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# Business Wire and NUVI Partner on New Social Media Monitoring and Sentiment Analysis Reports for Press Releases

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## *Reports Provide Intuitive Graphics to Visually Show Engagement on Press Releases, Brand and Organization*

SAN FRANCISCO--(BUSINESS WIRE)--Business Wire and NUVI™ today announced that Business Wire members are now able to add NUVI's Social Media Monitoring Reports to their press release distribution. The brief Social Snapshot and more detailed Social Landscape reports provide a record of a news announcement's impact by analyzing social mentions and translating them into understandable, graphically rich summaries of activity over a set time frame.

Business Wire has added an option to order these customized NUVI Social Media Monitoring Reports to its order entry system, making the process simple.

"When designing the technical integration of NUVI reports into Business Wire systems, we put a lot of focus on making the reports easy to order and easily accessible from existing Business Wire tools. We accomplished this by incorporating the robust NUVI social media reporting into our existing NewsTrak Measurement Reports," said Maria Van Wambeke, Vice President of Product Development and Integration at Business Wire.

The NUVI Social Media Monitoring Reports include text explanations and color-coded charts that enable Business Wire members to see the social media response in categories such as volume, sentiment, influencers, location, and virality of mentions.

Reports are built using the same data that fuel NUVI's dynamic visual intelligence platform which extrapolates data from millions of sources including Twitter, Facebook, YouTube, Google+, Delicious, Reddit, Vimeo, and Flickr.

"By partnering with NUVI, we are able to give our members actionable intelligence regarding their brand and industry," said Laura Sturaitis, Executive Vice President of Media Services and Product Strategy at Business Wire. "The ability to use social media reporting to immediately connect and interact with consumers is a critical component to success."

## **Social Snapshot & Landscape Report Overviews**

The Social Snapshot monitors social media conversations and influencer activity happening around clients' press releases, and presents results in a concise format. The report focuses on the volume of mentions, the reach (total number of followers), spread (how often mentions are shared) and viral coefficient (the relationship between the two); along with information about key influencers.

The Social Landscape provides an in-depth analysis of the conversations happening around clients' press releases and illustrates how, when, and where these conversations are taking place, making it easy for clients to see how their messages are resonating in social media. The Social Landscape report analyzes a larger volume of data than the Social Snapshot report and also includes:

- Positive and negative sentiment over time
- A geographic map displaying where the conversation is most concentrated
- A "word burst" feature that lets users know at a glance what is trending and what the majority of their followers are discussing and sharing

"We are excited to offer Business Wire members access to our powerful social media reporting tools," said David Oldham, Chief Executive Officer and Co-Founder of NUVI. "Social media has quickly become the best barometer of public perception, but with so many conversations taking place all at once, it can be hard to sift through all the available information. At NUVI we've created products that cut through the noise and pinpoint information that matters most. Business Wire has always shown a deep commitment to offering world-class services, and with the addition of our comprehensive and actionable reports, their members will be able to take their public relations efforts to the next level."

- For more information about pricing and availability to Business Wire members, contact [info@businesswire.com](mailto:info@businesswire.com) or call 1-888-381-9473.

### **About Business Wire**

Business Wire, a Berkshire Hathaway company, is the global leader in press release distribution and regulatory disclosure. Investor relations, public relations, public policy and marketing professionals rely on Business Wire to accurately distribute market-moving news and multimedia, host online newsrooms and IR websites, build content marketing platforms and provide audience analysis that improves engagement with specified target markets. Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources, while boosting SEO and social media engagement via its multi-patented simultaneous NX Network. Business Wire has more than 30 bureaus worldwide to securely meet the varying needs of communications professionals and news consumers.

Learn more at [BusinessWire.com](http://BusinessWire.com) and the [BusinessWired blog](#); follow updates on Twitter: [@businesswire](#) or on [Facebook](#).

### **About NUVI**

NUVI ([www.nuviapp.com](http://www.nuviapp.com)) is a real-time analytics platform focused on social media listening, engagement, and reporting. NUVI's web-based software platform makes social conversations actionable and insightful using elegant dashboards and unique visualizations. Spun out of creative agency Struck in 2011, NUVI is rapidly becoming the tool of choice for innovative and socially intelligent organizations.

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English

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