



**The easy way to showcase media
coverage and measure performance**




You've aced your campaign!



But now this means hours of reporting!



This will take a while...

...and be such a headache!



And the insight is so important...




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#!**\$>

- Which pieces of coverage have been shared?
- How does this compare to paid media?
- How many links did you achieve?
- How many views have the videos had?
- How many people actually saw the coverage?

But it doesn't need to be this way.

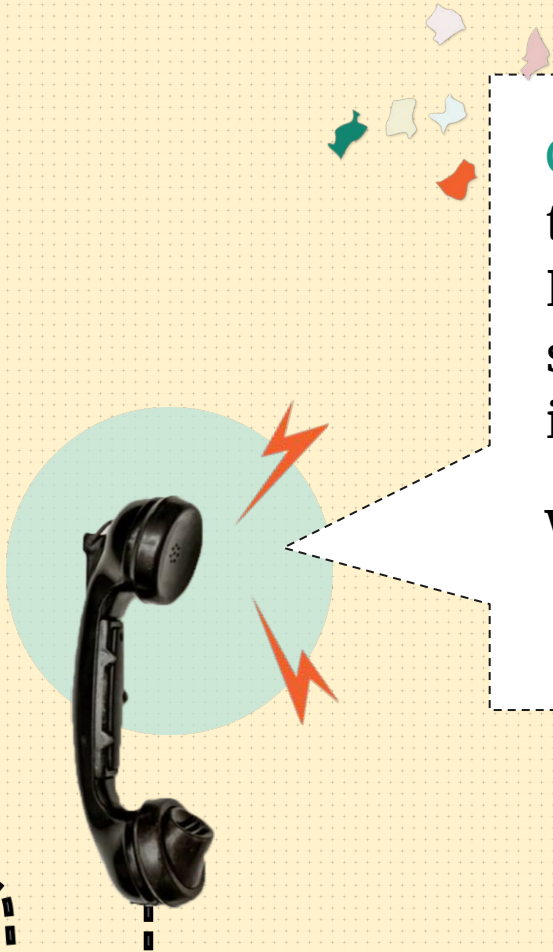


Thousands of communicators now use **CoverageBook** to speed up and enhance their coverage reporting.



CoverageBook has revolutionised the way we work. Gone are the days of wasting hours manually updating our PR coverage reports. The intuitive software creates beautiful and informative presentations at the click of a button.

Julian Gregory EIGHTY~~4~~RED




CoverageBook is one of our agency's most used tools. It saves us so much time in demonstrating ROI for our clients by putting together something that looks great, can be shared instantly and offers metrics that others can't.

We couldn't live without it!

Emily Barnes, FanClub PR





CoverageBook saves an incredible amount of time, offers stats and social shares, and the look of it - including the fact clients can view online - means it is particularly appealing to clients!

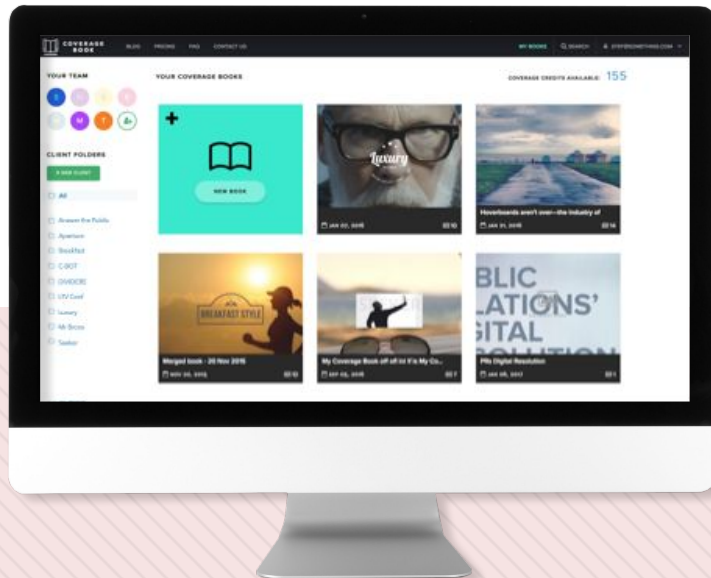
Michelle, The Top Floor Agency

TheTopFloor

With **CoverageBook**, you simply paste
In the links to your coverage...



We take a
screenshot of each
piece for you



And we also find metrics for
each piece of coverage

We collate all the figures



137

PIECES OF COVERAGE:



4.16M

ESTIMATED COVERAGE VIEWS:



242K

SOCIAL SHARES:



69.3K

YOUTUBE VIEWS:



56

AVERAGE DOMAIN AUTHORITY:



116

LINKS FROM COVERAGE:

And compile a coverage report that you can share in a way that suits you....



SHARE ONLINE



CREATE A PDF



EXPORT AS CSV



GET IMAGE FILES

The time you spend reporting can be cut dramatically

Coverage reporting before...

Christina
5 hours per report



Christina
15 hours
3 reports per month for
client x



Christina
30 hours
2 clients - 6 reports



With CoverageBook...

Christina
1 hour per report



Christina
3 hours
3 reports per month for
client x




Christina
6 hours
2 clients - 6 reports





Don't just take our word for it....



“Using CoverageBook to professionally show the success of our projects is crucial in helping us secure repeat business. ”



**Daniel Johnson-Kim --
Head of Media Liaison at
72Point US**

What's the point of great coverage if you have no effective and professional way to show it off?


We use CoverageBook to compile all of the stories we get from online media, local news sites, international news and social media into a polished PDF that we are proud to send to our PR clients. The user-friendly software allows coverage to be added in bulk, generates screenshots and has easy-to-use customization tools.

We then get a comprehensive scope of how well a story has done as we can report links from coverage, the Domain Authority, online readership, coverage views and social shares.

These accurate metrics are great at showing clients how newsworthy a particular story was and the level of engagement it received.

We generate an average of 50 pieces of top tier, earned editorial coverage per project and so CoverageBook is extra helpful in organizing and presenting all of the stories quickly.

Using CoverageBook to professionally show the success of our projects is crucial in helping us secure repeat business.



“Using the ‘Estimated Coverage views’ metric as a proxy for impressions laid the foundations to compare paid and owned media activity.”



**James Alexander, Head of
Culture & Entertainment,
PR & Influencer Marketing.**

It's been historically challenging to compare earned media (PR) to the rest of our marketing activity because of different metric use.

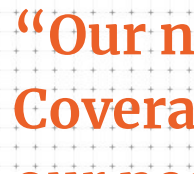
Typically, PR agencies reported online editorial media coverage using monthly unique user (MUU) data, whereas digital teams use impressions and engagements. Using MMU data, which often features results in the billions, is not helpful when comparing to other channels, and this can also damage credibility.

I needed a way of standardising the data so that, regardless of the activity type, we had more credible and consistent metrics, and ones that would allow me to compare and evaluate activity across channels and inform budget decisions.

We tried and tested CoverageBook. We loved the 'estimated coverage view' metric which estimates what percentage of the MUU traffic may have seen the coverage.

Using the 'estimated coverage views' metric as a proxy for impressions laid the foundations to compare paid and owned media activity. Diageo's communications agencies now all use CoverageBook. Then I can browse coverage and download the CSV file of metrics for my own evaluation.

As an added benefit, our agencies now spend less time on reporting and more of activation.



“Our new process using CoverageBook answered our needs in reporting on PR and SEO for clients. ”



**Rich Leigh, Founder,
Radioactive PR**


Many of our PR briefs have an element of SEO. We need to report on the strength of the sites we get coverage on and demonstrate when we secure a link back to client content in the coverage.

I was originally looking for a low-cost monitoring tool that could collate clips and include an SEO score and I came across CoverageBook. I used the free trial and quickly realised that although it wasn't a monitoring tool it took care of my need of collating multiple coverage and SEO metrics. This was perfect for new SEO-PR briefs.

I tested using Google alerts for monitoring coverage - it worked just as well as a paid service and it was free! We could quickly paste the URL links of the coverage straight from Google and into CoverageBook to make reports.

Our new process using CoverageBook answered our needs in reporting on PR and SEO for clients.

We have now been tracking 'average domain authority' for all of our clients over and can see the increase of visibility on Google for them because of our work. We've also used these results in pitches and it's helped us win new projects and clients. It's an impressive metric in PR.



“I wanted to show the sales team the impact the our different PR agencies were having around the world”


We are using the tool as a PR Brag book - showing off what hits the different PR agencies we work with have had in each market.

It is good for our sales team to see what is happening and to get a feeling for the visibility not only in their own market but also in other markets around the world.

It is easy to use and presents our PR coverage in an excellent way.



Gisela Ehrensvar, Thule



“CoverageBook wasn’t just saving time, it was enabling us to move towards the communications marketing mindset quicker than anticipated which in the B2B technology space which is essential.”



**Peter McIntyre Account
Director, Digital Brand,
Edelman**

We needed to find ways to free up time for the team to learn new skills and make sure we’re focused on the work that makes a real difference.

The team put a range of technology tools to the test so we could uncover which were the most helpful and would save us time. One tool we identified was CoverageBook. It helped present our work back to clients in a visual and shareable format. Of all the tools we tested, this was one that we felt could significantly change the way we work as it automated a manual process of client reporting.

CoverageBook also introduced us to a number of new metric sources. One example is online readership which CoverageBook sources from Similar Web. Similar Web is one of the best-estimated traffic providers and it’s numbers are updated on a monthly basis unlike Gorkana stats which are often years out of date and provided by publishers themselves so might not be entirely accurate.

We’d also never heard of Domain Authority before or considered why we’d measure links to our clients website and we spent some time learning about what these mean.

Identifying these new metrics helped prove impact of our work. CoverageBook wasn’t just saving time, it was enabling us to move towards the communications marketing mindset quicker than anticipated which in the B2B technology space which is essential.

Plans start from as little as \$99 a month

Bronze

\$99/month

- ✓ Unlimited Books
- ✓ Unlimited Clients/Brands
- ✓ Up to 5 Users

For freelancers & small teams starting out with automated coverage reporting

[Start Free Trial](#)

Silver

\$229/month USD

- ✓ Unlimited Books
- ✓ Unlimited Clients/Brands
- ✓ **Up to 50 users**
- ✓ **Priority Support**

For established teams who add up to **1,000 clips/month*** across their brands or clients.

[Start Free Trial](#)

Gold

\$599/month USD

- ✓ Everything in Silver plus...
- ✓ **Up to 100 users**
- ✓ **Dedicated, 1 hour training session** for your team

For larger teams who add up to **5000 clips/month*** across their brands or clients.

[Start Free Trial](#)

About CoverageBook

Based in Brighton, UK, we have been reporting coverage since 2014 and are used by thousands of communicators across the world!

We are passionate about helping PRs showcase their work and have created [The Resolution hub](#) which provides hundreds of blogs and podcasts about emerging areas and measurement in PR.

We are also the highest rated PR analytics software with 4.7 / 5 stars - [Read more reviews on G2 here](#)

Coveragebook.com User Ratings



Ease of Use
PR Analytics Average:
8.8



Quality of Support
PR Analytics Average:
8.9



Ease of Setup
PR Analytics Average:
8.6

[For more information and a free trial visit the CoverageBook website here](#)