Onboarding documentation

Newsroom User Manual

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Introduction

What's pr.co?

pr.co is an Amsterdam-based Software as a Service company that equips communications teams at global brands to get exposure. Our activities are two-fold:

1. We design, develop and maintain websites for communications teams
pr.co designs, develops and implements tailor-made websites for communications teams, such as newsrooms, corporate blogs, thought-leadership platforms and investor relations websites.

2. We equip communications teams with the platform to get the job done
We've built an all-in-one platform that helps communications teams write and publish beautiful stories, schedule and send out news announcements, manage relationships with media contacts in accordance with GDPR, simplify editorial workflows between internal teams and external parties, and easily track what teams are working on.

We work with 300+ companies, all over the world. Our customers include global brands like Heineken, VanMoof, JBL, Dolby, Shimano, WeTransfer, Viacom, and Bell Flight.

You can always find in-depth support articles on our Help section. If you still have any questions about the product, send us a message on hello@pr.co and one of our team members will assist you.

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Terminology

While using pr.co, you will encounter some terms which are new to you or are used to define a specific feature of our product. As you will be seeing these words frequently throughout this manual, on our website and on your pr.co newsroom, use this section as your pr.co dictionary.

- **Newsroom:** A page on your website with everything related to your public relations activities. It's useful to journalists, who can easily get the information and latest news they need about your company, and it's helpful to potential customers who want to know what your brand is up to.
- **Campaign timeline:** An overview of when your release will be published, and when your email distributions will be sent out. It's also the place to set the publish date of your release and add email distributions to your campaign.
- **Writer:** Under this user role, team members can write and edit content but may not approve or reject campaigns.
- **Reviewer:** Under this user role, team members can edit content as well as approve or reject campaigns.
- **Publisher:** Only this type of user is allowed to confirm an approved campaign, which means that it will be published live on your company's website.
- **Spokespeople:** Contact people for further questions about your newsroom. On each campaign you can rearrange the order and information of your spokespeople.
- **Campaign distribution:** Emails you send to a wide list of contacts or to several contact lists. These contacts may vary from journalists and influencers for a press release distribution, to stakeholders, friends and customers of your company for a news release distribution.
- **Featured image:** This is the cover image of your campaign and an important tool for making it stand out. Also, the featured image you choose is used to get your article indexed by search engines, and social media.
- **News delegation:** When you release a new campaign, you have the option to select which countries with their own newsroom will show that release. Once that is done, your country-specific team can translate the news if necessary.

- **Embargo release:** A press release that has been scheduled to be published in the future. Meanwhile, you can still share it privately as a draft URL.

- **Private release:** A press release that does not show up in your pressroom, however you can still see it online by directly visiting the release link.

- **Clippings:** Section where you can collect and save all the media coverage you earned. You can add clippings directly from your newsroom or use our browser extension to collect links and screenshots from your moments of fame. Clippings can be linked to a specific campaign and be filtered by language.

- **Personal Relationships Manager (PRM):** Formerly known as CRM, now Personal because we believe in the strong power of building and nourishing relationships. In this section, you can find all your contacts, create different lists and segments, and give user permissions to specific contacts.

Setting up your account

Let’s start at the beginning - setting up your newsroom. In this chapter, we’ll walk you through how to add or change your logo, company information, contact details, and spokespeople.

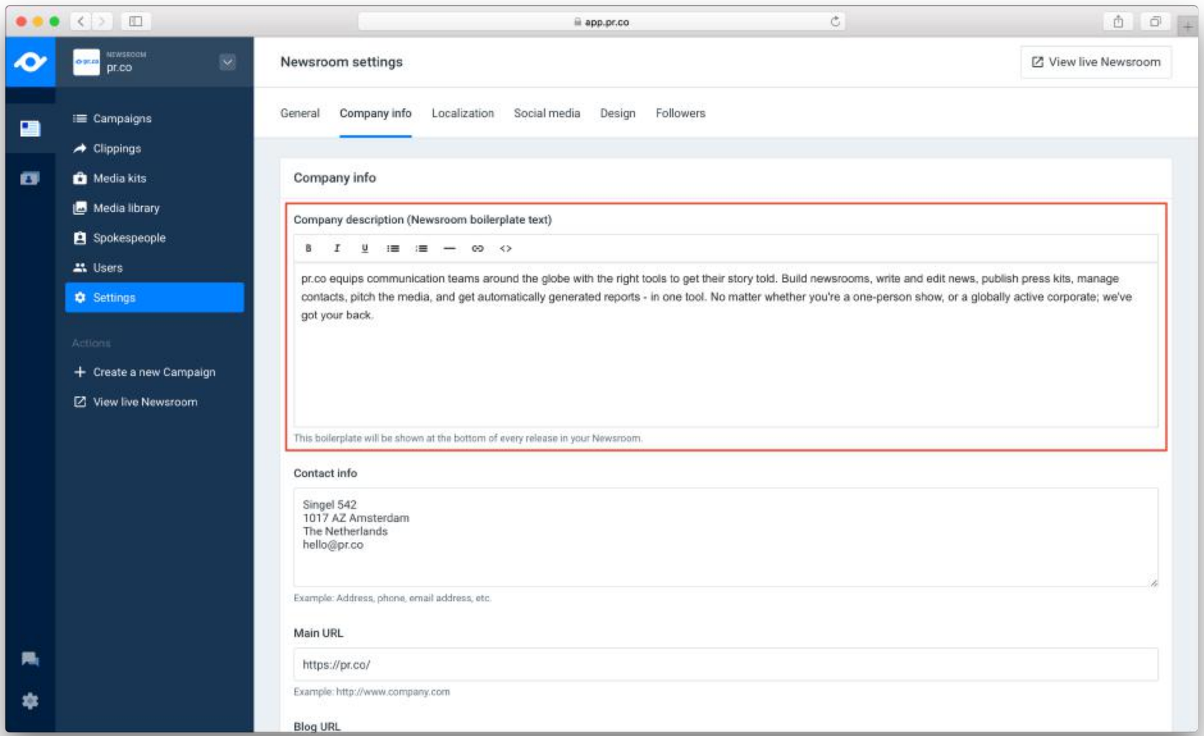
Attention:

- If you have an account with multiple markets, logo changes can only be made in global newsrooms.

- If you have a custom newsroom, please get in touch with our support with your logo change requests.

Add your company information:

1. Head over to your company 'Settings' on the left hand bar
2. Click on 'Company info', the second option running along the top of the Newsroom Settings page
3. Start editing - In this section you will find your Company Description, Contact Info, Main URL, Blog URL and Contact URL
4. Press 'Save Changes'



Add your logo:

1. Go to newsroom settings (in the list next to the)
2. Then select the tab called "Design"
3. On this tab you will see your current logo. Then choose 'Browse files...' and pick the logo file that you want.

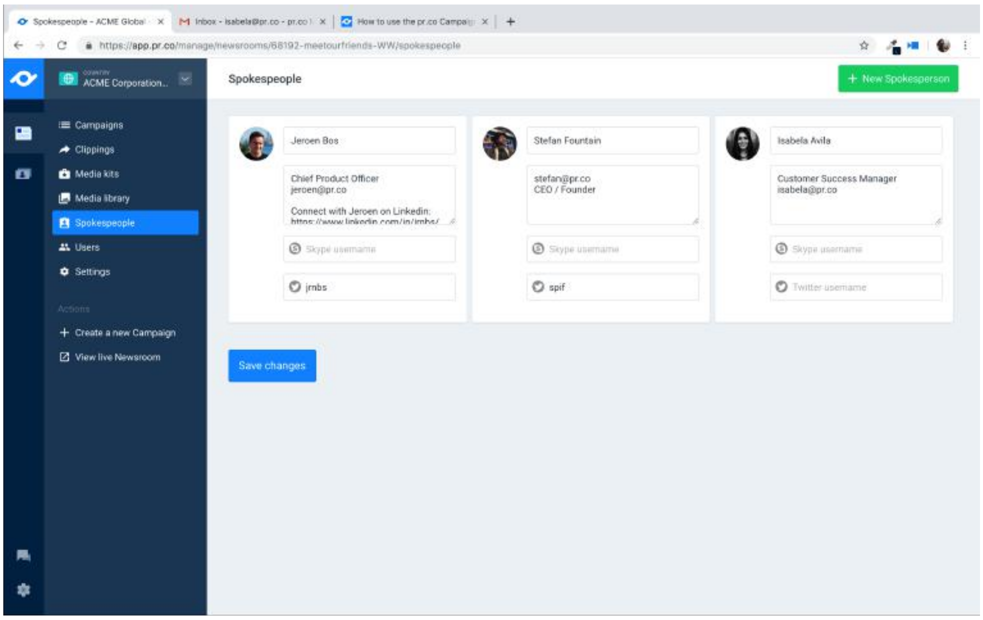
Keep in mind that our platform accepts GIF, PNG and JPG files. Images are resized automatically, but please keep the file size below 1 MB. An image with a white background and a minimum height and width of 250 pixels is recommended.

How to add spokespeople:

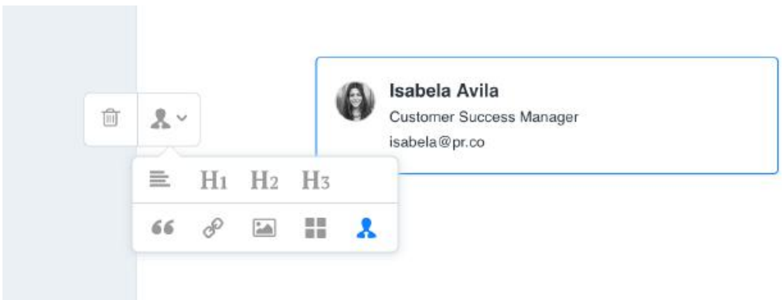
Indicate who are the contact people in your organization with the spokespeople feature. This allows their contact card to appear in your newsroom and to be inserted into your articles.

You can add, remove, or edit spokespeople by going to the menu on the left on your dashboard. There you will see the spokespeople option.

To add a new spokesperson, click on **+ New Spokesperson**. To remove spokespeople, click on their contact card and on the trash bin icon underneath their photo.



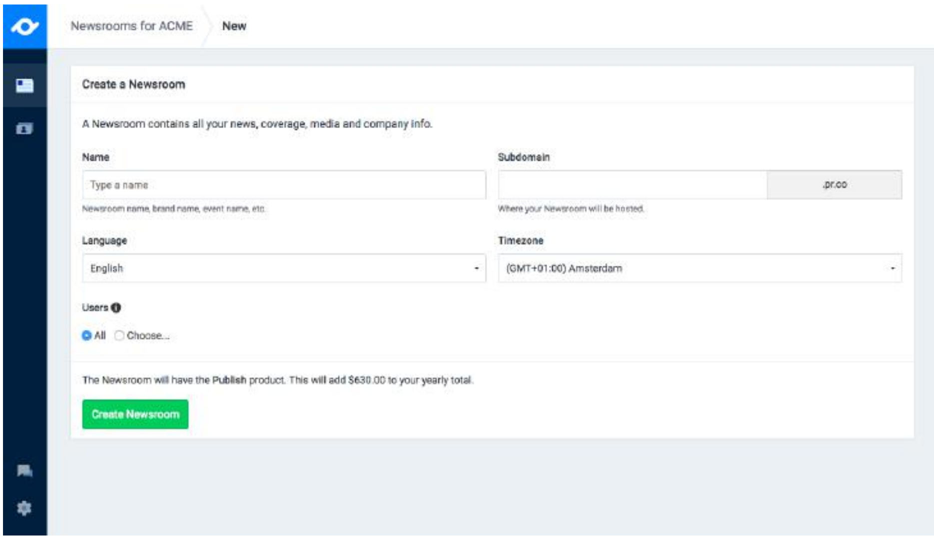
If you wish to add their contact card to your release, click on the campaign editor menu and select the spokespeople block option:



Your newsroom

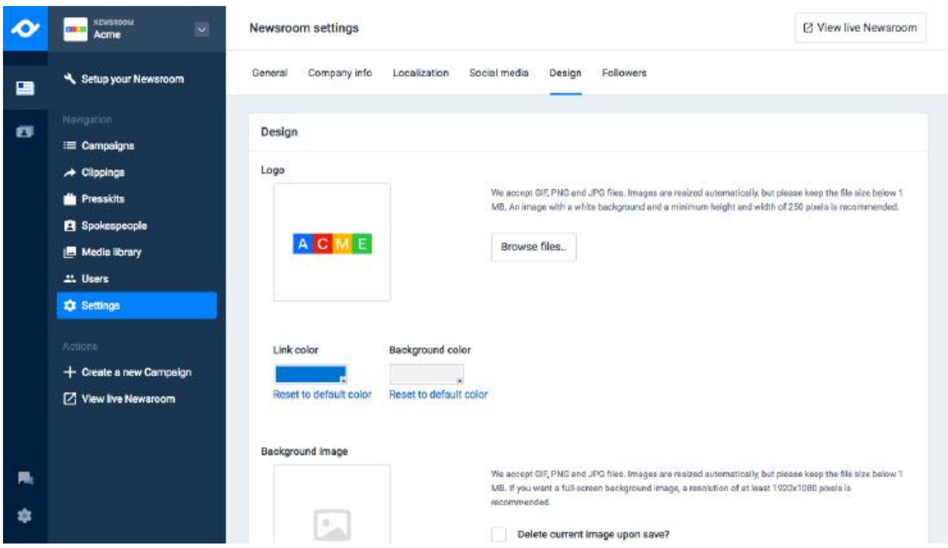
After that, set up the subdomain: this is the url where your newsroom will be hosted. If you are planning to host your newsroom on a custom domain and want to also support HTTPS / SSL, we need to install an SSL certificate on for your newsroom. If you wish to do so, read more about it on our Help Center or contact our technical team at hello@pr.co.

We also need to know what is the language of your newsroom and the timezone:



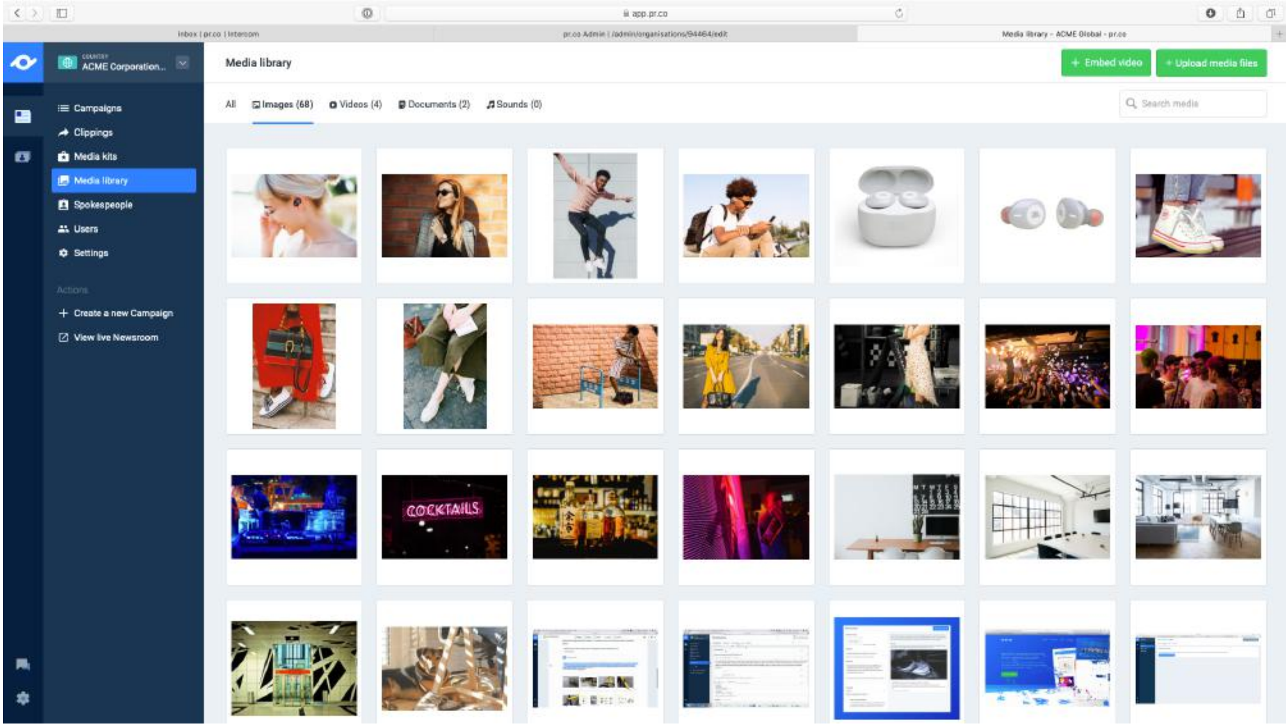
Customise design

There are a few ways to customise the design of your newsroom in order to match your branding. You can upload your logo on a white background, customise the color of the links, upload a background image and even add custom CSS.



Media Library

The Media Library is the central hub for your files: pictures, videos, documents and audio files. Once your files are in the Media library, you can add them to your campaigns and to your press kits with one click. You can also add videos from an external source - the most common ones are Youtube and Vimeo. Make sure you set the video as public from the original platform - if you change the visibility right before you add it to pr.co, it may take up to 24 hours for the video to be available.



How to add a country to your newsroom

Multiple country newsrooms are only available for Premium subscriptions. If you have an old subscription or an Essentials package, get in touch with us for more information on this feature and pricing.

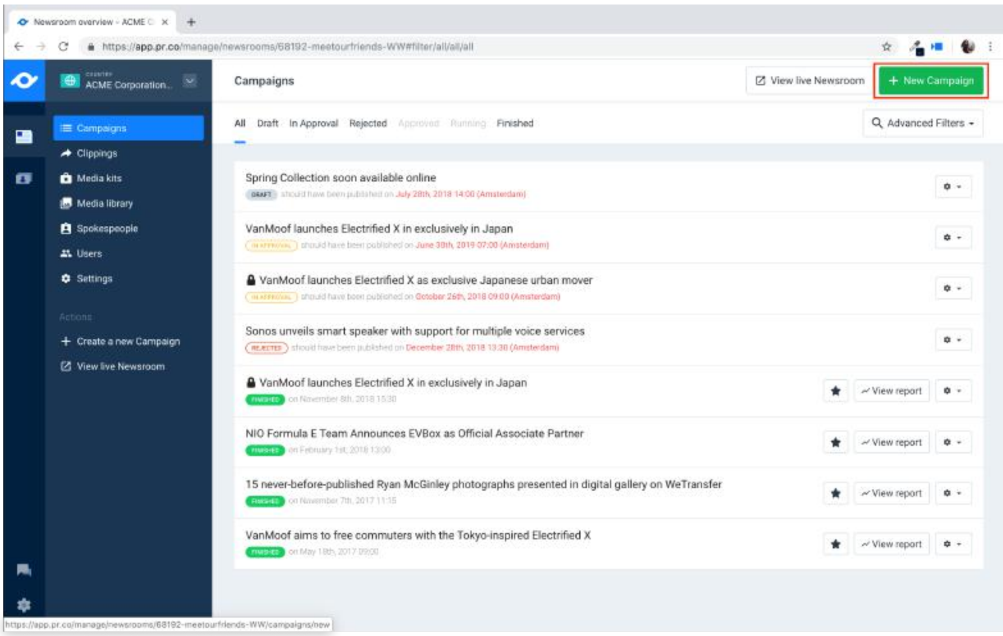
If your subscription supports multiple country newsrooms, you should be able to see all your active countries by clicking on the arrow next to your company name on the left corner of the page. There you can select which newsroom you would like to access. If you'd like to add a new country, get in touch with our support team at hello@pr.co.

Your campaigns

Write a press release

When you log into your pr.co account, you can access your campaigns by clicking on the newspaper symbol in the vertical menu on the left.

To create a new campaign, click on the **+ New Campaign** button on the upper right corner of your screen:



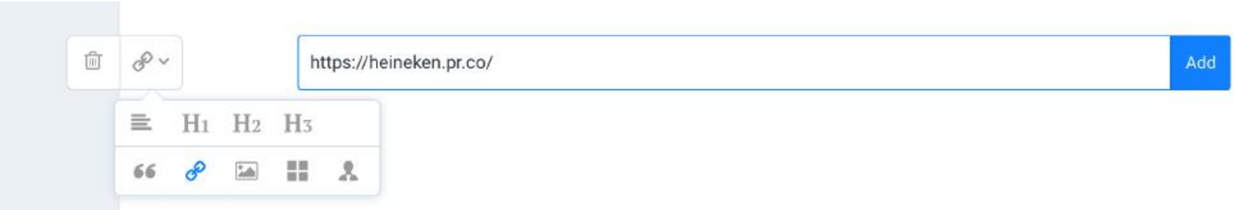
Use the Enter key to create a new block

With our campaign editor, you can start typing right away and only need to use your mouse when trying to create other blocks than the default text block. After writing a paragraph just hit Enter ⏎ in order to create the next block. If you want to create a different kind of block instead, just click on the Menu on the left and choose a block type. Want to add a block in between an existing text block? Just put your cursor where you want to place the new block and hit the Enter ⏎ key.

Use the menu to add content

To insert any type of content just press the Menu button on the left. This will open a menu of all the available content types. Simple select the type you find most suitable to insert it into your document. You can also use this menu to change content type for a certain block or to remove a block, using the little cross button.

If you select content in your paragraph, you can change the style of your font, add links or add bullet points:



The available blocks:

All our available formats for the content of your release can be seen as blocks which you can insert into your article. By opening the menu on the left-hand side you'll be able to choose the following content blocks to insert into your article.

H1, H2, H3 blocks

Use this block to insert a heading into the article, choose the h1 for the title of your article and the subsequent h2, and h3 headings to add structure to your content.

Quote block

This block will allow you to add quote to your article. The quote will take the full-width of the article and formatted in a prominent way to really catch the eye of the reader.

Adding media files to your release

How to add media items

1. Go to "Media Library" link (menu on left)

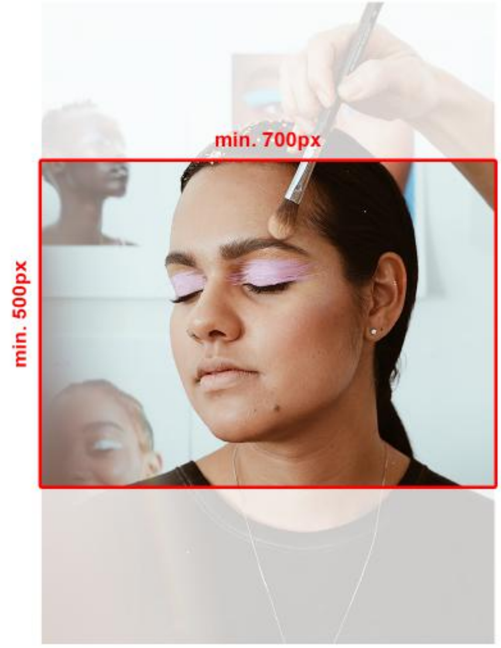
2. Content must be saved in the "Media Library" that would be uploaded directly into a release, linked to a release, or included in a press kit

3. Click "Embed Files" or "Upload Media Files" (Upper right hand corner)

4. Title your file to be "searchable"

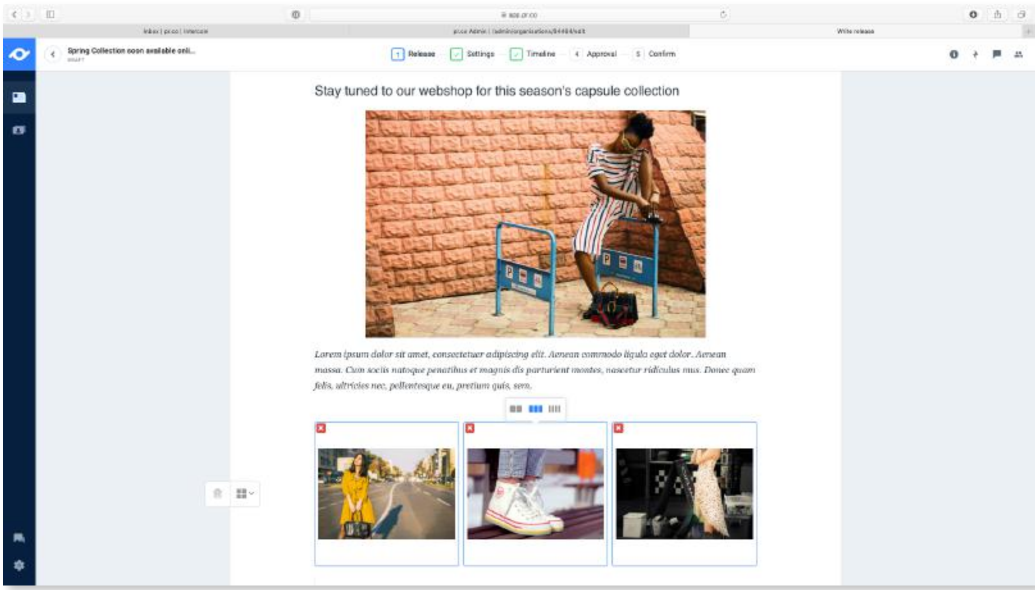
Attention:

- Featured image must be 700 x 500 pixels
- Featured images must be landscape shaped, in order for it to look good in your newsroom and when shared on social media



Single Media Item block

Insert a single, full width, media item into your article by using the small menu that appears once you click on the uploaded photo. You can also add videos instead, as long as they are uploaded online on Youtube, Vimeo or another video service. Hint: we secretly support over 300 services to be embedded. Spotify, Soundcloud, Instagram, and many more are already supported unofficially.

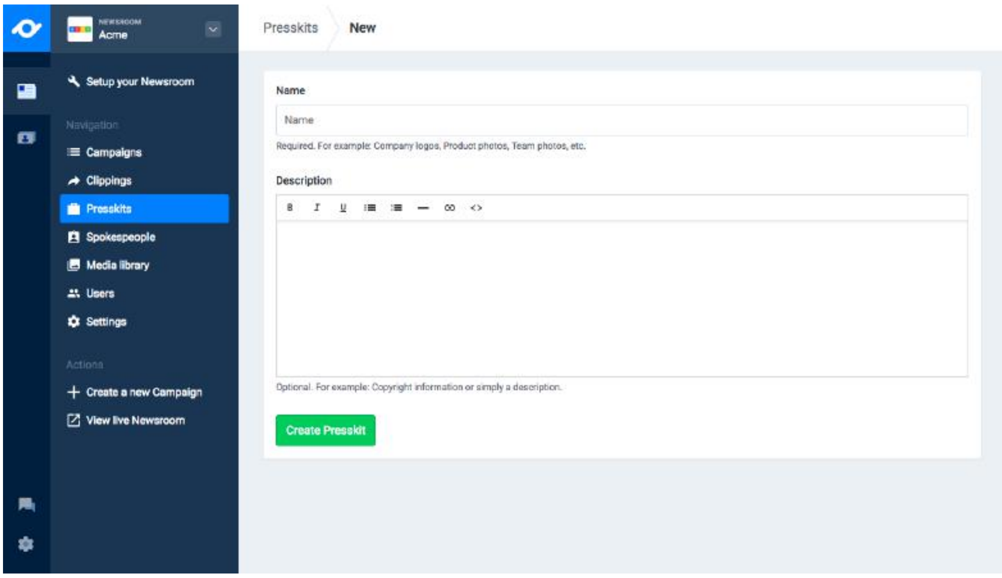


Media Gallery block

This is similar to to Single Media Item but instead allows you to choose multiple media elements, it will display this list of items as a gallery element which you can choose to display in a 2, 3, and 4 in-a-row grid format. Please note that you can mix-and-match images, videos, sounds and documents in one gallery block. Clicking on one of the elements will open and preview this item in a special lightbox, showing more info on the image and giving the visitor the possibility to download or embed the media item.

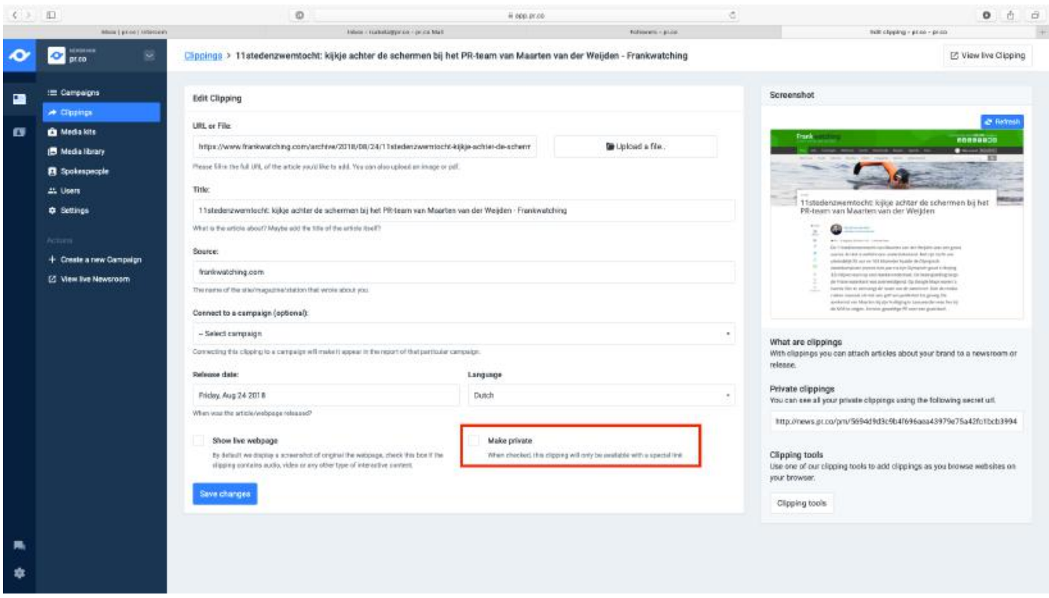
Create a press kit

The press kit is the place where you show rich media related to your brand. Think of logos, product videos, promotional material, pictures of the team. Whatever makes it easy for a journalist to make your story look great - enable them!



Add clippings

You can add clippings directly from your newsroom or use our browser extension to collect links and screenshots from your moments of fame. Clippings can be linked to a specific campaign and be filtered by language. Also, you can make your clipping private at anytime - if you select that option, you still get a private link that can be selected with specific contacts only.



Reviewing campaigns

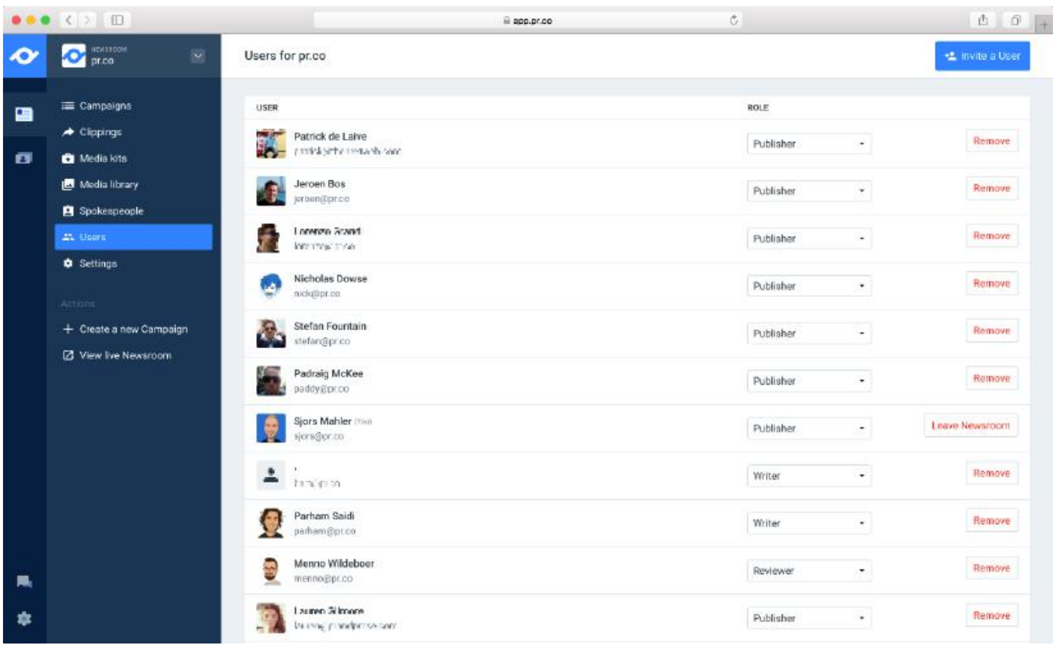
Invite users

Chances are you're not the only one working on a new campaign. Sending drafts back and forth via email is not very convenient: just invite other users to the newsroom and work together. The number of users you can invite to join your newsroom depends on your subscription. You can also decide what kind of access you give them - as a *publisher*, *writer*, or *reviewer*.

User role permissions within pr.co

Permissions	Writer	Reviewer	Publisher
Write articles	✓	✓	✓
Publish press kits	✓	✓	✓
Create mailings	✓	✓	✓
Ask for approval.	✓	✓	✓
Approve campaigns.	✗	✓	✓
Publish campaigns (to live environment)	✗	✗	✓
Send mailings live	✗	✗	✓

To edit user permissions and invite users to collaborate on pr.co, go to your Newsroom dashboard menu and click on Users - there you can change the permissions of existing users or you can invite someone to join by clicking on the **Invite a User** button on the upper right corner.



Is everyone in your organisation using one single email address to log in? You might want to change that, since there are some security risks tied to that. For instance, by sharing one log in, you can never remove access for colleagues that leave the organisation. If you're already on the Collaborate subscription, adding more users as collaborators will not affect the pricing.

Sharing campaigns as drafts

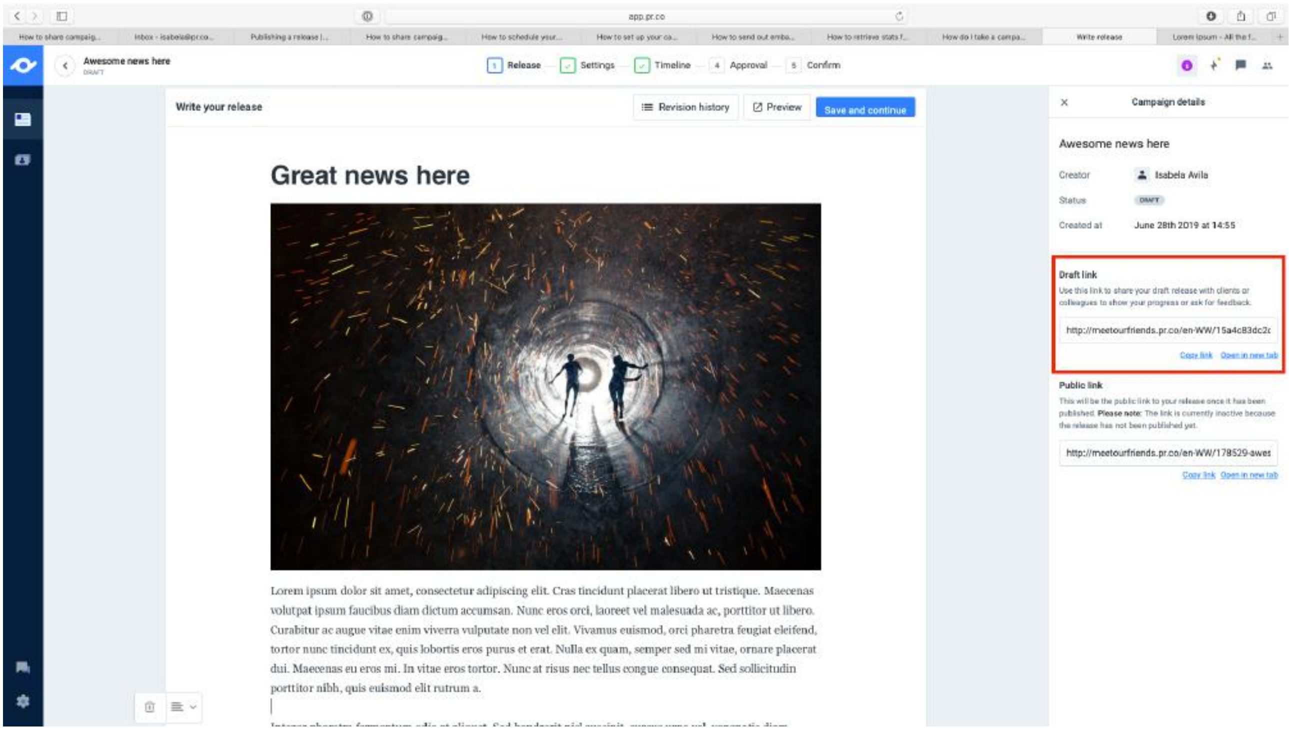
Are you done with your first campaign draft or would you like to share it with a contact who is outside of the list of users assigned as reviewers or editors?

You can share your draft by following these steps:

1. Click on **Campaigns** and select the one you wish to share

2. Click on the information icon on the upper right corner of your screen, this will open up a sidebar on the right side of your screen.

3. Copy the link to your campaign draft - it's the link that says **Draft link**



Attention: The links to your draft and to your campaign once it's published in your newsroom are different. The official link to your draft campaign will only be valid after its publication.

Scheduling your campaigns

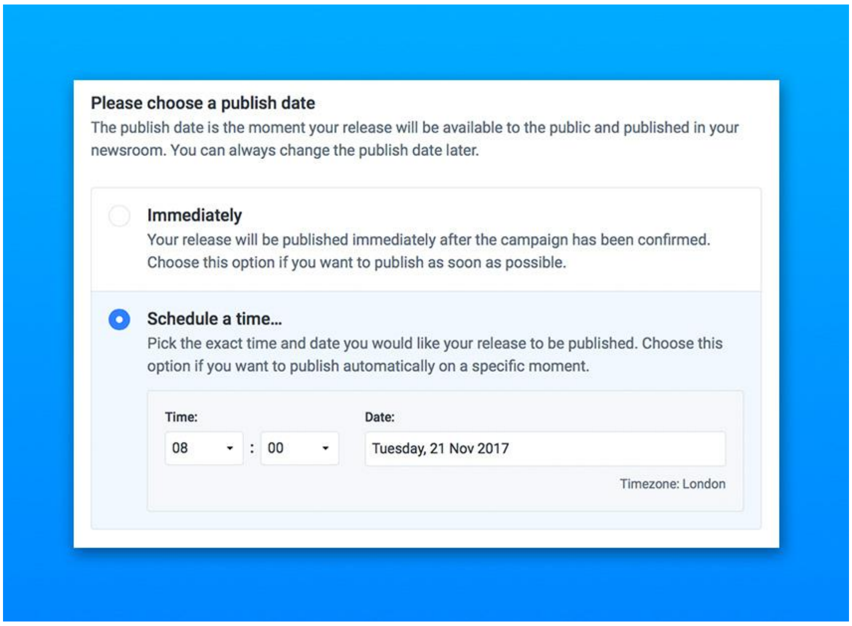
Campaign Timeline

On step 3 of the Campaign Editor, you can select a day and time for launching your campaign. you can schedule emails at any desired time, and your emails will be displayed in a timeline overview to keep things clear for you and your team.

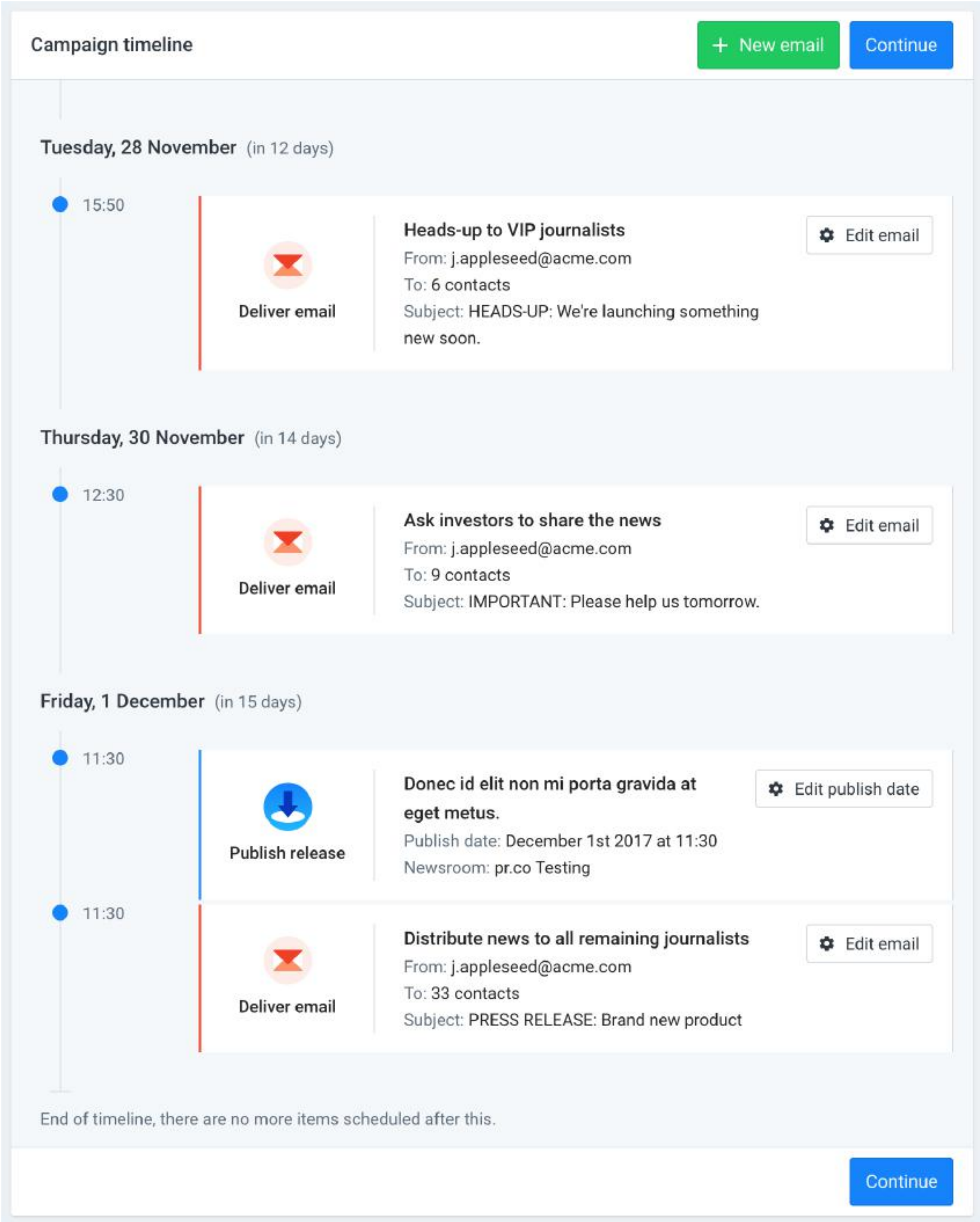
The Timeline will also give you a live representation of the status of your campaign. So if it is running and the first email has been delivered, the system is currently sending a second email and there's two other items due, you will see exactly that.

How to Schedule a Campaign

You start by choosing a publish date for your release, this is the starting point for your timeline so choose this date carefully. For example, if you release needs to go live on Tuesday morning you set this date for the time on Tuesday morning that you'd like your release to be publicly available in your newsroom. Then, you start adding emails to drive traffic towards you newly published release.



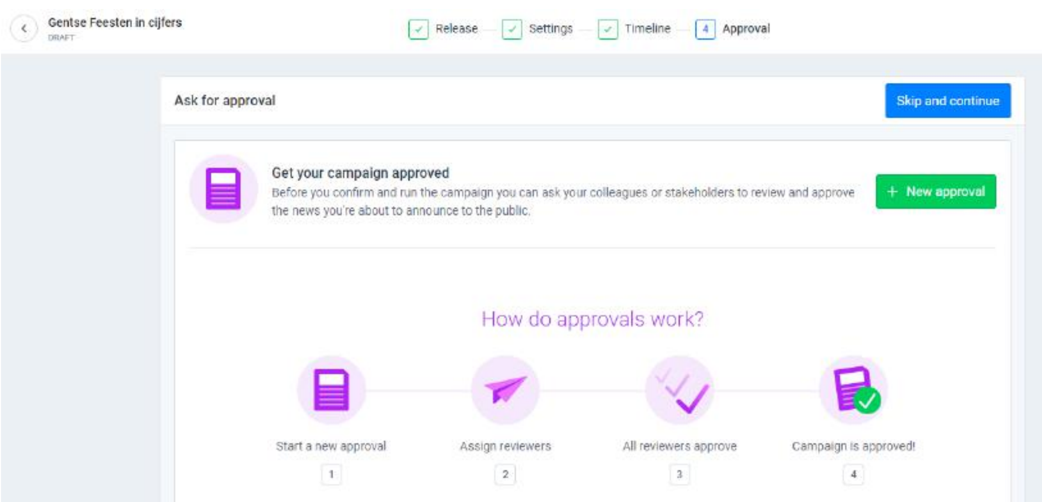
You can start adding emails as soon as you have chosen a publish date. Then, for each email you can choose when you'd like it to be delivered. By default this is the same time as the publish date, so for example Tuesday morning at 10am. You can also choose to send it at any other time (as long as it is in the future).



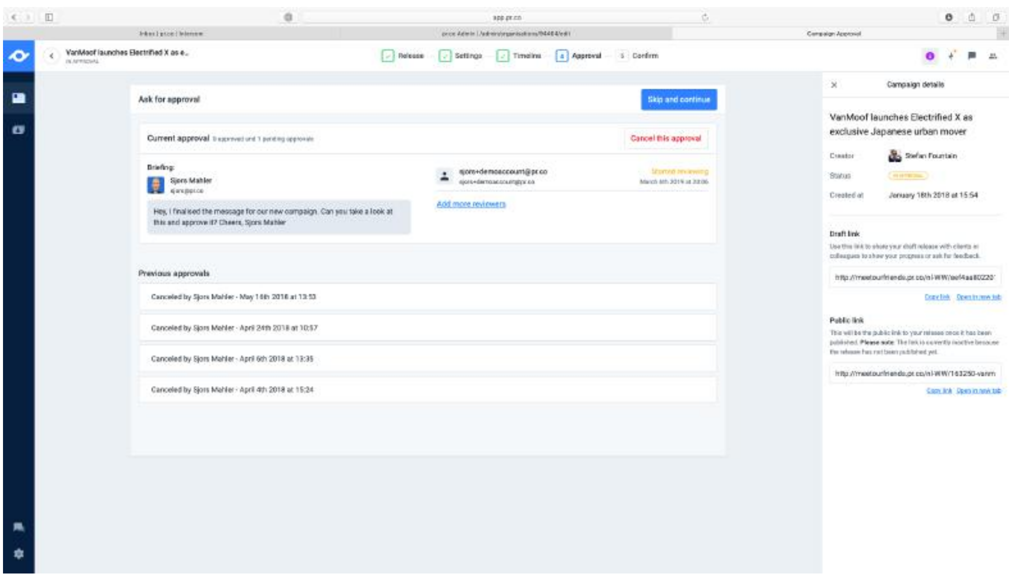
Requesting approval

On top of your campaign editor, you can find the Approval step:

Click on **+ New approval** to select which team members you would like to check your campaign:



Once you assign your reviewers, click on **Start approval**. Done! They will receive an email with your campaign draft. If you wish to get an overview of the campaign reviewers or to add or remove people, you can do so by clicking on 4. Approval. You can also send email reminders to your colleagues if they haven't reviewed the campaign yet:



pr.co

Reviewing and publishing a campaign

In the process between writing a release and publishing it, you have several reviewing steps available in the timeline:

DRAFT	These are the press files that are currently in the writing phase. When a press release is at this stage, everyone is still able to write in this press file.
IN APPROVAL	Once a press release has been shared with team members, it will receive the status "in approval". The press release maintains this status until the spokesperson has given his final approval on the text.
APPROVED	Your press release has been approved by all reviewers involved and may be published. The press service must now prepare the message for publication.
REJECTED	Your press release was rejected by one or more reviewer/publisher. Once adjustments have been made, the press release will be sent again for approval until all spokespeople have sent their official approval.
RUNNING	Your press release is now ready to be distributed at the desired publication time. Your press release or invitation will remain in this phase until your publication date has expired.
FINISHED	When your publication time has expired, your press release will be sent out to the press. Your press release is now completely ready and has gone through all phases.
ARCHIVED	These are all past press releases which are no longer live.

Send an embargoed release

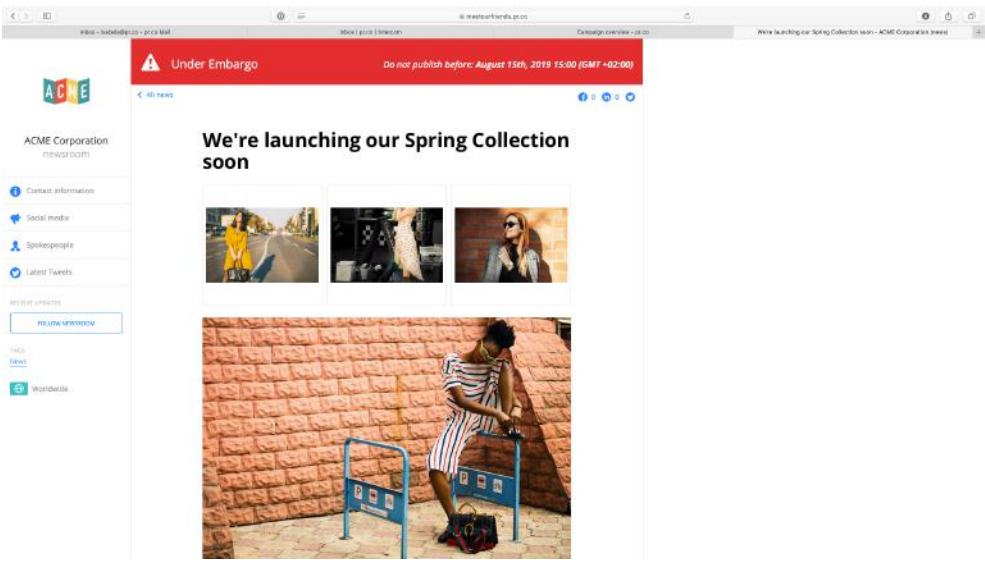
When your release is available under embargo it means that it is only available through a secret link. When you visit your release through this link, there is a clear banner explaining your release is under embargo and that it will be published on the date you've chosen. This comes in handy if you'd like to give journalists time to work on their story or when you want to give certain contacts early access.
Once your release gets published the secret link will simply redirect to the public link. This function works the same as how you would usually send out an article or release; however this time you'll schedule your emails to go out before the release is published. So, your workflow is as follows:

1. Write your release
Just write your release as you would typically do.

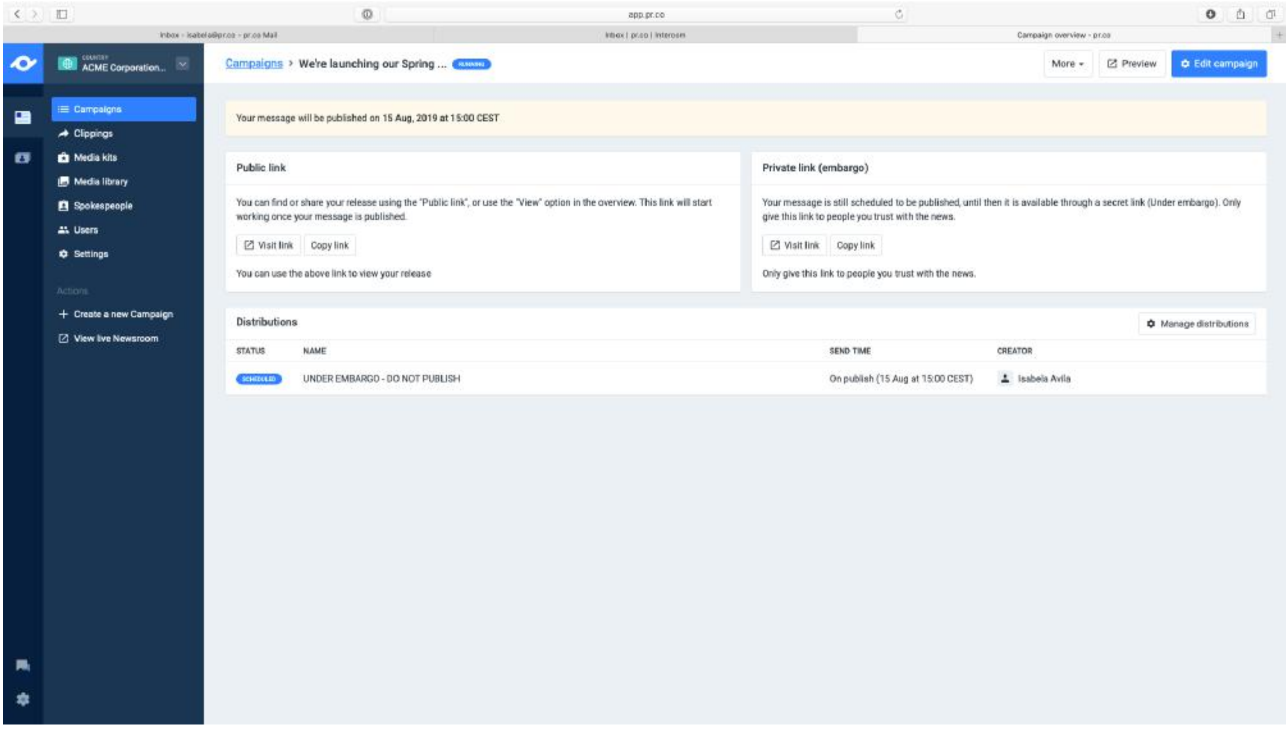
2. Add your campaign's publishing details
Schedule your release for the time you want the release to be publicly available to everyone.

3. Add the emails prior to your release
Write the emails, and set the distribution date to the date and time on which you want the embargoed release to be sent out. So, the distribution date must be a date prior to the publish date.

4. Confirm the campaign
Once the release is confirmed, the emails with the embargoed release will go out at the selected time. When the recipients click on the link in the email, they'll be able to read the release, but there will be a massive red banner on the top of the release that states: "UNDER EMBARGO. DO NOT PUBLISH BEFORE: [publish date]"



Once you have gone through the steps above, you are able to retrieve the secret link to your embargoed campaign if you wish to share the link with other contacts or preview it. You can access it by clicking on the title of your campaign, which will lead you to a page where you can find the secret link in the "Private link (embargo)" section:



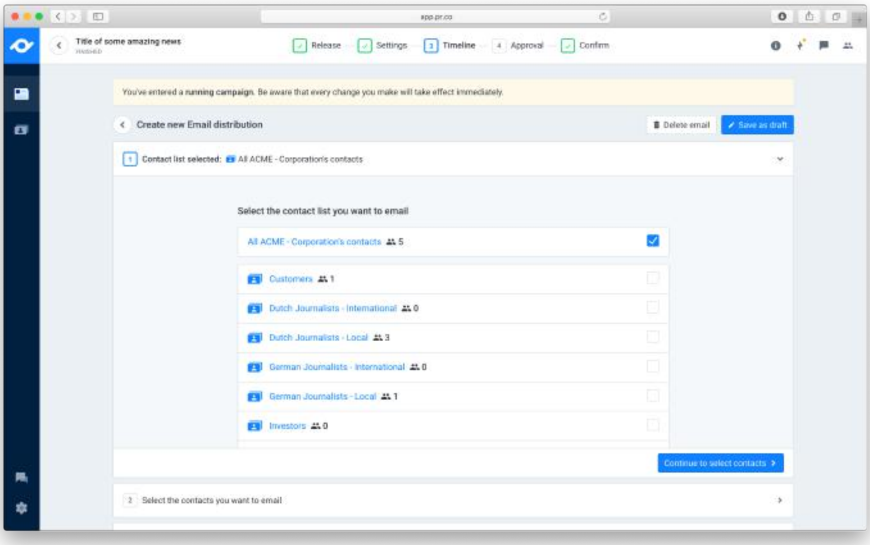
Selecting email recipients for your campaign

Make sure the right people see your new campaign at the right time with our emailing feature. You can do so following these simple steps:

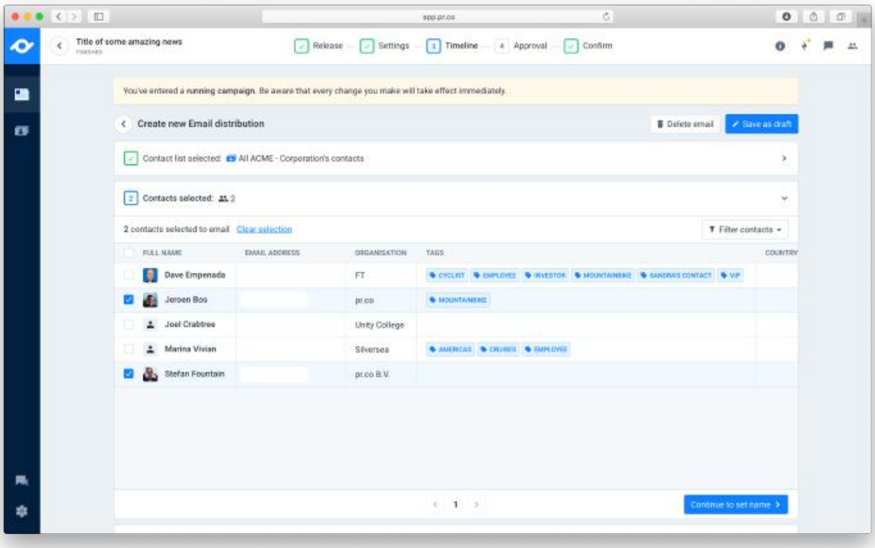
In the campaign editor, click on **3. Timeline**.

Click on **+ New email**. On step 1, you can view all your contact lists in the PRM. Select the one with the target audience for your campaign.

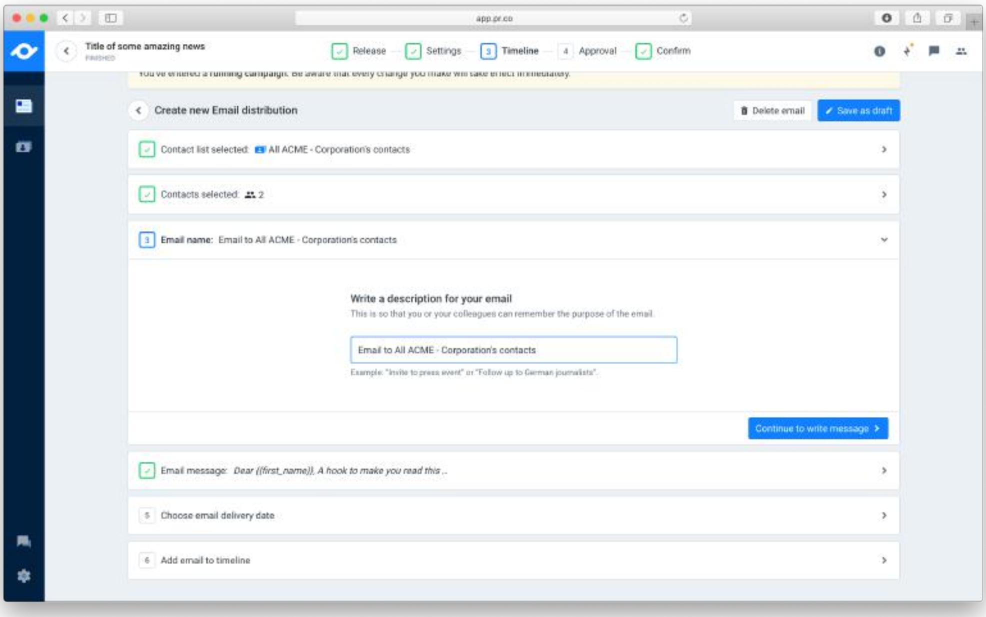
Attention: For the moment you can only select one contact list at once. Click here to read more about other available options for this function.



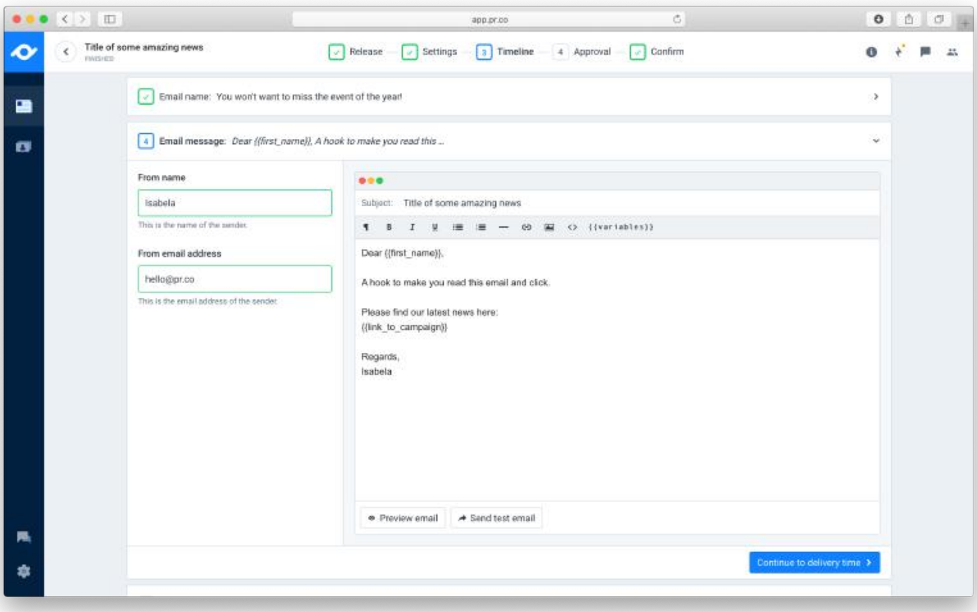
Once you have selected a contact list, you have the option to select specific addresses within that list. To select the recipients, tick the checkbox next to their name:



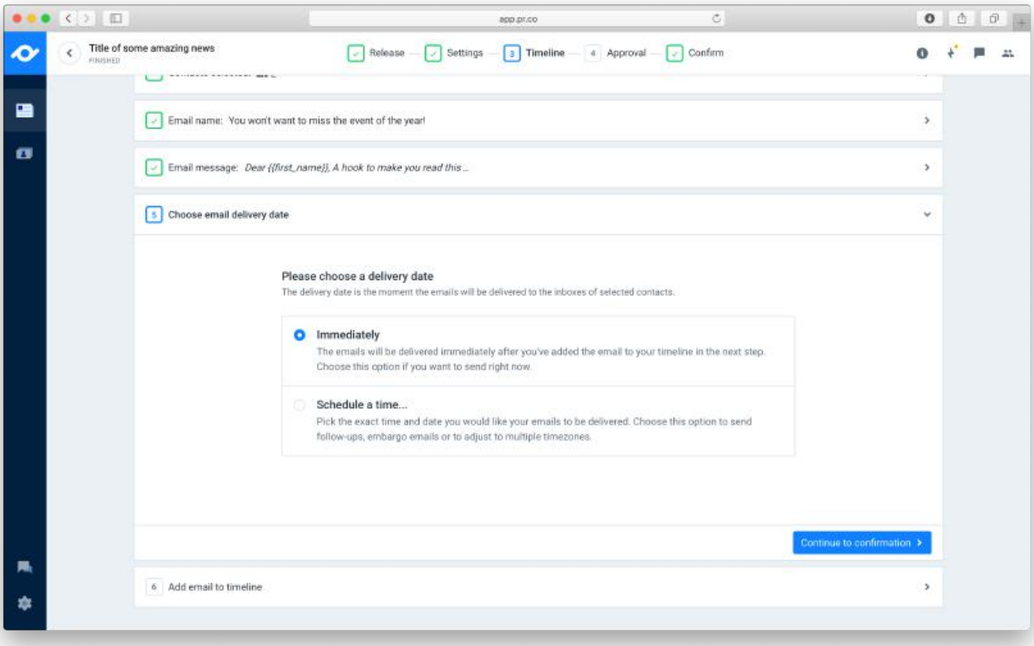
Once you've selected the right recipients, write a brief description on step 3:



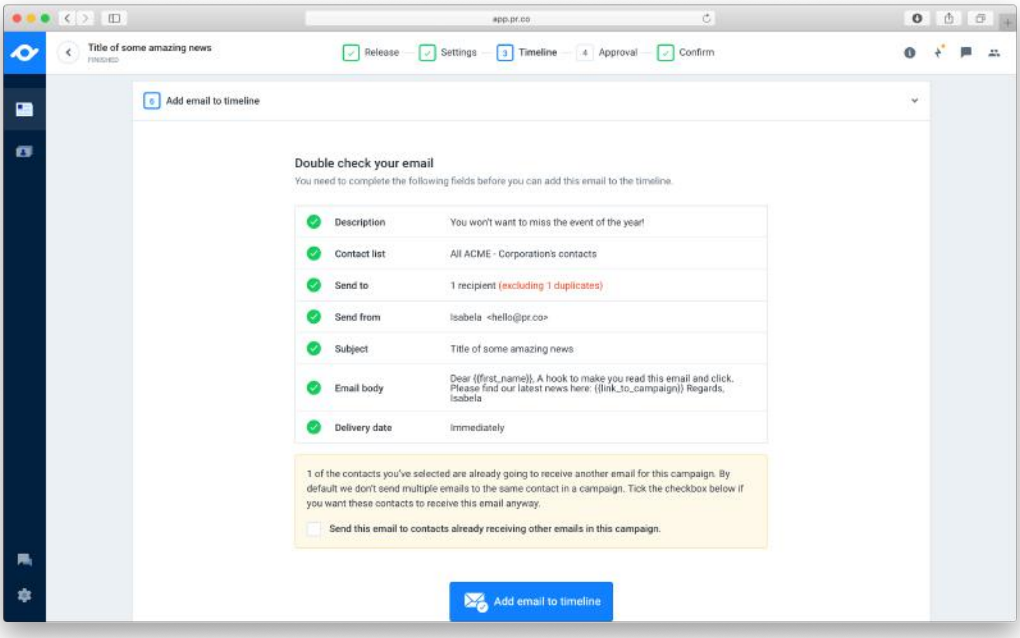
In the third step, you'll add a subject line and text to your email. Make sure to grab your contacts' attention from the first sentence. You might want to fiddle around with our variables: the {{organisation}} variable, for instance, automatically adds the right publisher to your email. "Would this be interesting for {{organisation}}?" can be very powerful!



On the following step, you can schedule the delivery of your email - you can either send it out immediately or schedule a time of your preference. Please note that sending mass emails is tricky, so we send out emails in a sequence, therefore the email delivery may take a few minutes.



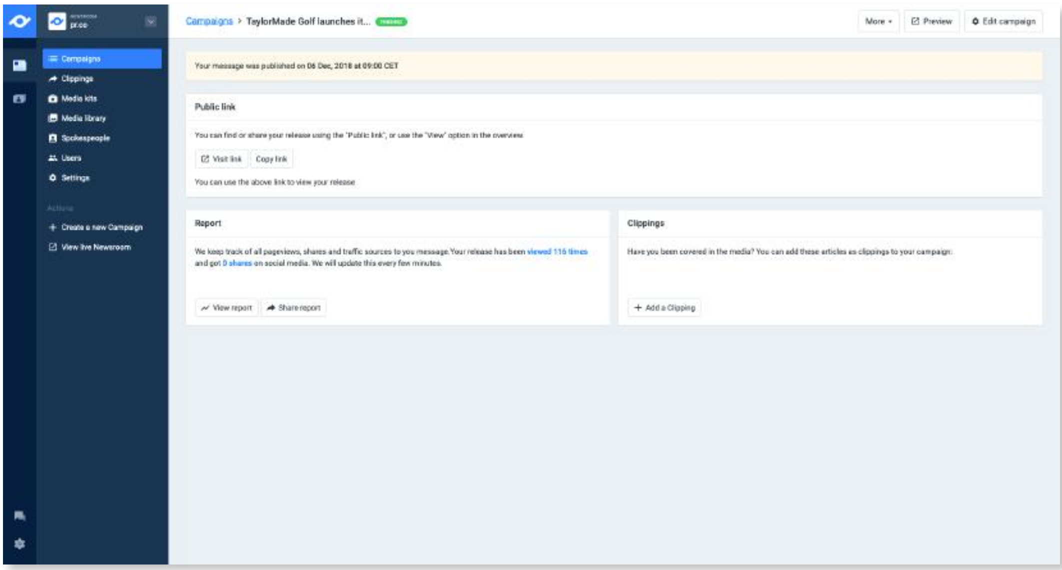
Double check if you've got all the details and time correctly before you hit send. Add your email to the timeline to keep track of which contact lists have already received the campaign and when the delivery took place.



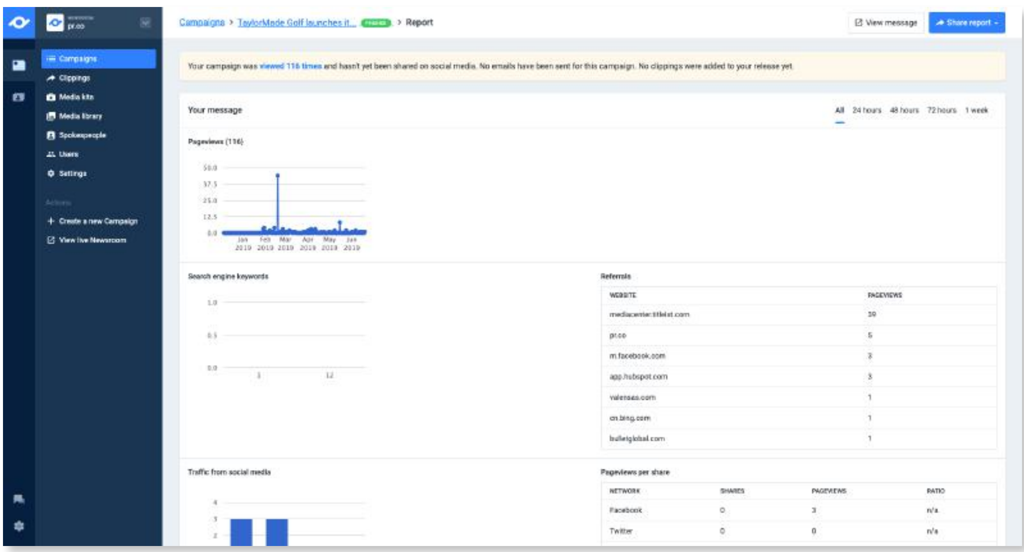
Retrieving stats and reports for your campaigns

Retrieve stats for your published campaigns and share a neat report with your team members with just a few steps.

After clicking on **Campaigns**, click on the title of the release you would like to obtain a report for. You should then see this:



If you click on **View report**, you will get an overview of your release's performance. You can select a time frame by choosing between *All, 24 hours, 48 hours, 72 hours or 1 week*:



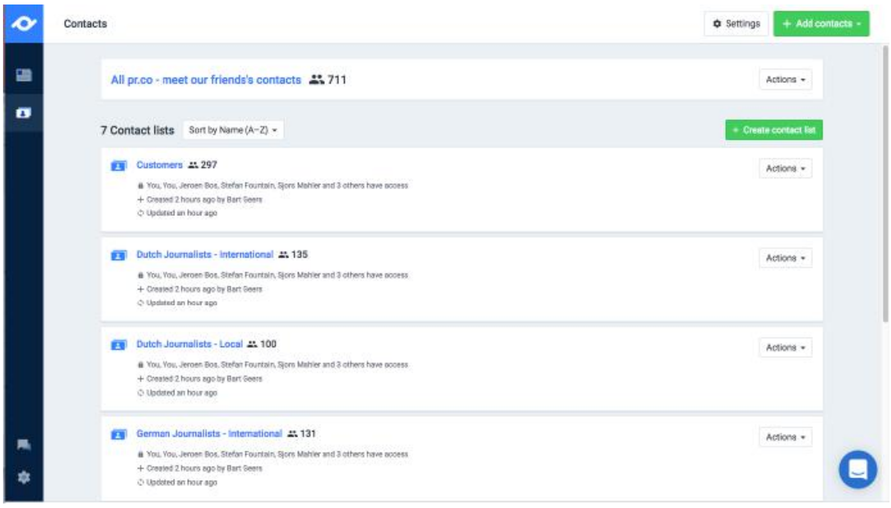
Sharing the report can be done in two ways: either as a secret page that can be visited by you and your selected contacts or as a private link that can be sent out to your colleagues.

Managing your contacts

The pr.co contact management system (or Personal Relationships Management as we like to call it) allows user to have a fast and detailed overview of their contacts and enables different segmentation options and reporting visibility. Below are the key features of our PRM:

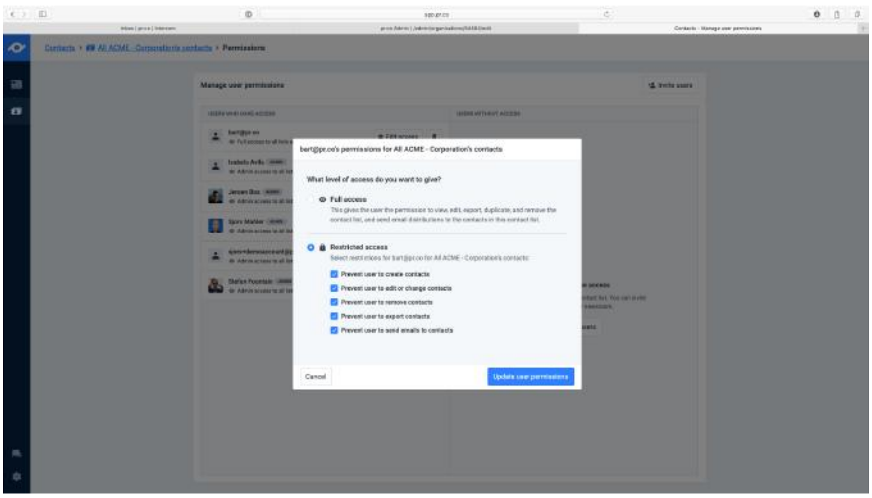
Overview of contact lists

All contacts can be divided into multiple contact lists. However, you'll also be able to look through all contacts, by clicking on the 'all contacts' button on the top of the page.



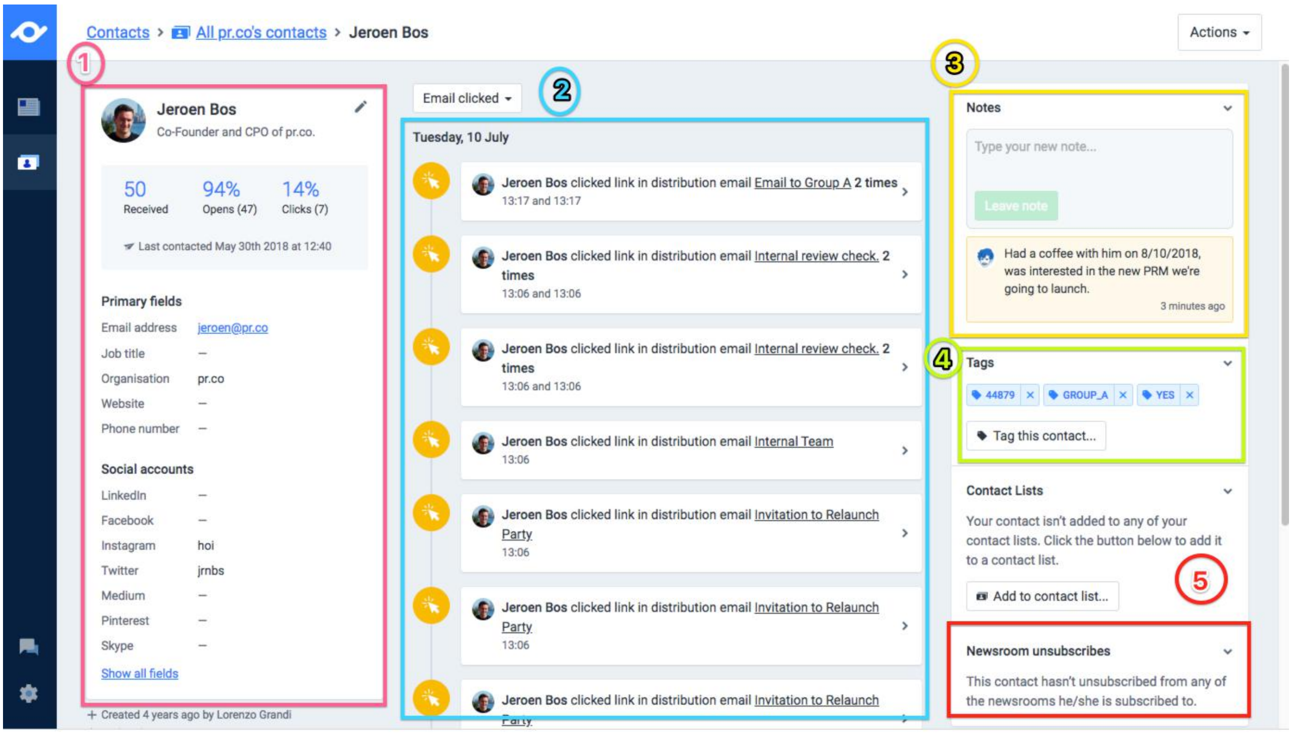
Permissions

Per contact list, you can manage permissions for all current users and every new user you invite to the platform. For each contact you can restrict access and grant or revoke the following permissions:



Detailed overviews of individual contacts

When you click on one of the contacts - simply by clicking on the email address, or name, it will bring you to an individual contact overview page, which includes (custom) fields, a timeline, notes, tags, contact list overview, and unsubscribe overview.



1. (Custom) fields: All fields that were previously in the PRM, will be in the new PRM as well. However, we've added a functionality where you can add any field to that PRM that's relevant to you for segmentation. We still need to build the user interface for that (will be launched within a few weeks), but should you want to add a new field to the PRM, just let us know via the live chat, and we'll add it to your account. Alternatively you can add a custom field to your organisation when you do a contact import.

2. Timeline: In the middle of the page you'll find an overview of all the emails that you've sent to that contact with pr.co, and how that contact has engaged with those emails. You'll notice that all information on open rates, and click rates is nicely displayed in chronological order in the timeline. Just want to know when a person has opened your campaign that was sent in May? Click on opens, navigate to May, and you'll say exactly, if, when and how often your contact has opened the campaign.

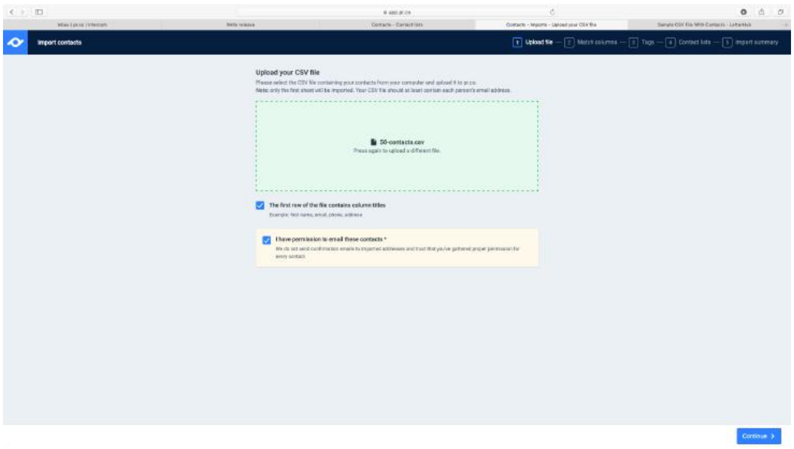
3. Notes: We've gotten a lot of feature requests for note-taking. You can now leave notes on a contact within the platform on the top right side. Just type a note for yourself, or for your colleagues, hit enter, and the note will appear including the date that it was added, and by whom it was added. Met that journalist from road.cc at a conference? Add it as a note for future reference!

4. Tags: Also on the right side, you'll find the new tag functionality. These tags can be used in filters, or to search through your contacts. These tags could for instance be used to segment contacts per interest during distribution. A tag 'mountainbike' can be of much help to easily segment the right contacts when sending a release on the new XT series.

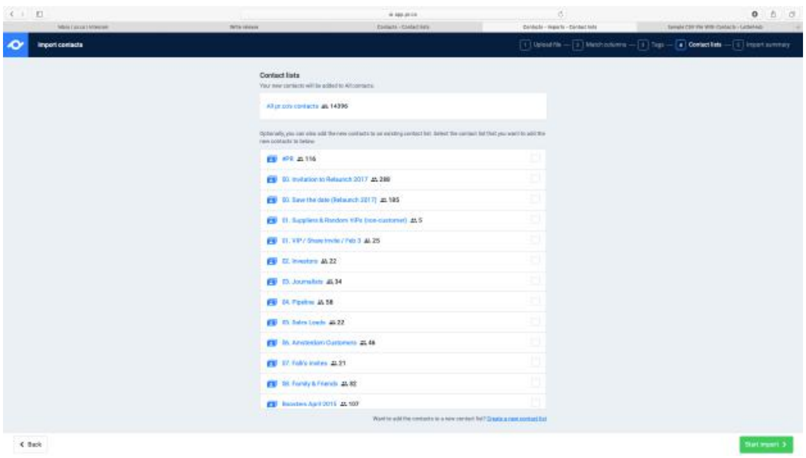
5. Unsubscribes: Not sure if a contact unsubscribed? Or would you like to know when he unsubscribed? Unsubscribe information will be nicely stored for each contact in the bottom right corner.

Importing contacts

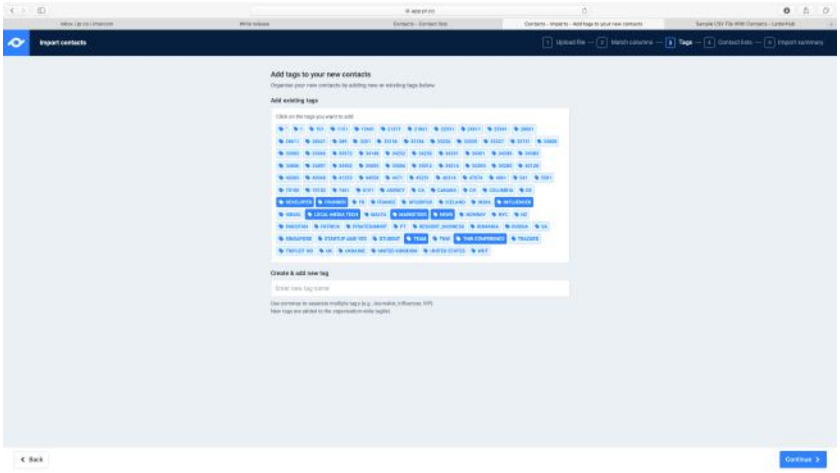
Importing contacts has never been easier! All you need to do is have your list ready as a csv or Excel file:



On the next step, you can match your columns to our fields. Cannot find the field you're looking for? You can always customize it - Just don't forget to click on "Create & save". If you find that one or more columns are not relevant to your list, you can click on "Do not import".

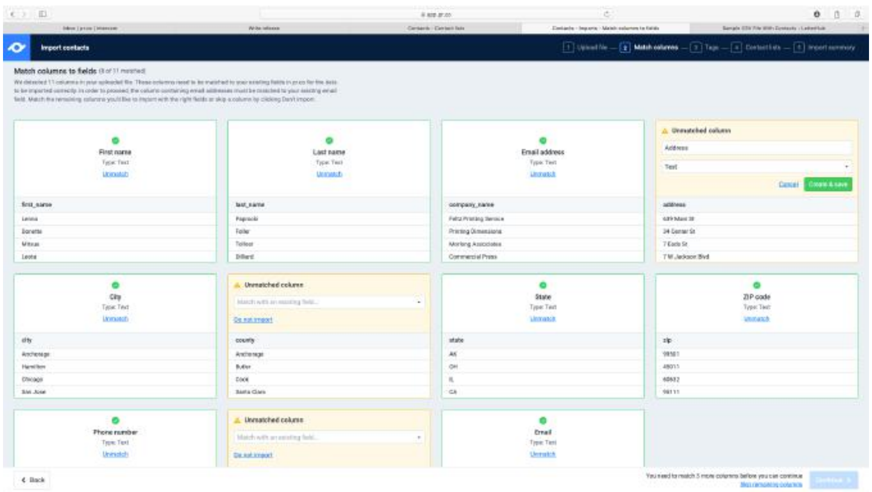


Use tags to organise your contacts by clicking on the existing ones you might have in store from your previous lists or by just simply creating new ones. You can select as many tags as you wish and remove/add them at any time.



On this next step, you have three options for managing your new contacts:

1. If you do not wish to put them in a specific list yet, just go to the next step - they will automatically be added to “All contacts"
2. Select a list (or more) from your existing ones by ticking on the box next to the list titles
3. Create a new contact list by selecting this option on the bottom of the page

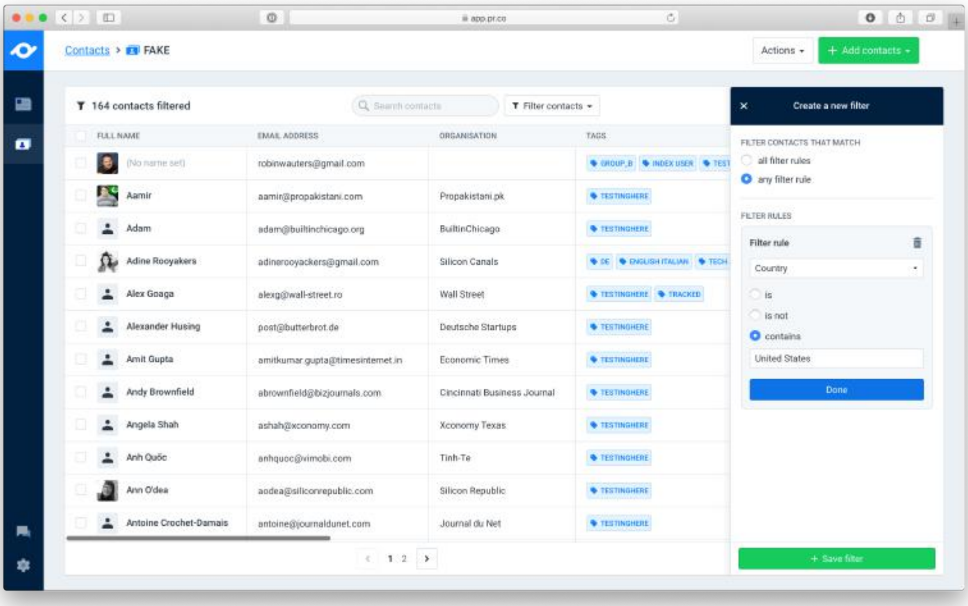


Once you have selected either one of these options, you can go ahead to the final step. Almost there! Your contacts will be imported in a couple of minutes and you will get an email notification once this has been done. You may close the pr.co window, you’ll see your new contacts pop up within five minutes.

How to create search filters for contacts

All contact lists on pr.co are fully searchable, not just by name, or email address, but you can also search based on city, country, tags, organisation, phone number, etc.

Our new CRM system has the feature which enables you to create and save filters. Create a rule or a set of rules - from these you will find a specific segment of your contacts, which you can save as a filter for later use.



Create a search filter

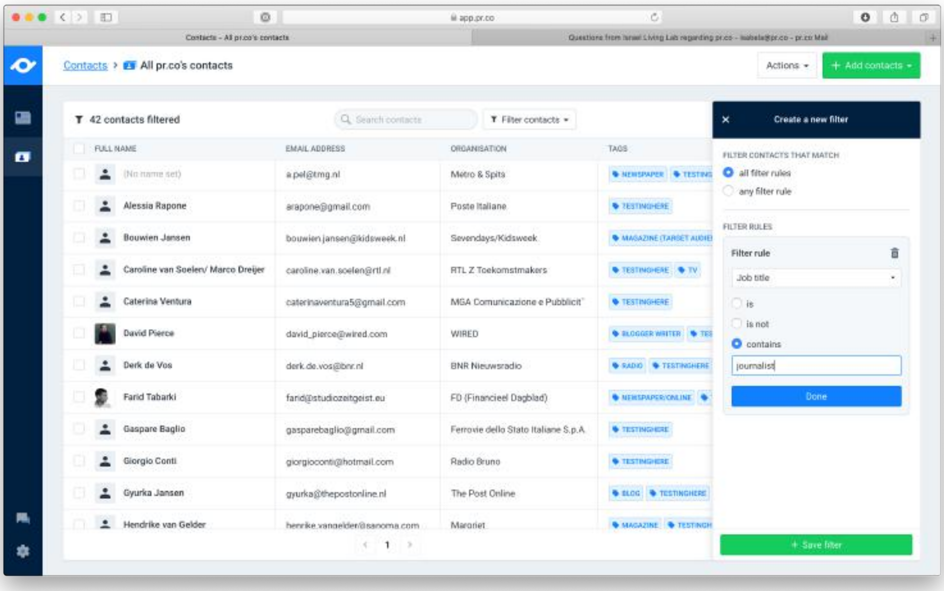
You can create as many search filters as you wish by following these steps:

1. Click on "Filter contacts" and select + Create new filter on the dropdown menu
2. Choose a filter rule from the options on the menu (i.e. Job title)
3. Select whether you would like the results to show contacts who have, do not have, or contain that requirement in their credentials
4. Save your filter so you can always use it later - You just need to add a filter name and a short description!

How to search by filters or tags

You can search through your contacts and create new segments by using our filter feature or by making use of the tags you've created during or after the import of your contacts.

To do it via a filter, you can either use one of your saved filters or create a new one as we've explained in the previous section. You then are given a couple of search options:



Filter contacts that match

- All filter rules - this setting will only show you results which fit all the filters you have established for your search

- Any filter rules - this setting will show you results which fit one or more filters that you have established

Filter rules

After you have selected a rule from the menu, you have the following options: *Is*, *is not*, *contains*.

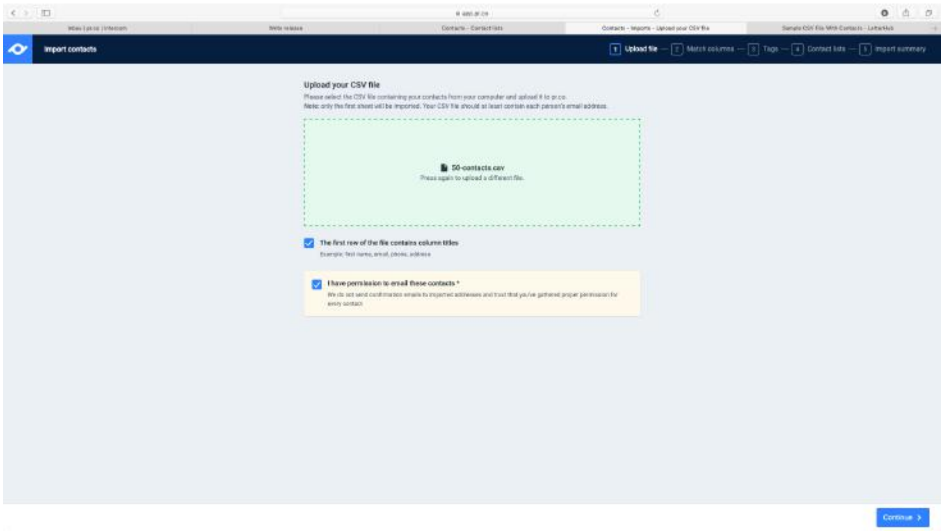
As shown in the image above, I wanted to find all contacts who have the United States in there credentials. Or, for instance, I would like to see how many contacts I have out of The Netherlands - so I can select "is not" and write "The Netherlands" and my list will show me all contacts which fit that rule.

Attention: In order to optimise your search success, we advise you to always select “contains" instead of the more strict “is” or “is not”.

How to view subscribed or unsubscribed Contacts

Once you add a contact to your pr.co CRM, they will be automatically listed as "subscribed" to your organisation, meaning that they will be able to have campaigns and emails delivered to their address.

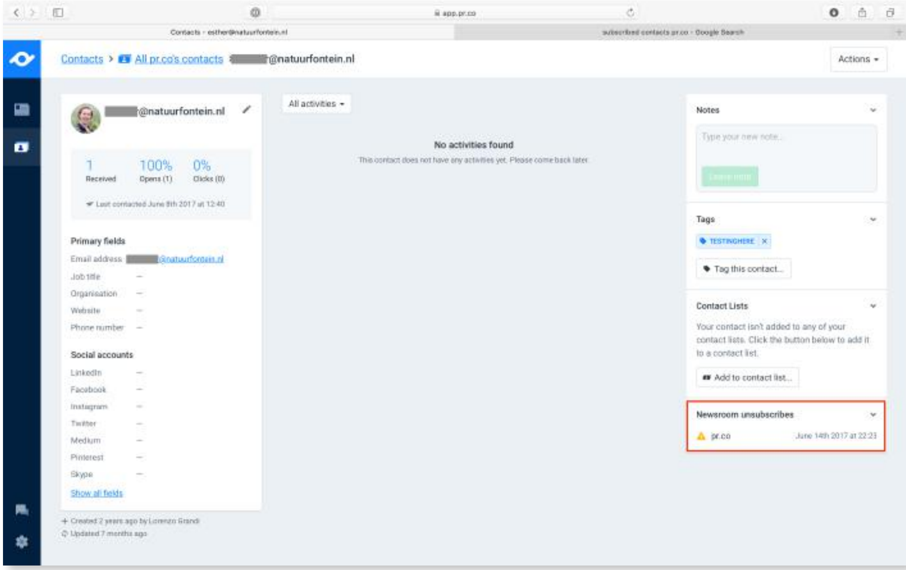
We do ask our users though to double check that they were given the consent from their contacts to be added as subscribers. Therefore, if you want to remain GDPR compliant, it's very important that you truthfully tick the "I have permission to email these contacts" box:



Attention - even if a contact has unsubscribed from your organisation, they will still show on your contact list(s). However, you can check whether a contact has unsubscribed through two different ways:

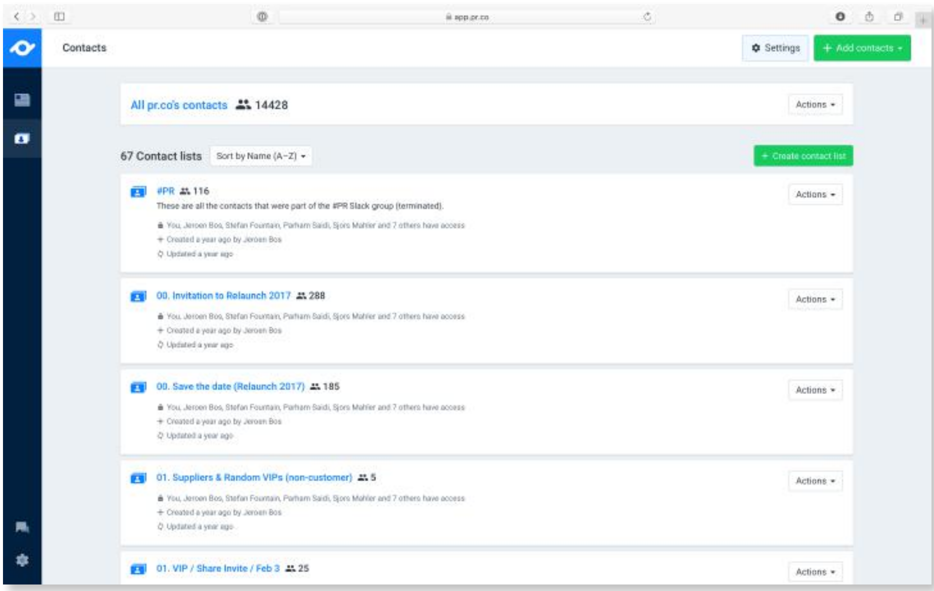
1. **Click on a contact's name to get an individual overview**

If you would like to check whether a specific contact has unsubscribed, type their name on the search box of your contact list and then click on their name. You should get a detailed overview of that contact's activity - including their subscription status on the bottom right of the page.



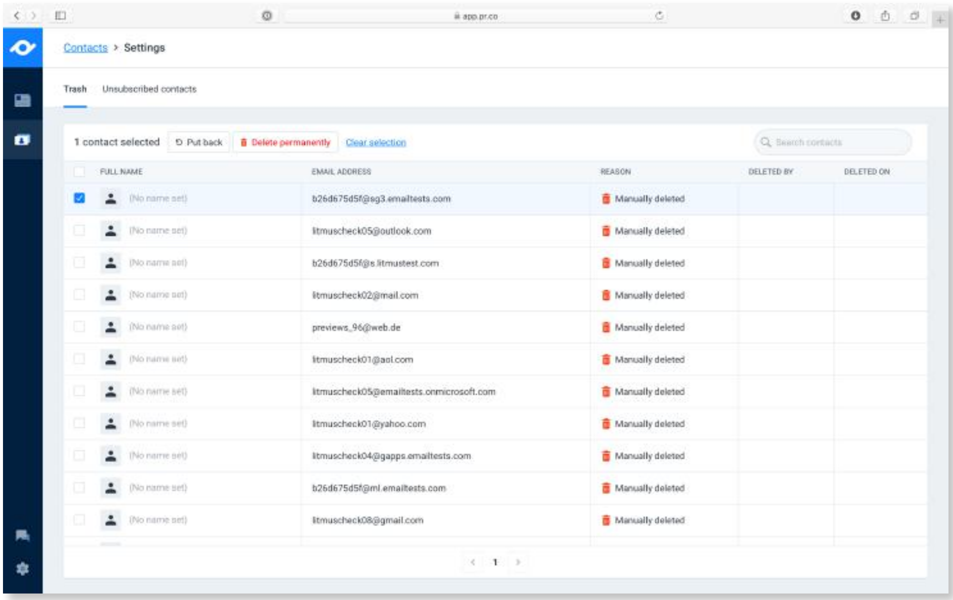
2. Get a complete list of all unsubscribed contacts

Our CRM system stores all unsubscribed contacts in a list which can be accessed at any time. You can access it by going to your Contacts and clicking on Settings on the upper-right corner of the page:

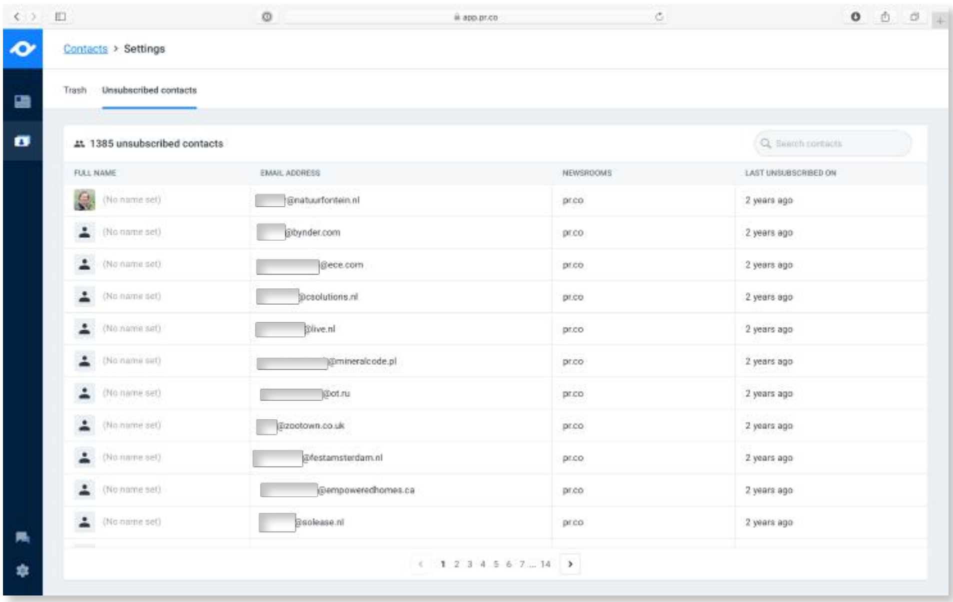


Once you click on Settings, you will see two types of different lists - **Deleted** and **Unsubscribed** contacts.

While both contain contacts who are no longer receiving your emails and campaigns, if a contact is on Deleted, it means that they were deleted by an admin for a given reason. Deleted contacts can be either erased permanently or put back into their original contact list:



If a contact is on the Unsubscribed list, it means that they have voluntarily asked to be unsubscribed from your organization. As we respect their wishes and privacy, we cannot place them back in your CRM. However, you can keep track of unsubscribed contacts and get in touch with them personally if you wish:



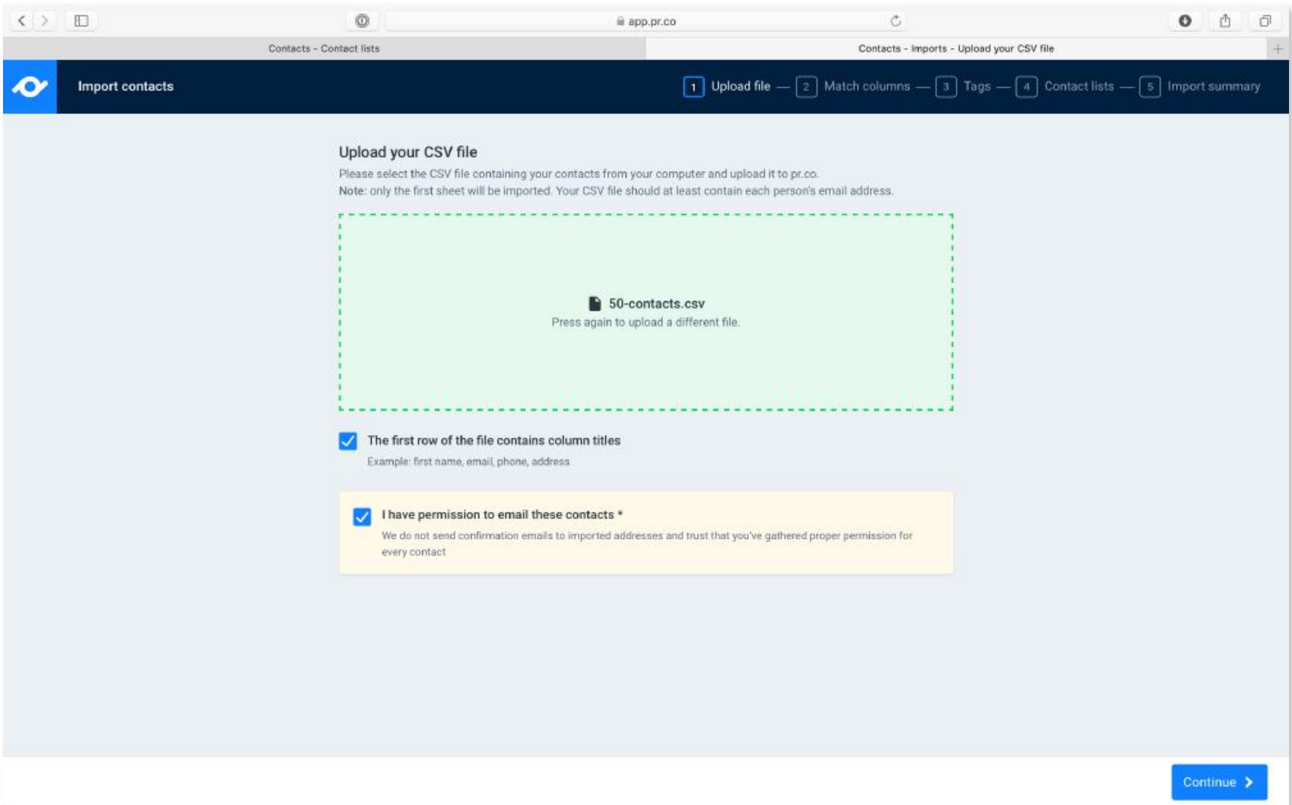
How to add or remove people from contact lists

The pr.co CRM system detects and merges duplicates in your contact lists once they are added. However, it is possible to have the same contact in more than one contact list - for instance, someone might be in a list for "Dutch journalists" but also in another just for "Journalists".

In addition, contacts might be added or removed from contact lists at any time - however, please note that only users with the right permissions can do so.

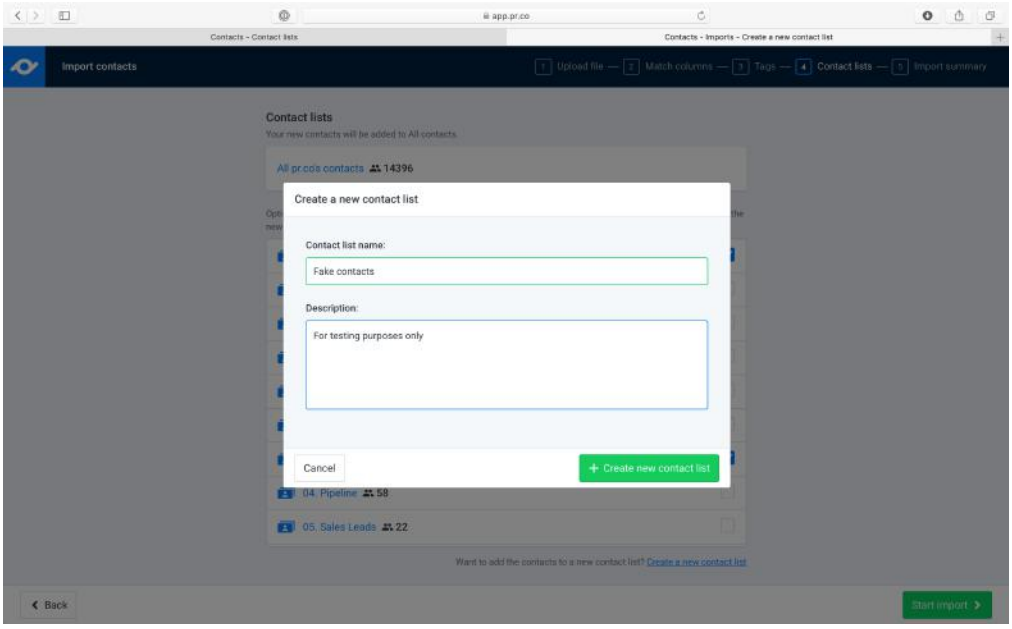
How to add contacts to multiple lists

If you wish to add new contacts to more than one list, you can do that during the process of importing new contacts from an Excel or csv file:

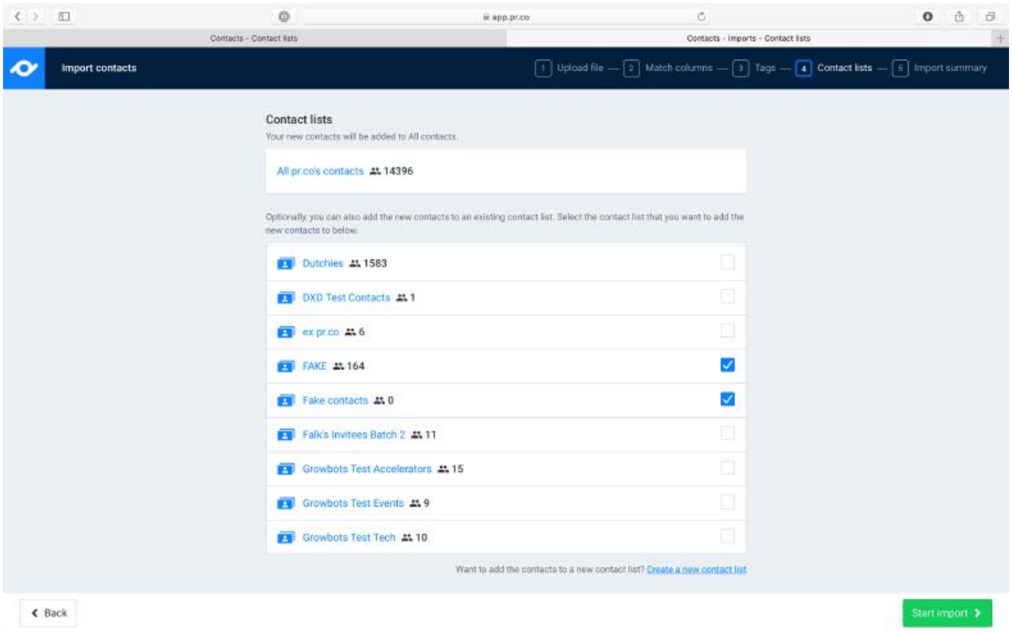


On the next step, you will be asked to select which list(s) you would like these contacts to be in. Please note that if you do not select any of the lists, the contacts will be automatically added to your main list - "All Contacts".

If you would like to create a new list, you can also do that on this step by clicking on "Create new contact list" on the bottom of the page:



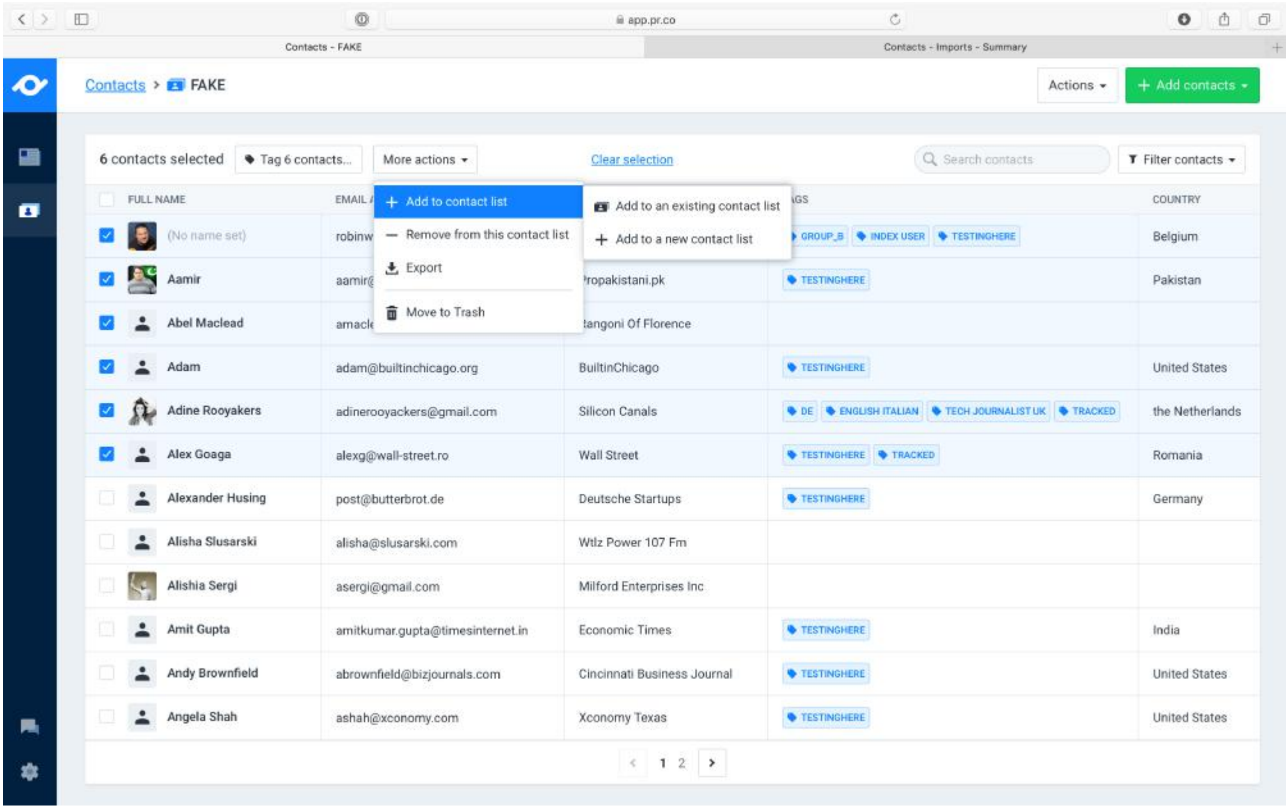
In case you would like to add your contacts to your recently created list but also to an existing one, you can do that by ticking the boxes next to the names of these specific contact lists. Please note that you still have tick the box next to the name of the list you have just created:



How to add or remove existing contacts from lists

Contacts can be added to new or different lists or removed from them at any time you may please. To do that, go to your Contacts and select the list you would like to edit. You will see an overview of all contacts in that list, where you can perform bulk actions by ticking the box next to your contacts' names.

Once you have selected the contacts you would like to edit, click on "More actions" - then choose whether you want to add them to a contact list or to remove them from the current list you are in:



Questions & support

Do you still have questions, concerns or feedback that you wish to communicate with our team? Our support team is here to help!

Get help from our team:

For all support questions, and other product-related questions, you can reach out to:
Isabela Avila, Customer Success Manager, isabela@pr.co, +3185 888 7658

For technical questions, you can reach out to:
Jeroen Bos, Chief Product Officer, jeroen@pr.co , +31630710524.