



Onclusive



**Onclusive is Yext's
Answer for PR Analytics**





About

Yext's mission is to deliver perfect answers everywhere. Today leading companies around the world tap into the Yext platform to directly and accurately answer the questions consumers ask about them in search. In approaching its PR analytics, Yext expects the same accuracy and authority that is so crucial to its mission.



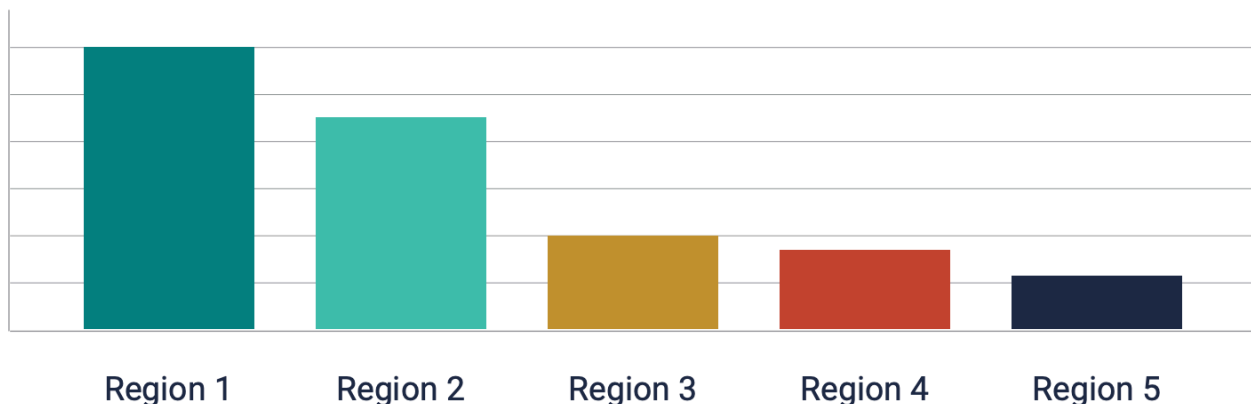
Challenges

Quantifying the effects of PR is difficult enough for any business, but Yext presents a unique challenge in that the company serves customers in virtually every industry across numerous geographies. Yext's communications team was looking for a better way to understand the full effect of its efforts in a way that would meaningfully inform their communications strategy, and allow them to better quantify the effectiveness of their communications and report press coverage metrics.

Yext's key needs included:

- Globally consistent press coverage measurement and reporting
- Unified reporting of coverage across various agencies
- The ability to measure PR effectiveness in-house
- Effective PR attribution

Potential Customers from PR (PR Attribution™)



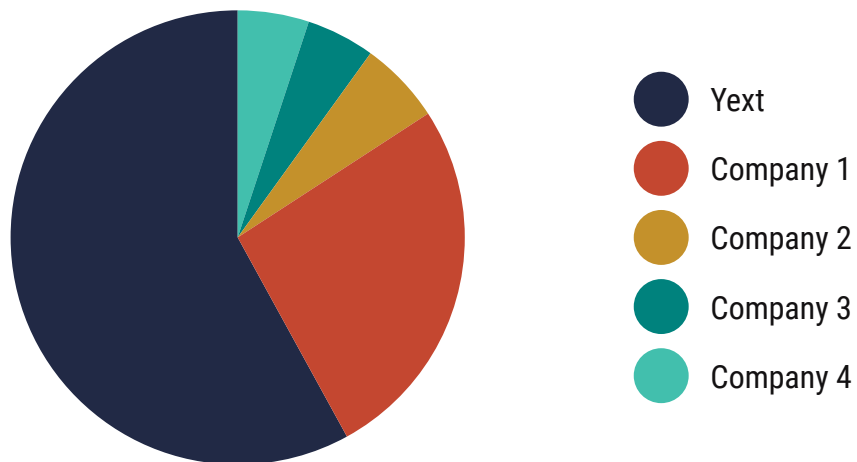


Solution

Why Yext selected Onclusive's Analyst platform

- Onclusive's comprehensive **earned and owned media crawler** is of paramount importance to a company that serves many verticals in many regions.
- Onclusive's **unified reporting suite** easily supports many verticals, campaigns, and users (including multiple agency partners). In particular, Yext found Onclusive's **Power of Voice™** to be an extremely valuable global KPI in addition to traditional measures of PR.
- Onclusive's platform is **easy to use**, but powerful enough to **support the most analytically demanding users**.
- Onclusive's PR Attribution™ is the only **scalable attribution system in the market**. It provides **attribution at the article level**, which is critical to uncovering unexpected insights and comparing effectiveness.

Power of Voice™



LIZ WALTON
VP of Marketing

It is incredibly important for the communications team to have the same level of analytical support and sophistication as the rest of our organization. Leveraging Onclusive's platform has given us valuable, actionable insights to inform our communications decisions on a global scale.

MICHAEL DOLMATCH

Director of Communications

Yext's press efforts span regions from North America to Asia, and it can be extremely difficult to measure our coverage metrics globally in a reliable way. It's critical for my team to have access to advanced metrics to inform our communications strategy, and Onclusive makes this much easier.

Onclusive

Onclusive is the data science company for communications. We connect content to business outcomes for the first time, and leverage artificial intelligence to reveal which communications strategies drive actual brand engagement. The result is thousands of high-performance campaigns around the world. Onclusive developed the Power of Voice™ metric as a way to measure the quality of a brand's media coverage in relation to its competitors, and invented PR Attribution™ to measure the real impact that content is having on a company's bottom line. Onclusive was founded in 2011 and is headquartered in the San Francisco Bay Area.

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