

Share of Voice vs Competitor Readership

Share of voice compares coverage *volume*.

Share of voice assumes every mention and article about your brand are equal.

Each article across a news site does not attract the same amount of visitors.

Not all articles make the same amount of impact for your brand. They shouldn't be counted as equals.

Not all articles are created equal.

SOV doesn't accurately compare how many people are reading about your brand versus the competition.

Accurate data leads to better decisions.

Competitor readership reveals how you *actually* stack up against the competition.

Competitor readership compares *actual* reach.

Measure the unique visitors to specific articles mentioning your brand or your competition.

Uncover what stories, topics, and reporters drive the most traction for your brand and your competition.

See where you're winning and opportunities you might 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