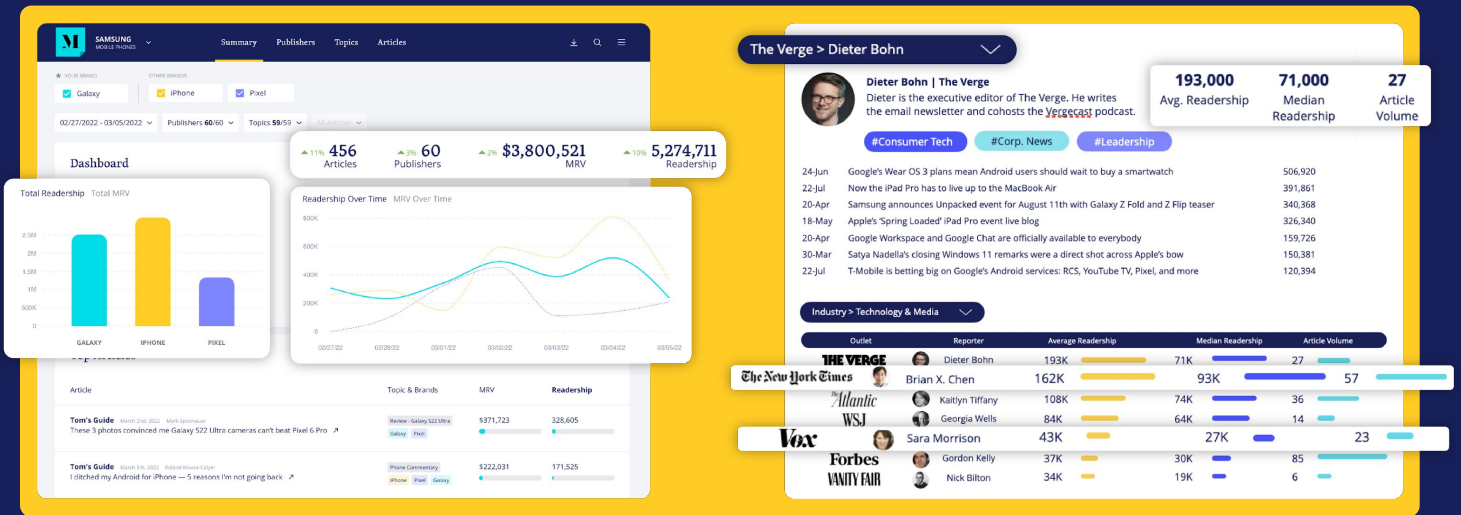


# Top brands use readership data for a modern approach to PR & storytelling



Walmart ✨

Google

SAMSUNG

Kroger

Discovery

Memo reports how many people read articles about your brand, industry, and competitors – transforming the insights available for PR measurement and strategy



## Data-proven narratives

Readership reveals which stories are driving the most traction for your brand to improve future storytelling



## PR reporting for the C-suite

Memo Readership Value (MRV) arms you with a dollar-based way of reporting the return on PR campaigns for your business



## Reinvented industry analysis

Competitor readership intel surfaces new media opportunities and tactics you might be missing out on