

Cision Named a Leader in Media Monitoring Software

Cision Earns Multiple Recognitions Based on Unbiased, Third-Party Reviews

PR Newswire
CHICAGO

CHICAGO, Sept. 29, 2016 /[PRNewswire](#)/ -- Cision has been named a "Leader" in the "[Best Media Monitoring Software](#)" report for Summer 2016 by G2 Crowd, the world's leading software review platform. The reports, distributed seasonally by G2 Crowd, help businesses make the best media monitoring technology decision.

Experience the interactive Multimedia News Release here: <https://www.multivu.com/players/English/79317241-cision-leader-media-monitoring-software>

Products distinguished as Leaders offer media monitoring products that are rated highly by G2 Crowd users and have substantial scale, market share, and global support and service resources. According to G2 Crowd's Media Monitoring Software [scoring grid](#), Cision earned the highest overall satisfaction score and the highest overall market presence score out of the 24 considered products. The customer satisfaction data used to determine the scoring is gathered from "authenticated users along with vendor market presence determined from social and public data."

"We are really excited to see Cision named as a leader in the media monitoring software space through direct feedback by users. We are dedicated to providing a best-in-class solution for PR, IR, and marketing practitioners," said Cision CEO, Kevin Akeroyd. "G2 Crowd is an informative source of information for software buyers and we are pleased to be recognized."

G2 Crowd describes its GridSM rating methodology as being representative of "the democratic voice of real software users, rather than the subjective opinion of one analyst." G2 Crowd "rates media monitoring products algorithmically based on data sourced from product reviews shared by G2 Crowd users and data aggregated from online sources and social networks."

Cision's [media monitoring software](#) allows users to:

- **Find the right influencers** - Build smarter media lists to connect with the right influencers
- **Share their stories** - Distribute content with one simple tool
- **Reach new audiences** - Promote brand stories by engaging audiences on top tier websites
- **Track their stories** - Identify the social conversations and influencers that impact their brands
- **Analyze impact** - Understand the effectiveness of campaigns with media analysis and executive reporting

[Gorkana](#), a Cision company, was also named in the [report](#) as a High Performer.

Cision was named a Leader in three additional reports from G2 Crowd this year, including [Press Release Distribution Software](#), [Media and Influencer Targeting Software](#) and [PR Analytics Software](#).

Learn more about Cision by taking a demo [here](#).

About Cision:

Cision is a leading global media intelligence company, serving the complete workflow of today's communication professionals. Offering the industry's most comprehensive PR, IR and social media software, rich analytics, content distribution, and influencer outreach, Cision enables clients to engage audiences, enhance campaigns and strengthen data-driven decision making. Cision solutions include PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact brands. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, Asia, Latin America and Australia. For more information, visit www.cision.com or follow [@Cision](#) on Twitter.

Contact:

Stacey Miller
Director, Communications

