



PRtrak®

The industry's most comprehensive and most actionable publicity measurement solutions.

PRtrak, now part of VMS, provides the industry's most innovative and comprehensive means of valuing publicity – providing unique metrics, such as Share of Discussion and a Media Prominence Index that enable you to clearly and quantitatively correlate publicity levels to business outcomes.

PRtrak's Measurement Solutions and Services

PRtrak Web – Get easy, cost-efficient, do-it-yourself media measurement and analysis via our desktop PRtrak Web solution. PRtrak Web provides instant reports with audience impressions and media values for all media types, and it features our unique Media Prominence Index – enabling you to quantitatively monitor your media performance vis a vis your competitors.

PRtrak+ – Receive custom quantitative and qualitative reports on your desktop via PRtrak+. PRtrak+ gives you the control you need to edit and customize reports we run for you.

PRtrak Ai – Measure your overall media performance with PRtrak Ai, our lightning-quick, advanced linguistics, artificial intelligence service that produces “Share of Discussion” measures for you and your competitors, and correlates them to business outcomes you specify.

Features

- The largest aggregation of media measurements in the industry
- Precision metrics for more than 100,000 broadcast, print and Internet media sources, including over 30,000 Web sites
- Complete data on Broadcast Gross Impressions (Audience 18+, AQH, in half-hour increments) and print circulation
- Readership and credibility indices
- Expert analysts oversee all work to ensure accuracy

Benefits

- Quantitatively correlate publicity activity to business outcomes
- Compare your media coverage vis a vis your competitors using proven quantitative methods
- Complete content analysis - slant, prominence, message-point conveyance or other user-defined options
- Demonstrate the value of public relations efforts with reliable data

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