PRWeb Vocabulary

Summary
The summary gives a quick overview of the analytics for the selected press release.

Media Deliveries
The media deliveries component allows the user to see which media outlets have received the press release. This information can be used to follow up with key reporters.

Total Media Deliveries
This is the number of media outlets that received the press release sent through PRWeb.

Reads
'Reads' is the term used to refer to how many times the press release has been read per day. You can use this information to see what's grabbing attention and easily correlate that back to your website visitors.

Impressions
'Impressions' is the term used to describe how often the headline of the press release was displayed on the PRWeb websites, JavaScript and RSS feeds.

Activity
The activity element of PRWeb allows the user to view information of al your news release activities, including who read the entire release, who skimmed the headline, or who is interacting with your release.

Traffic Sources
'Traffic sources' allows users to understand how people find your news according to search engine and how they are locating your release.

Online Pickup
When websites pick up or syndicate your story, it is called an online pickup.

Total Pick
This is the total number of websites that picked up or syndicated the press release.