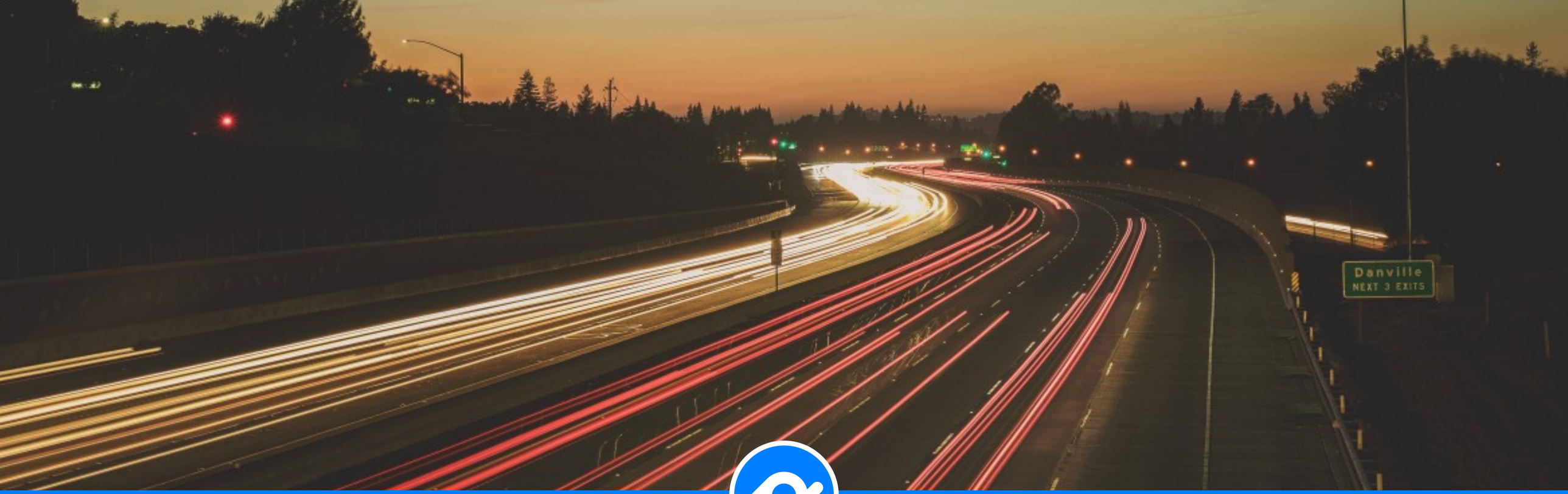


A modern solution for unified news publishing

pr.co

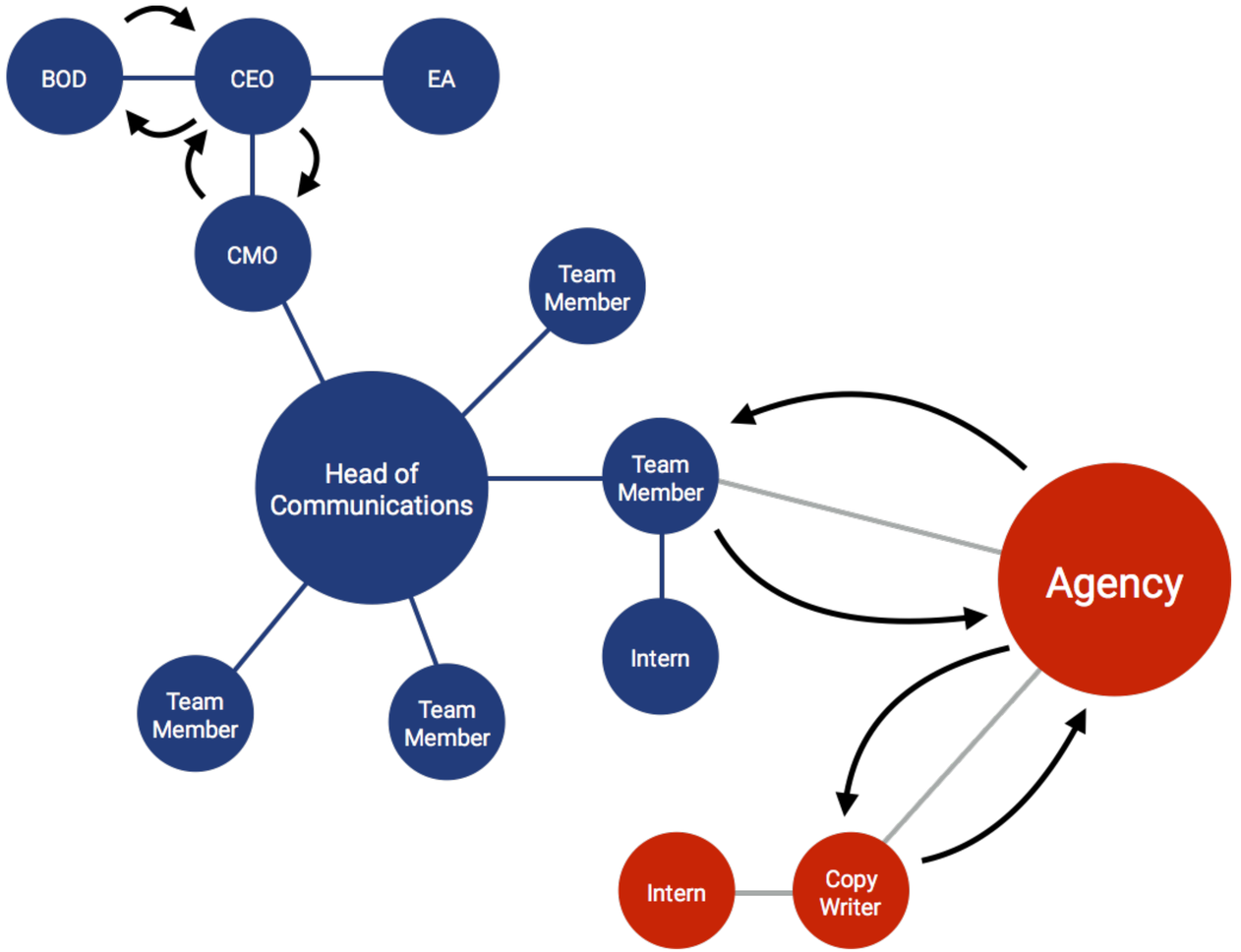
pr.co **equips global communications teams**
to build brand value through powerful stories.

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

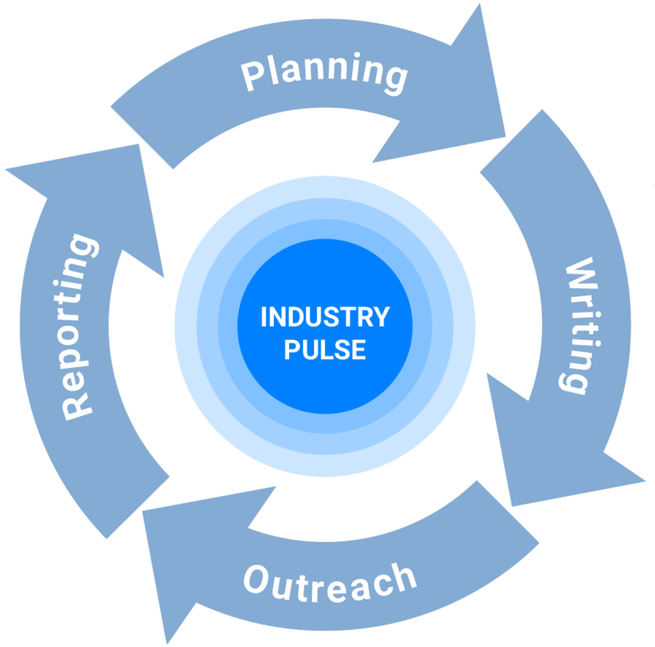
Why pr.co?

Worldwide distribution of communication teams

Complex communication **workflow**…



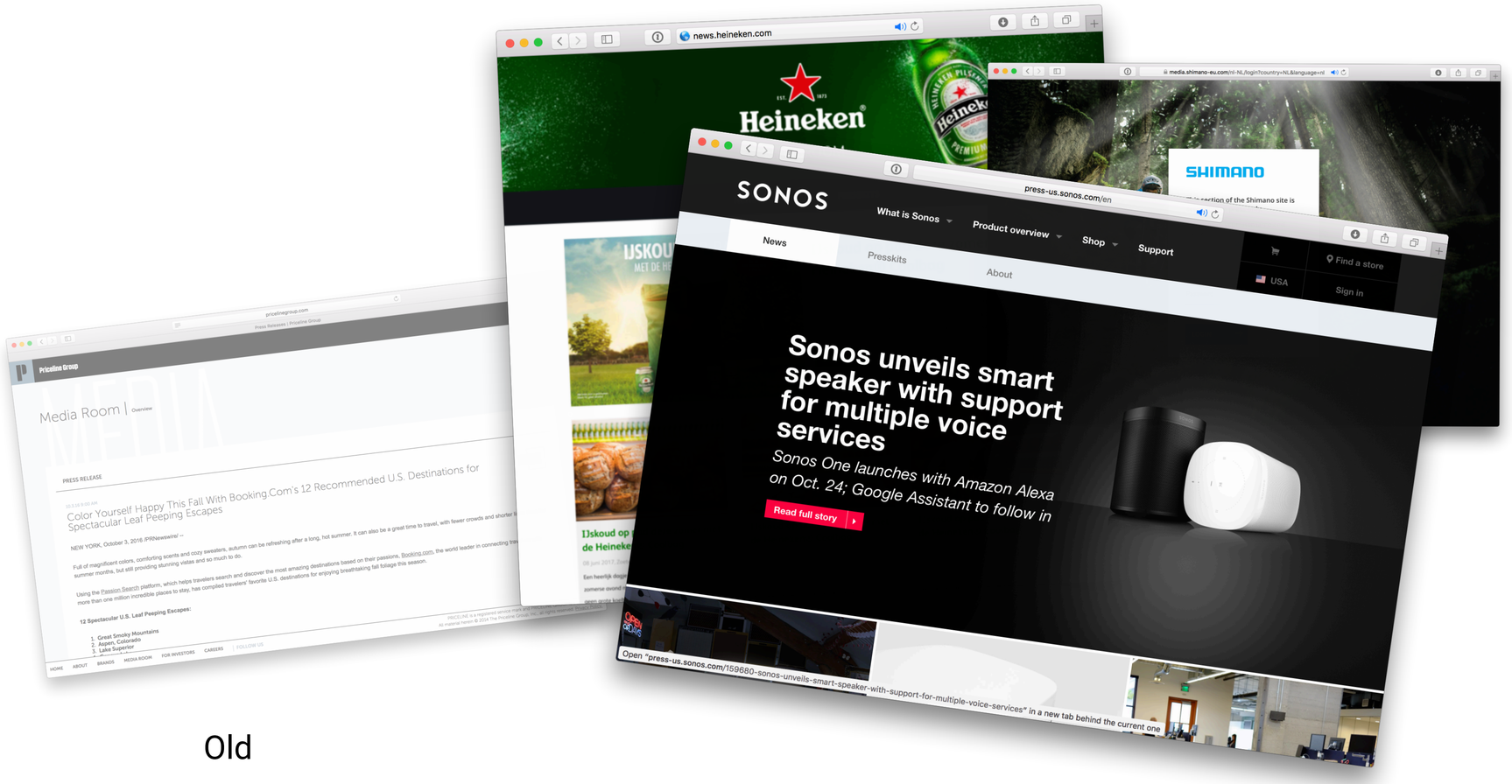
Our solution:



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

Copy Writer

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

Account Manager

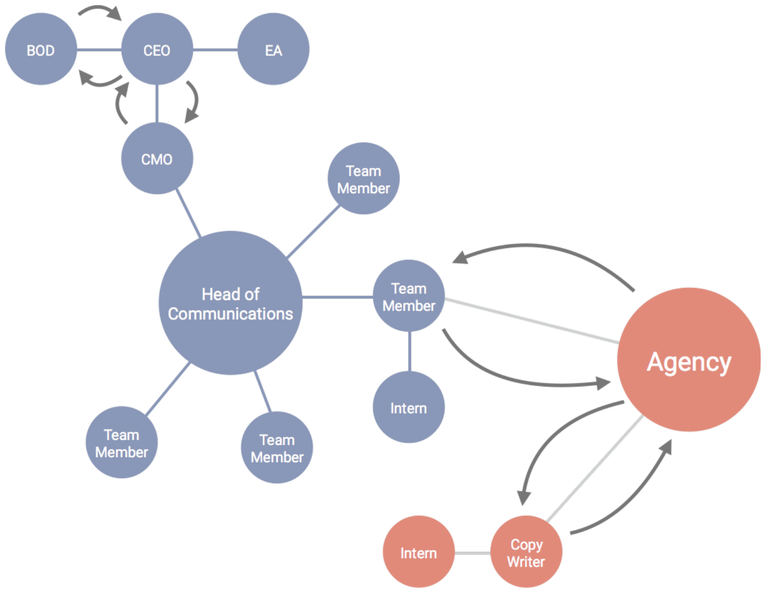
Used to juggle between 6 different tools, now uses only one
using PR.co to execute PR campaigns from A to Z

HOC

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

CMO

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



confidential

pr.co

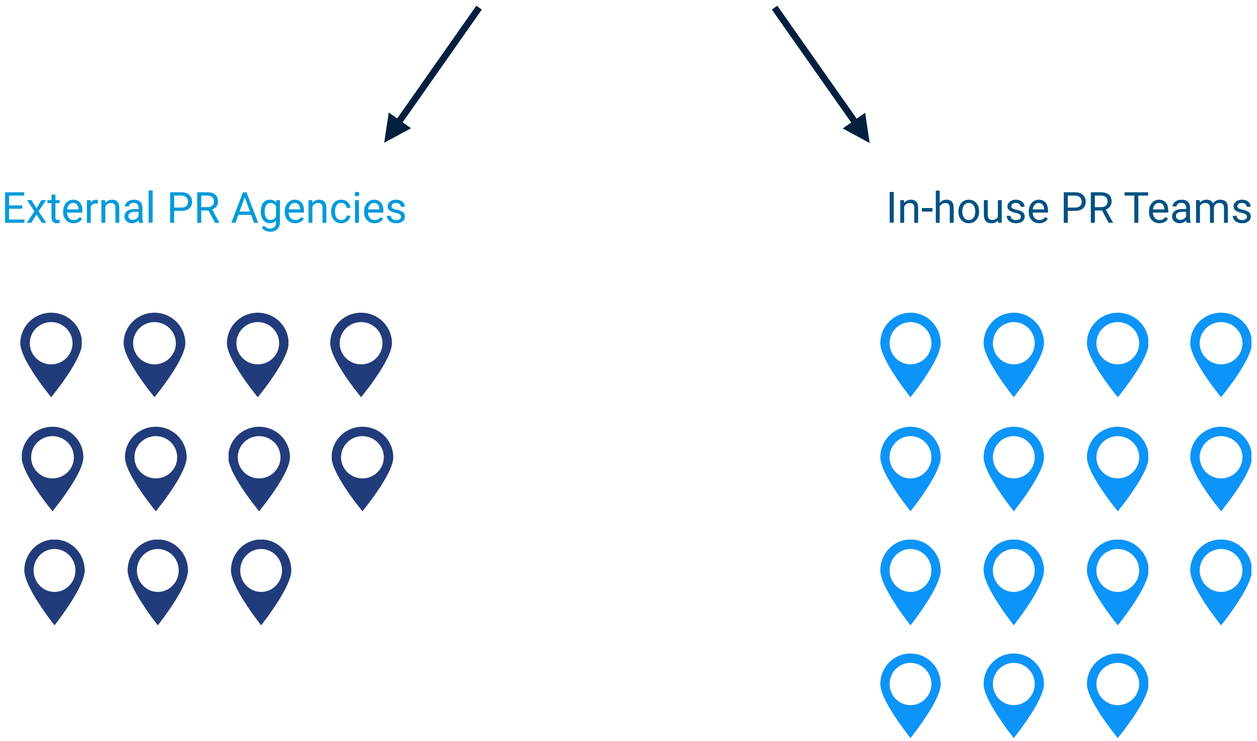
Today’s Challenge - Team Geography

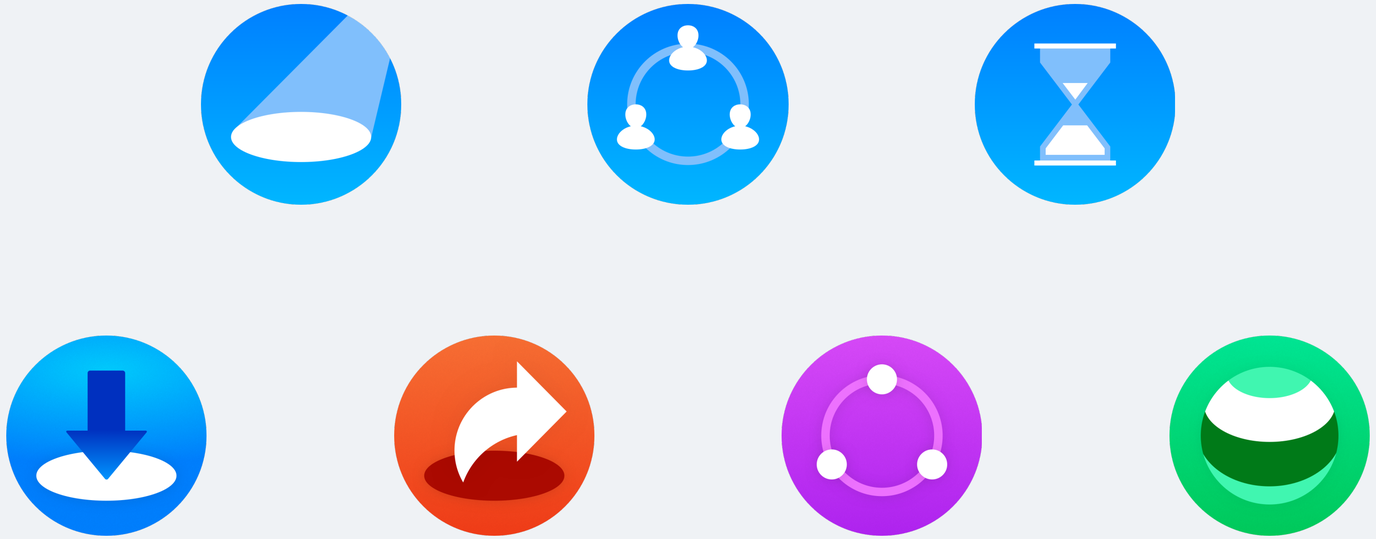
pr.co

pr.co solution: one unified newsroom

Global newscenter

(newsroom.company.com)



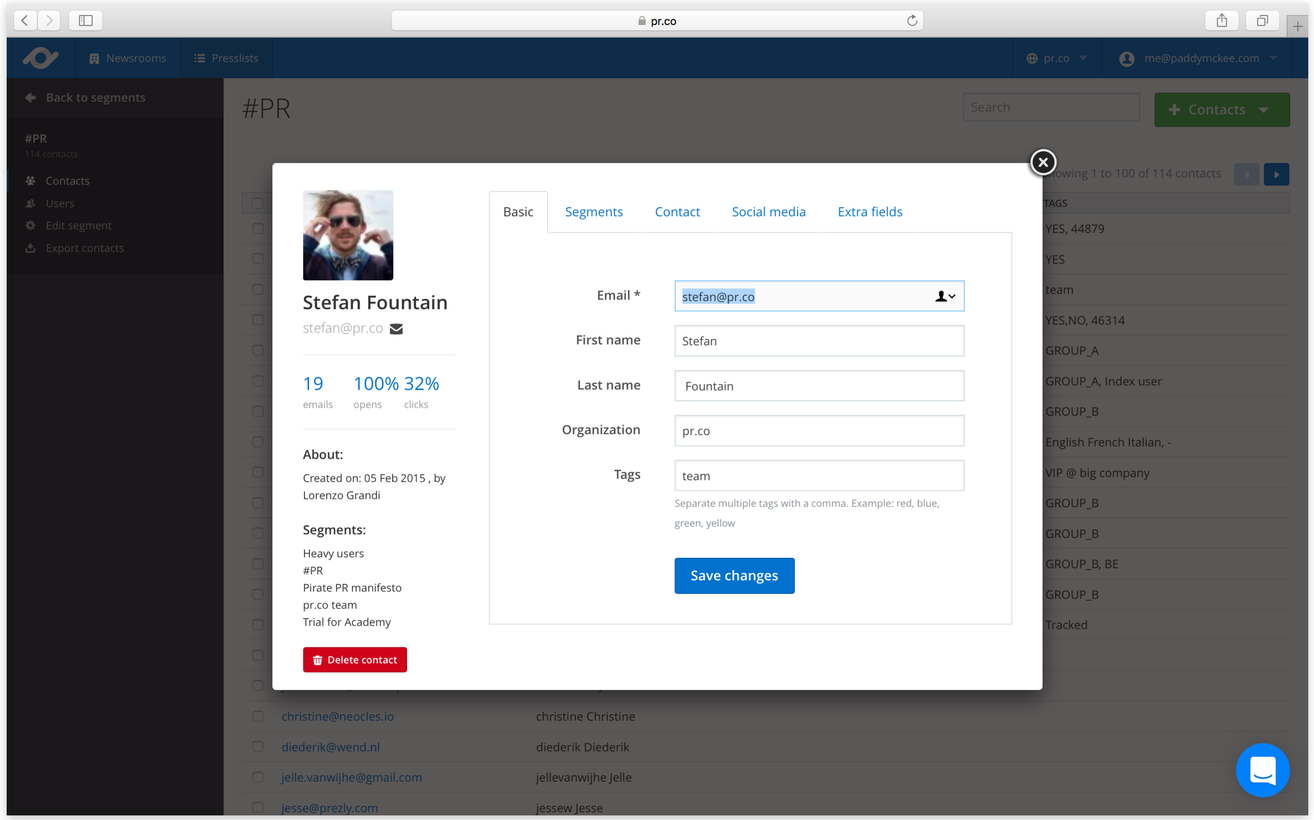


Product Features

Publish

Build your brand’s newsroom

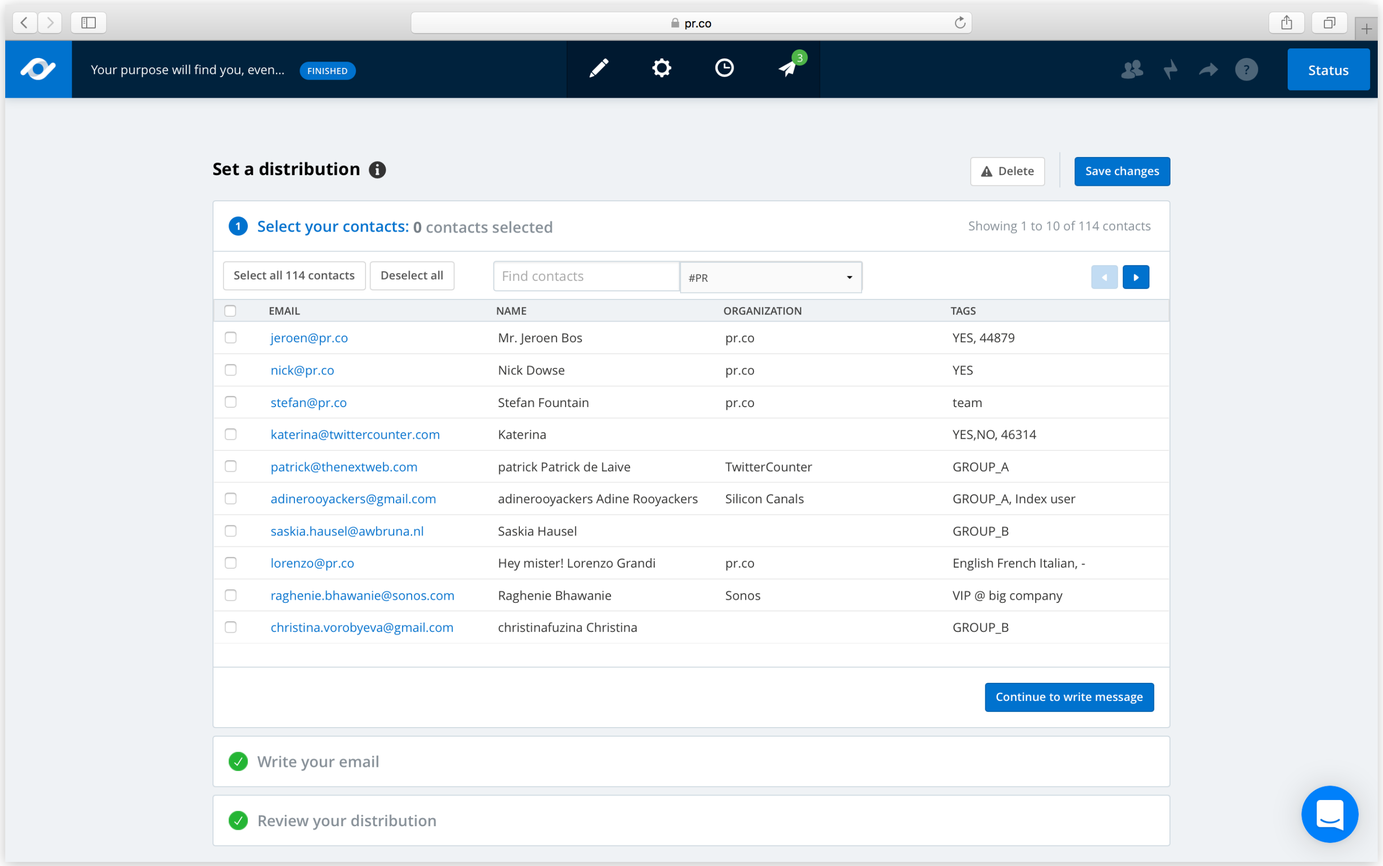
Your Newsroom is the central place from where you communicate with the media. Have your presskit, press releases, and spokespeople in one place so that customers, audiences and journalists know exactly where to find you.



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.



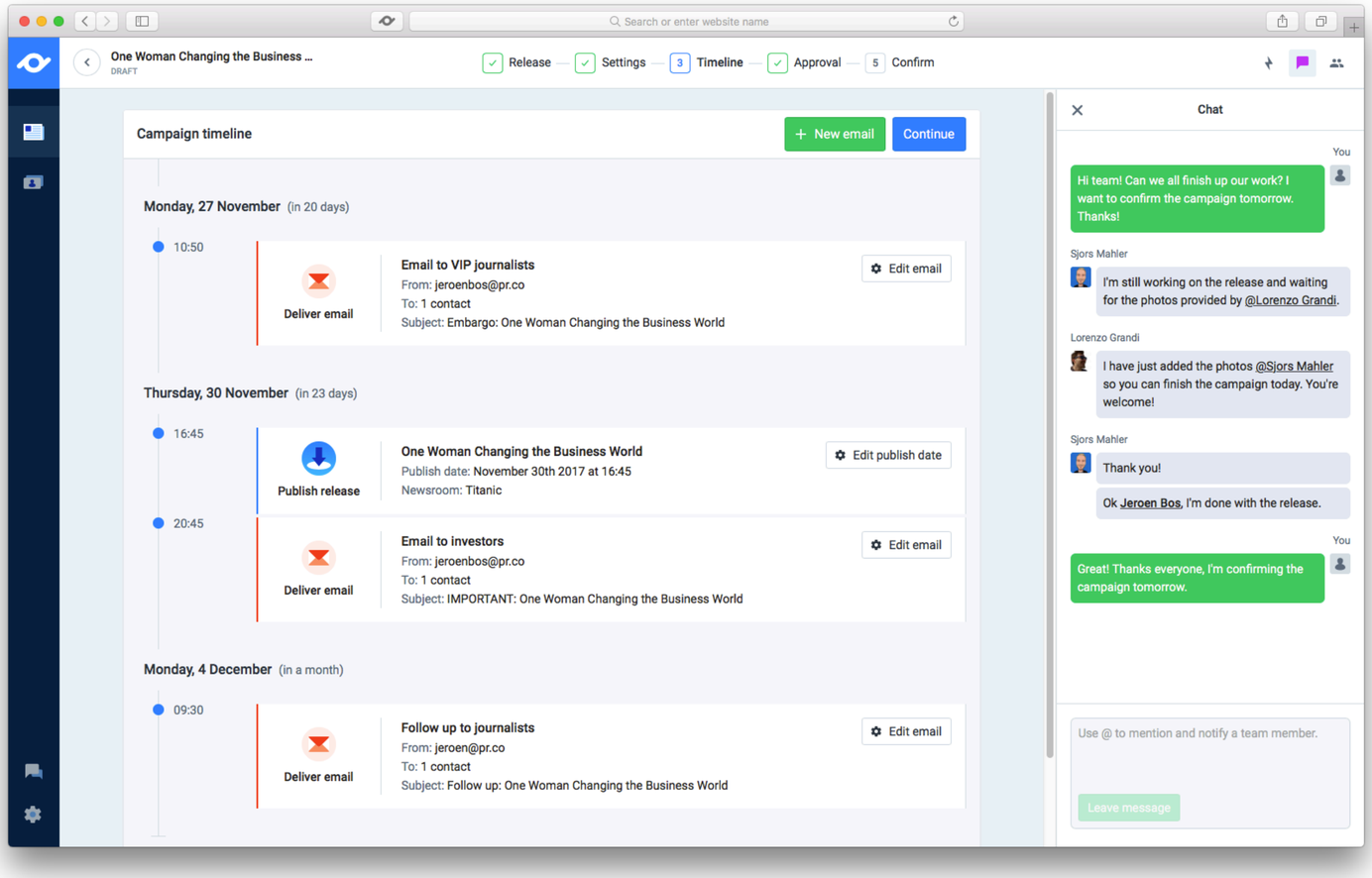
Outreach

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.

confidential

pr.co

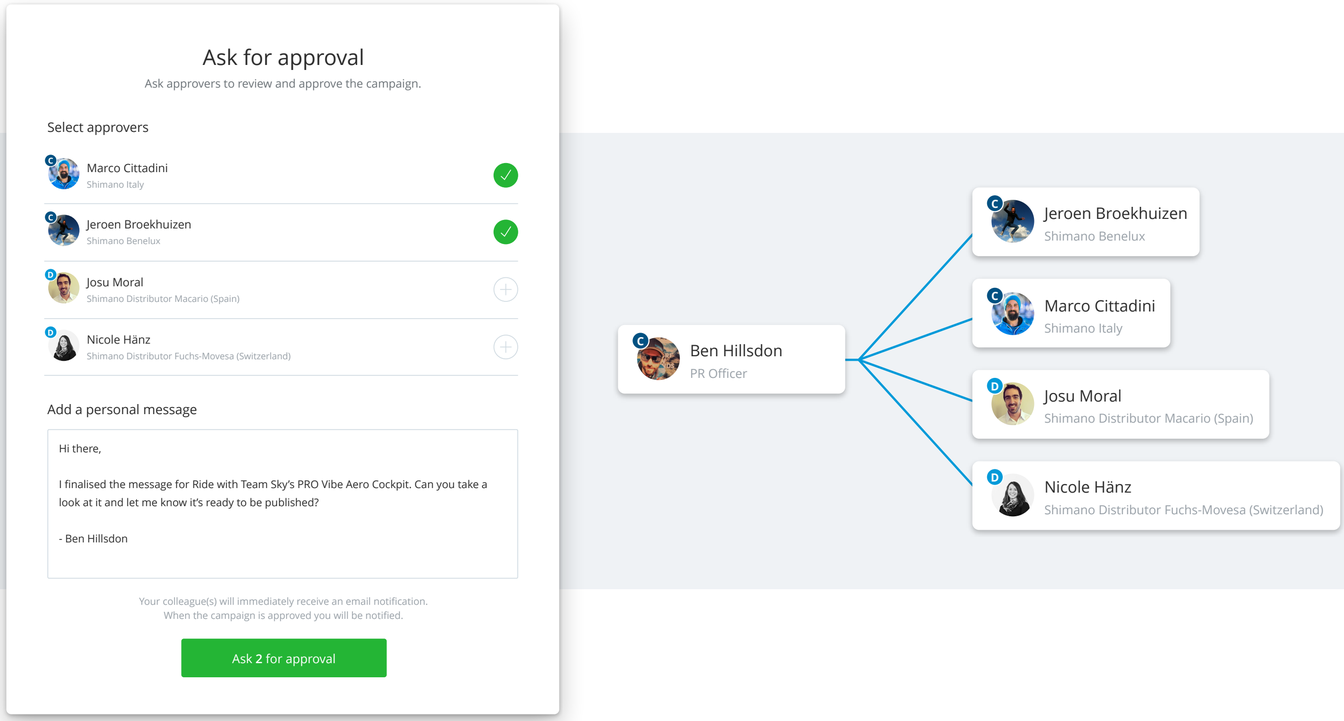


Collaborate

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!

confidential



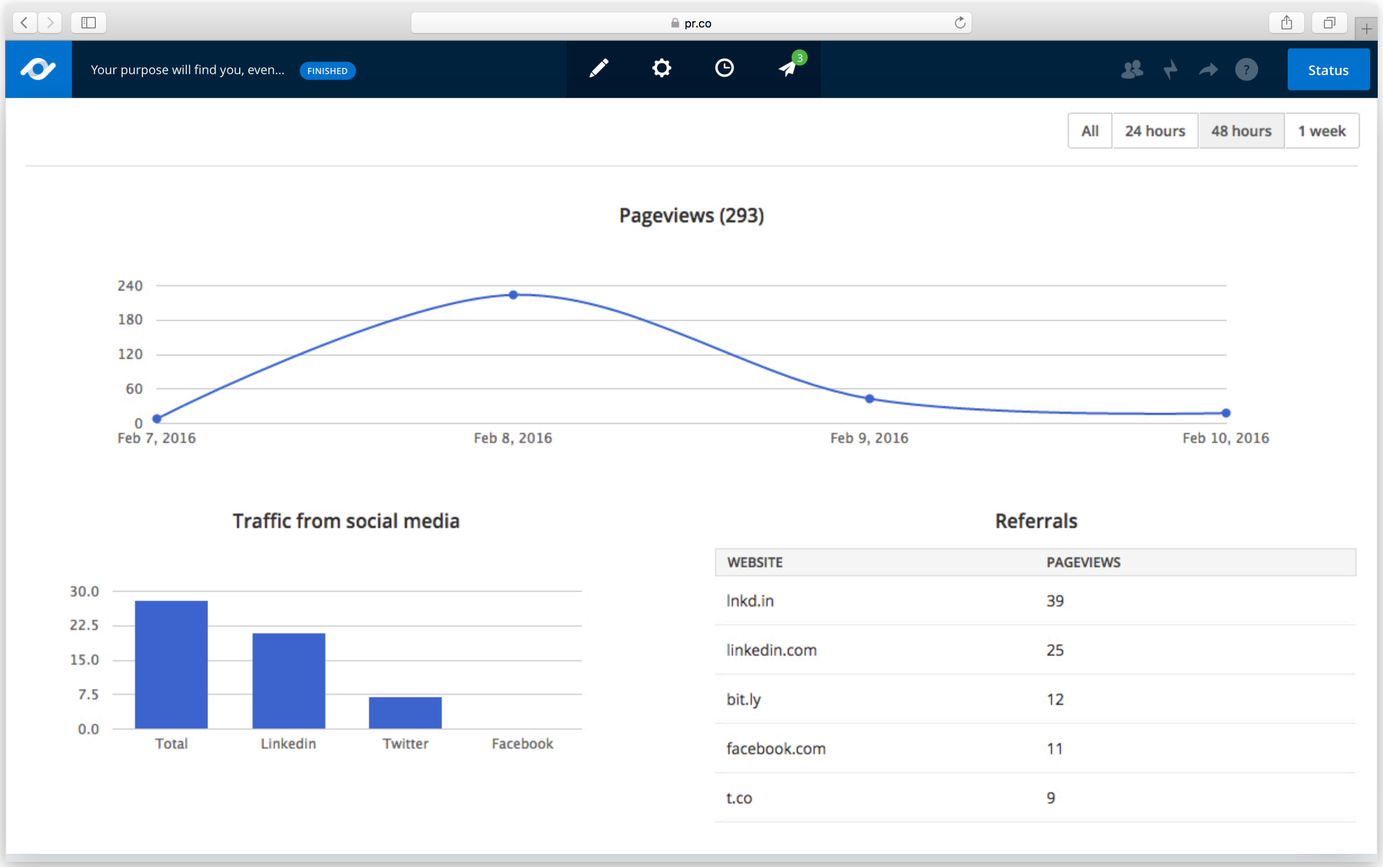
Approvals

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.

confidential

pr.co



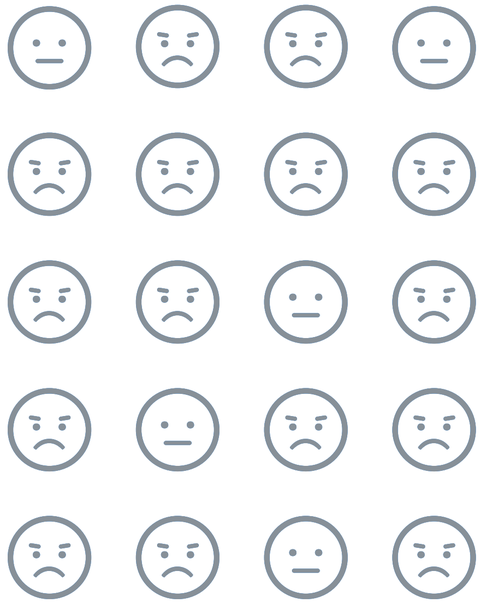
Analytics

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.

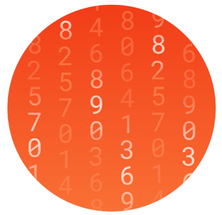
confidential

pr.co



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

pr.co

confidential

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.

pr.co

Who uses pr.co?

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

pr.co

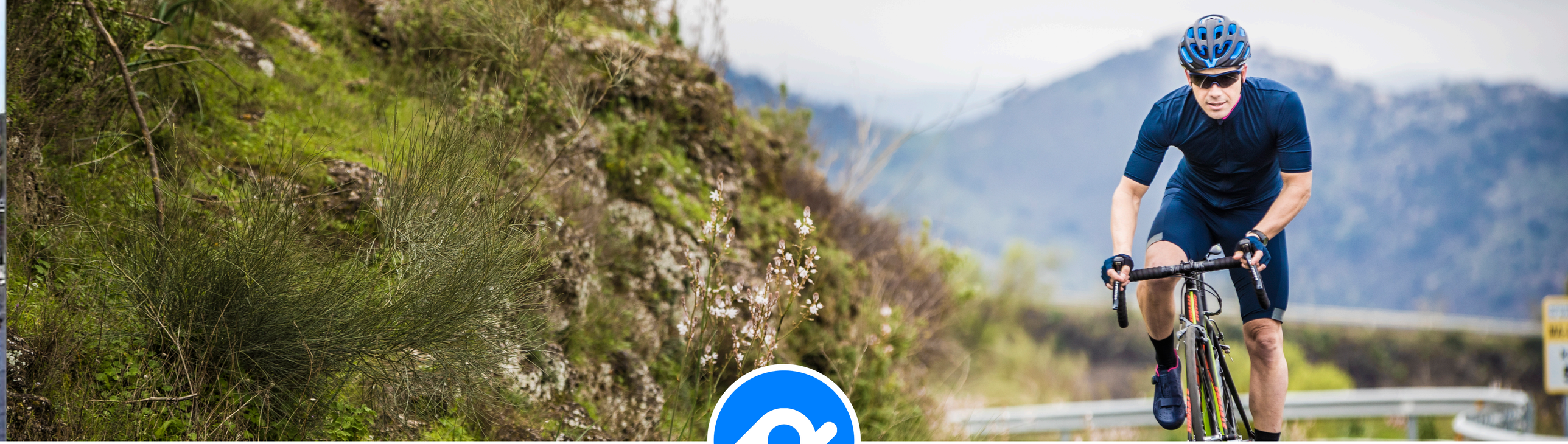
confidential

pr.co

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."

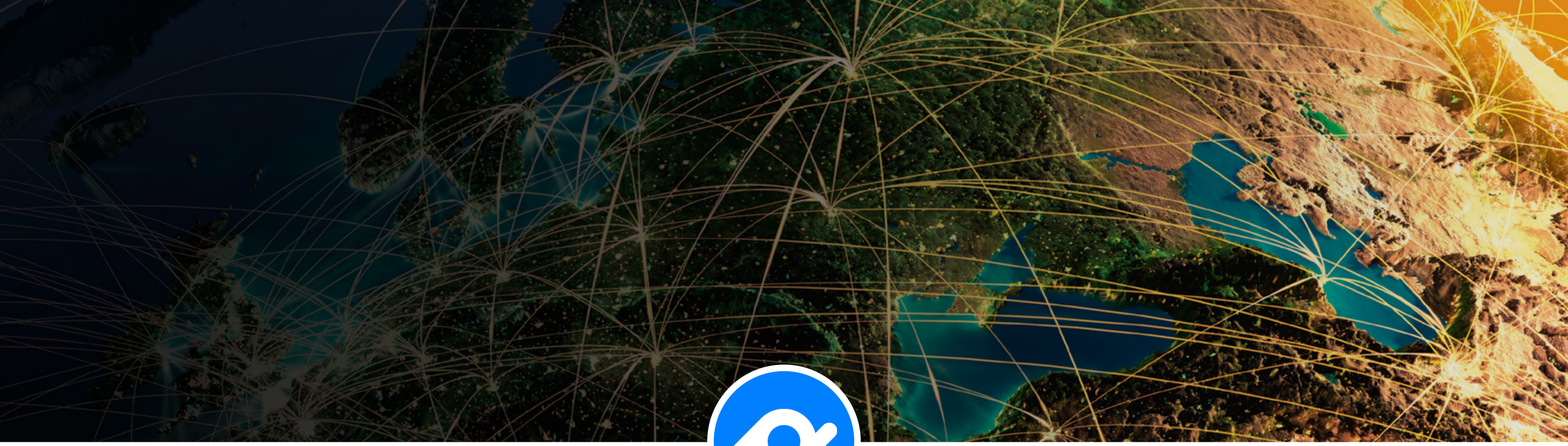


SHIMANO

Ben Hillsdon
Global PR Officer

"My job is to earn as much free media publicity as possible. The best way I can do that as 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."

pr.co



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."*

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."

pr.co

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.

pr.co

pr.co

Questions?

sjors@pr.co

Sjors Mahler

account executive @ pr.co

+31.6.14226510