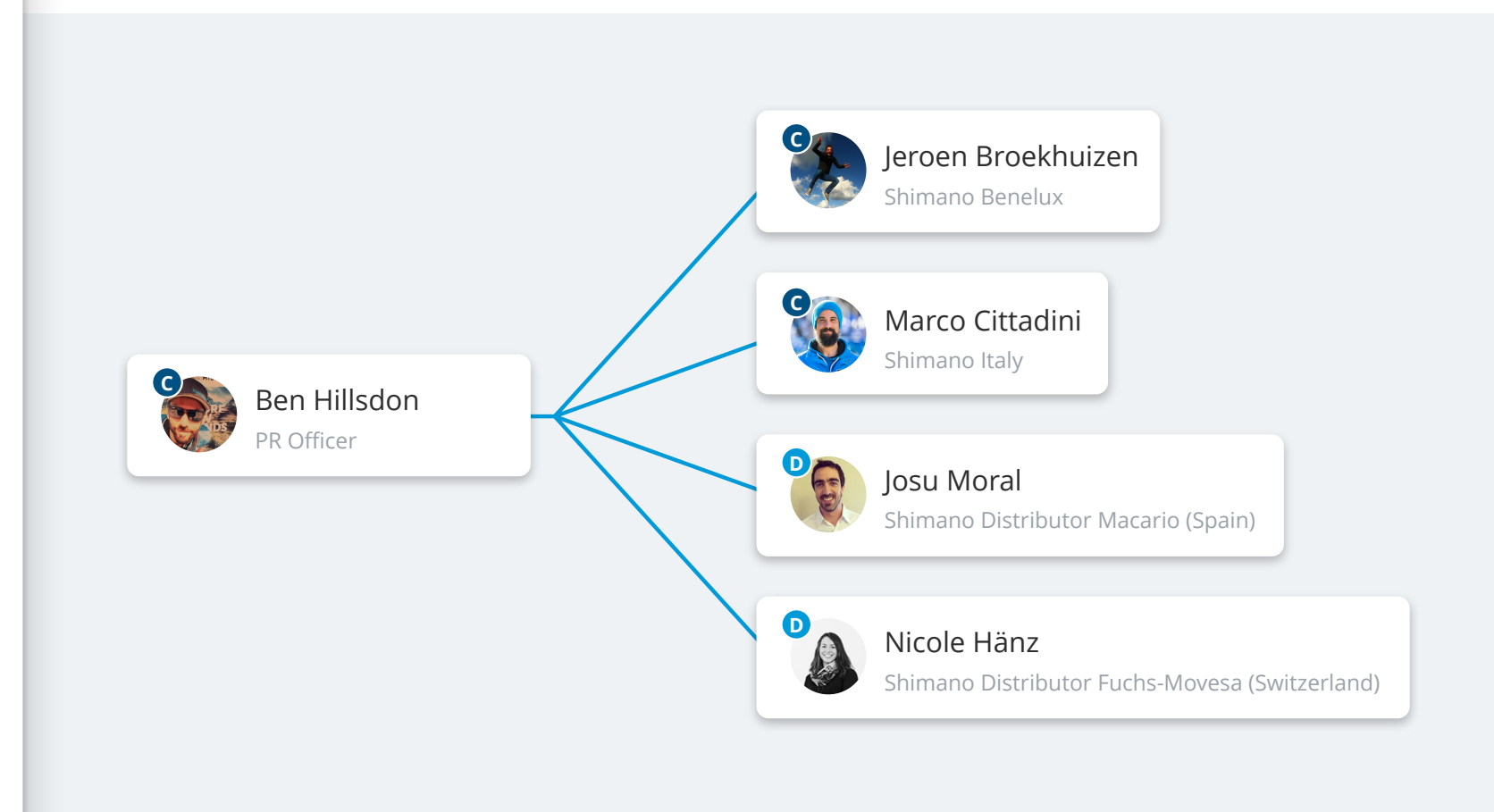
Add a personal message

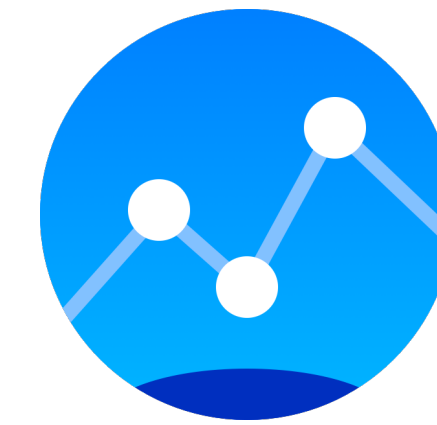
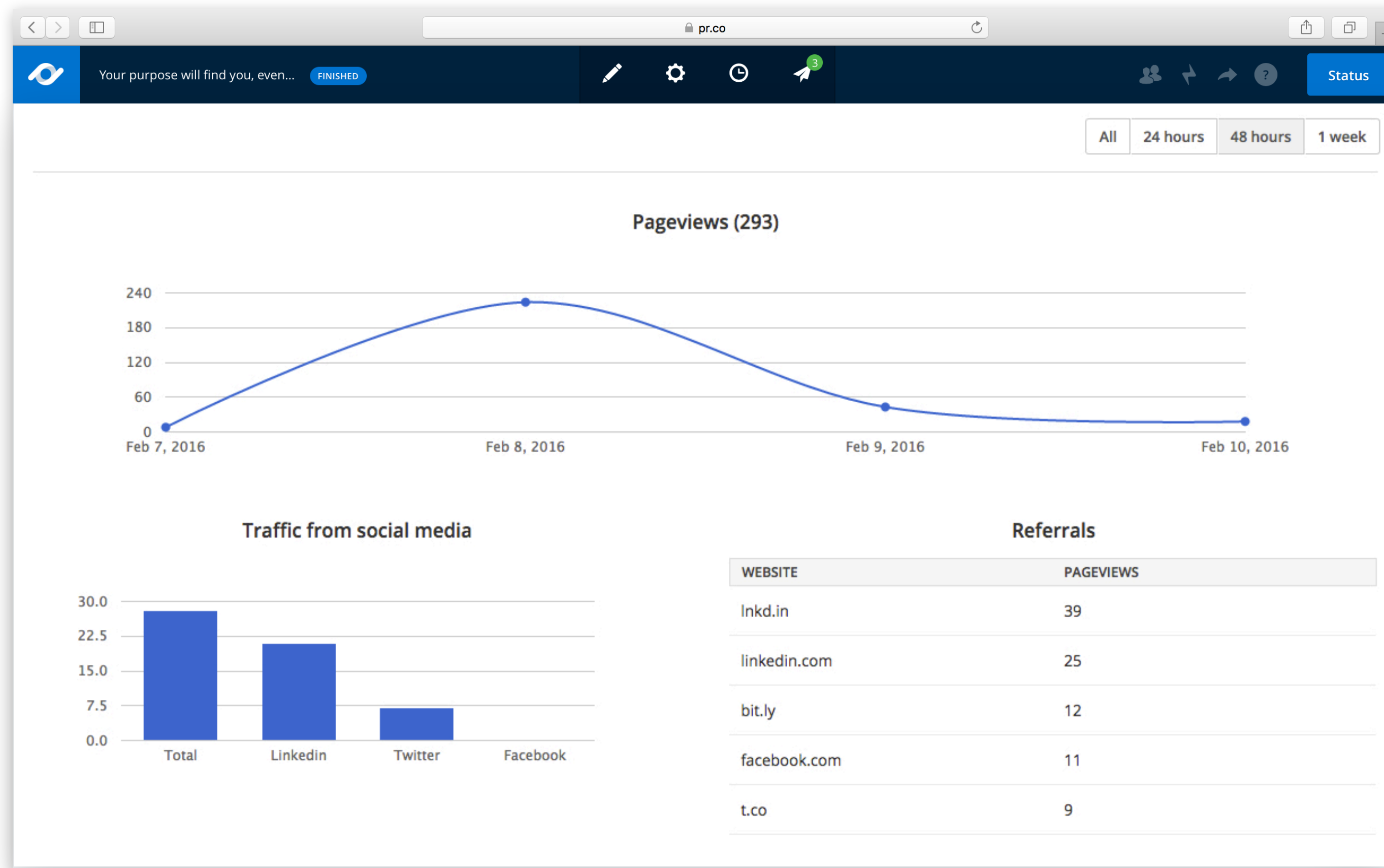
Hi there,

I finalised the message for Ride with Team Sky's PRO Vibe Aero Cockpit. Can you take a look at it and let me know it's ready to be published?

- Ben Hillsdon

Your colleague(s) will immediately receive an email notification.
When the campaign is approved you will be notified.

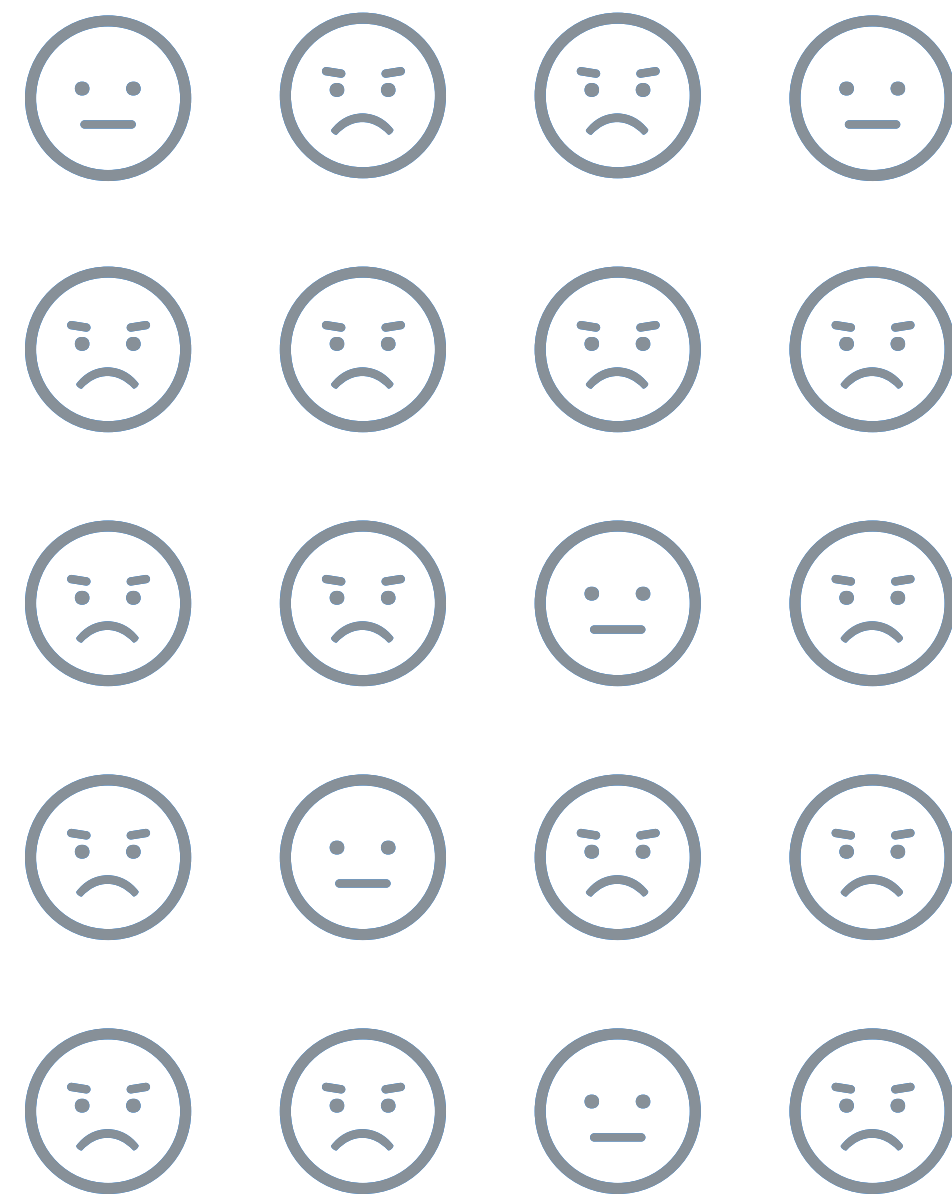




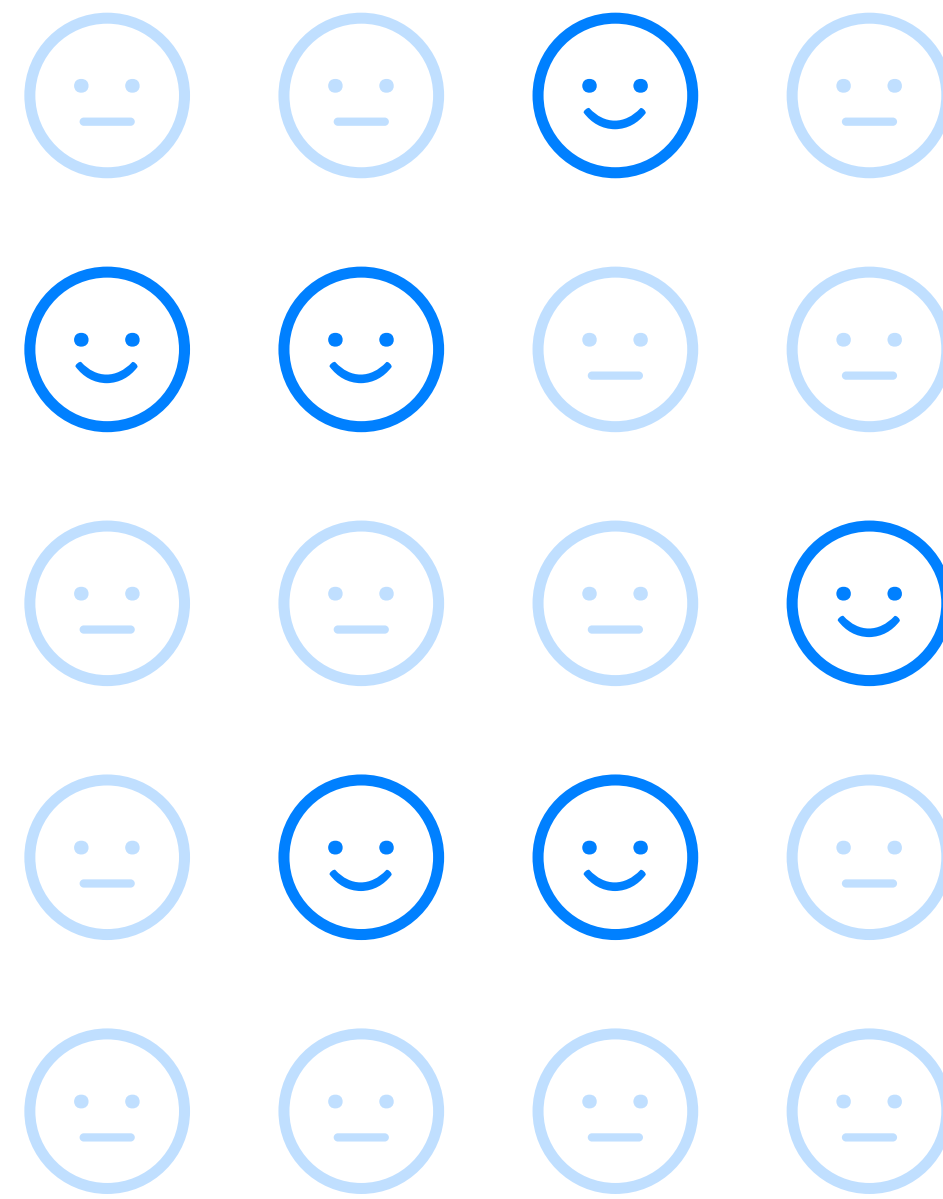
Analytics

Automated Real-Time Performance Reporting

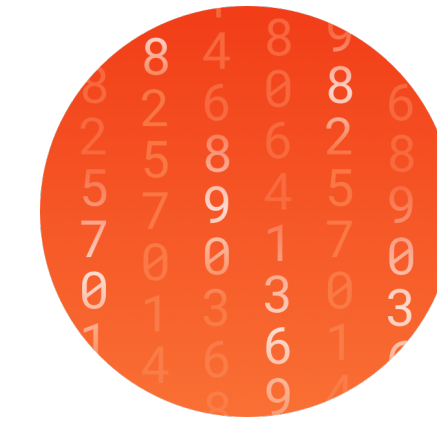
1. Performance reports, reliable metrics include pageviews, traffic sources, social media shares and more.
2. Distribution reports include engagement data, open rates, click-through rates for an effective followup.
3. Reports can be easily shared with colleagues.



Old way: Spray and pray...



New way: Hyper targeted Match™



Match™ AI

Our artificial intelligence finds relevant journalists

1. Match™ provides an always up-to-date list of targeted media contacts.
2. Our Natural Language Processing algorithms analyze your press releases and matches it with the most relevant journalists.
3. The algorithm will be finetuned with feedback obtained during monthly feedback calls with your team.

Product features list

- ✓ Rich Story Editor
- ✓ Hi-Res Media Library
- ✓ Embeddable Content
- ✓ SEO Optimized
- ✓ Mobile Friendly
- ✓ Embargo Functionality
- ✓ Media Contact CRM
- ✓ Email Distribution
- ✓ Email Tracking
- ✓ Automated Reporting
- ✓ RSS Feed
- ✓ API
- ✓ Workflow Management
- ✓ Editorial User Roles
- ✓ Activity Feed
- ✓ Revision History
- ✓ Approval Process
- ✓ User Task Assignment



Solution Summary

One unified newsroom environment

Multiple brands, countries, and offices aligned in one central communications hub.

Support for distributed teams

The collaboration tools allow clear communication between your teams

Approval workflow management

Includes activity logs and easy to manage revision histories - so you'll never lose data.

Media contact management

Build and maintain your network of journalists and track them over time.

Built-in email distribution

Our email tools allow your team to automate large parts of the outreach process.

AI-powered research

Our artificial intelligence tool automatically finds the right journalist for your news.



Who uses pr.co?

We're proud to work with 300+ customers in almost every industry, across five continents.



SONOS



VANMOOF





 **foodora**



Lea Grobler-Kalinowsky
PR Manager Germany

“

Getting media attention is an important driver of our growth. pr.co allows us to do everything that's needed to get our message out there, in one central hub.

”



SHIMANO



Ben Hillsdon
Global PR Officer

“

My job is to earn as much free media publicity as possible. The best way I can do that is by making sure information is clear and consistent, sent in good time and easily accessible. And that my relationships with media contacts are as good as they can be. One way to build these relationships is by being reliable, and that's where pr.co really helps.”

”



BDO



Keum Rolling

Head of Global Communications

“

Technology providers are giving us so many amazing tools and ways to organize, plan and execute strategies - including PR and Communications strategies. pr.co is making my life easier and being able to be more effective in everything I do.

”



gent: zoveel stad



Daniël Termont
Mayor of Ghent

“

With the launch of this newsroom Ghent sets course towards digital press innovation and the online distribution of news, which is part of our communications policy.

”



About us

In 2013, The Next Web saw the need to digitise the classic pressroom and pr.co was born. It's also no coincidence we started out in Amsterdam, the center and birthplace of the most successful tech startups in Europe.

From then it has evolved into the one-stop PR tool it is today, equipped with a custom analytics tool and allowing multiple users to manage stunning newsrooms and online press releases.



Questions?

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Sjors Mahler

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