

Impressions vs Readership

Impressions capture *potential* reach.

Impressions propose that all visitors to a publication read every article.

Each article on a site does not attract the same number of visitors. Not everyone who visits reads every article.

Some articles get significantly more readers, so there is no consistent divisor to make impressions directionally accurate.

Impressions are flawed
and misleading.

They don't reflect the reality
of how many individuals
are reading news about
your brand.

Accurate data leads to
better decisions.

Visibility into what makes
the biggest impact today
helps you drive better
results tomorrow.

Readership measures *actual* reach.

Readership measures the number of unique visitors who visit a specific article.

Readership reveals which stories and reporters are driving the most traction for your brand and industry.

Competitor readership intel surfaces where you're winning, new media opportunities, and tactics you may be missing.

Only Memo reports readership direct from publications.



Measure real impact
with readership



Demonstrate the
true value of PR



Maximize impact with
a data-driven strategy