

350
Stories



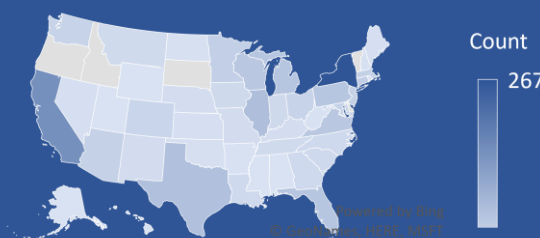
1,978,321
Gross Impressions



90 percent Favorable



45.6
Prominence



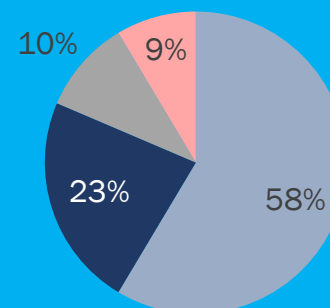
2 percent unfavorable



4.8
Story Quality

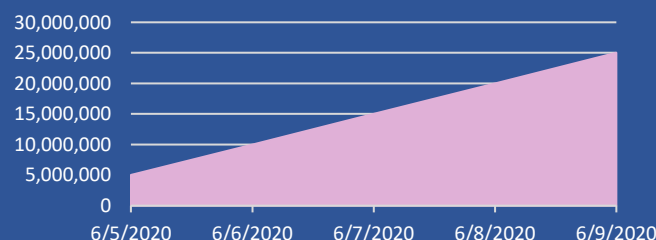


\$197,408
Media Cost



Top Story

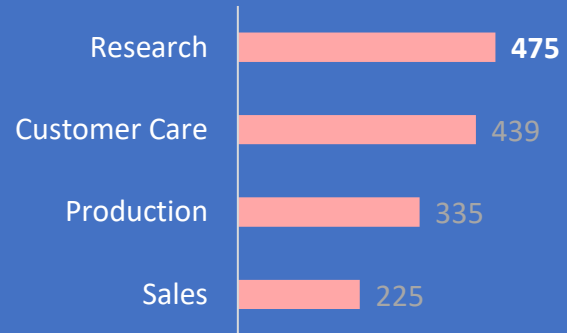
Tweets per
Day



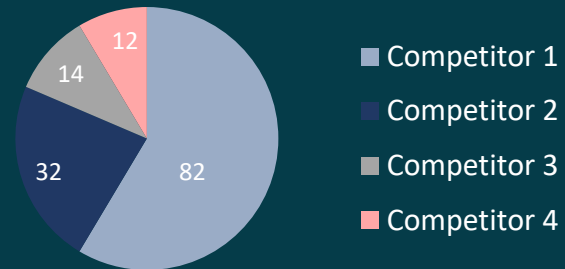
Web 58%
Share of Voice

175 Stories
Forbes

Stories



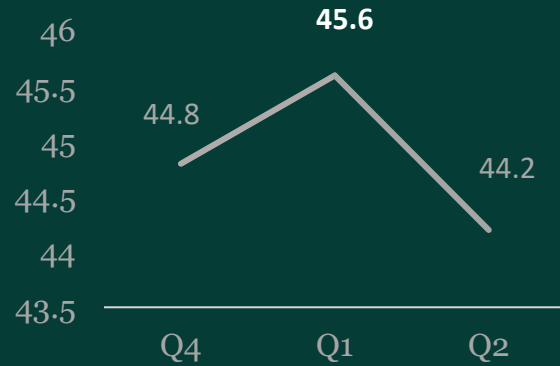
Share of Voice



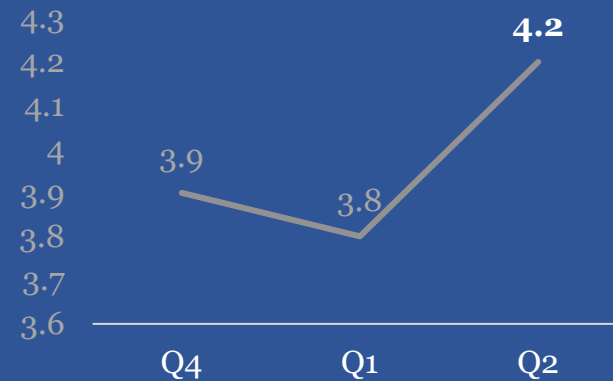
Impressions (M)



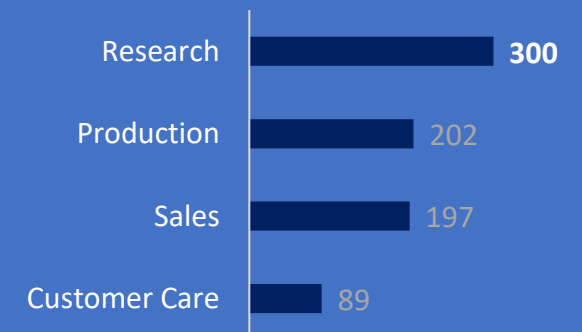
Average Prominence



Story Quality



Column Inches



90 percent
Favorable

