



🕒 19 April 2019, 09:15 (CEST)

Product update: Newsroom-wide search

Instead of just finding press releases your newsrooms' search bar now returns all potentially relevant information.

After doing user research with the end users of your newsroom, journalists, we came to the conclusion that a lot of newsroom visitors use the search functionality expecting to find a wide variety of content.

Besides just the news releases in your newsroom many visitors are also looking for the most relevant images, your correct logos, photos of the management team, etc. but sometimes also coverage by other media outlets.

In order to provide journalists with the most relevant results for their search queries we have completely rebuilt the newsroom search engine in pr.co to have it always get back to visitors with the most relevant answer.

Now when a journalist searches for specific keywords we make sure to get back to them with: news releases, clippings, and media kits (containing media matching that keyword).

Below a few examples of what that would look like:

Tickets Newsroom

News About Media Kits Press Contact

English Search Home.com

Search Media Kits

Search term

2 Media Kits found for "team"

Filter by

- Everything
- News Releases (17)
- Media Kits (2)

Media Kits

2019 Press Images - Management Team

2018 Press images - Management Team

ticketmaster

Press Releases Coverage Media Files Business.Ticketmaster.com

Search results for "Super Bowl"

Super Bowl Search

Everything Press releases (3) Clippings (14)

Press releases

Showing 3 of 3

PARTNERSHIPS - 20 November 2019

Ticketmaster To Bring Latest Technology Innovations To All Live Events At Met...

Ticketmaster has renewed its partnership with the award-winning MetLife Stadium to serve as the official ticketing pa...

PARTNERSHIPS - 19 November 2018

Ticketmaster and Fanatics Team up to Integrate Game Tickets and Sports Mercha...

LOS ANGELES and SUICON VALLEY (Nov. 19, 2018) — Ticketmaster, the global leader in ticketing, and Fanatics, the glob...

About

Ticketmaster is the world's largest ticket marketplace and the global market leader in live event ticketing products and services. Through official partnerships with thousands of venues, artists, sports teams, festivals, performing arts centers and theaters, Ticketmaster now processes over 500 million tickets per year across 30 different countries.

Ticketmaster is based in Hollywood, California and is a part of [Live Nation Entertainment \(NYSE: LYV\)](#).

Social Media

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Contact Information

VANMOOF | press

News Media About Contact

Search results

electrified Search

Everything

Press releases (14)

Media (6)

Press releases 3/14

Electrified Bikes

The new Electrified S comes with its own turbo booster

Electrified Bikes

The new Electrified S comes with problems, awesome problems


Company

VanMoof aims to free commuters with the Tokyo-inspired Electrified X

Show all results (14)

Media 3/6

VanMoof Electrified X1 2017



Cool! So what do i need to do?

That's the best thing about it, you don't have to do anything. We've already enabled this for your newsroom 😊👍

pr.co equips communication teams around the globe with the right tools to get their story told. Build newsrooms, write and edit news, publish press kits, manage contacts, pitch the media, and get automatically generated reports - in one tool. No matter whether you're a one-person show, or a globally active corporate; we've got your back.



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