

FOR IMMEDIATE RELEASE

10 SEPTEMBER 2009

### PRECISE LAUNCHES ONLINE PR AND SOCIAL MEDIA MEASUREMENT

Precise, the UK's leading media intelligence provider, today announced the release of new metrics that will provide the PR sector with insight into audience reach and the value of their work with online and social media.

Precise has a proven track record of providing advice and guidance on what media sources have the most influence on audiences and reputation, and this development has been eagerly awaited by the PR industry.

Barry Leggetter, Executive Director of the PR measurement body AMEC (International Association for Measurement and Evaluation of Communication) said "AMEC champions innovation and we are delighted to see Precise pioneer this new initiative which we feel sure will be welcomed by PR professionals. With a growing need for PR programme measurement, we see it as a major step forward."

Precise clients will now benefit from simple to use metrics that enable a complete and transparent analysis of the impact of their PR activity across all media channels. Precise's in-house methodology which has been developed in partnership with leading digital experts, analyses online audience data in conjunction with online advertising rates, to derive a value for each piece of coverage from an online or social media source.

Commenting on the innovation, Marcus Gault, Managing Director of Precise Insight said, "Effective measurement of online communications activity has become increasingly important to our clients - this development enables them to understand the reach and value of their online and social media coverage." He continued, "We are delighted to have been able to apply our technology and research expertise to provide these new insights for our clients."

Online metrics are now a standard feature for all Precise monitoring and analysis services. Precise monitors and analyses coverage from all media channels and can advise with experience on the most influential media sources for any company, sector or issue.

**ENDS**

#### **Notes to editors:**

Precise is the UK's leading provider of media intelligence services, providing press, online, broadcast and social media monitoring, media analysis and forward planning services in support of PR and external communications activity. Precise is retained by 5,000 agency, corporate, consumer, financial, charity and government clients including the majority of the top 100 PR agencies and over 75% of the FTSE 100.

#### **For further information please contact:**

Juliette Murray  
Marketing Director, Precise  
T: 020 7264 4808  
juliette.murray@precise.co.uk