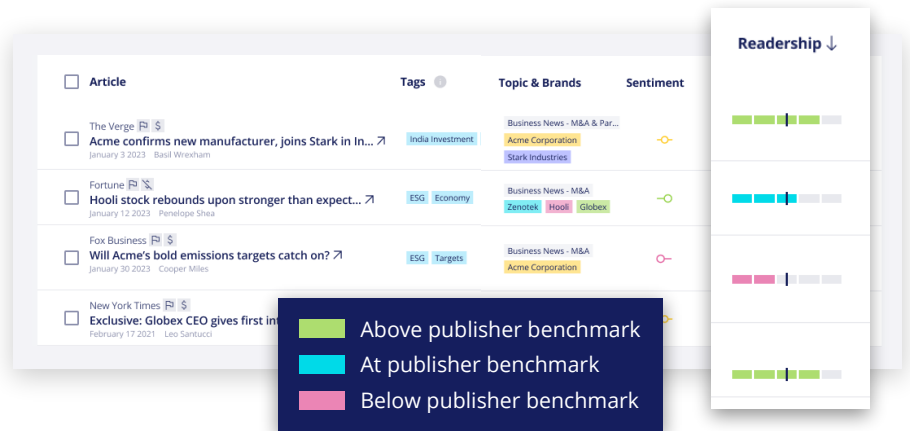


Readership with Context: Intro to Publisher Benchmarking

Uncover readership with a little perspective.

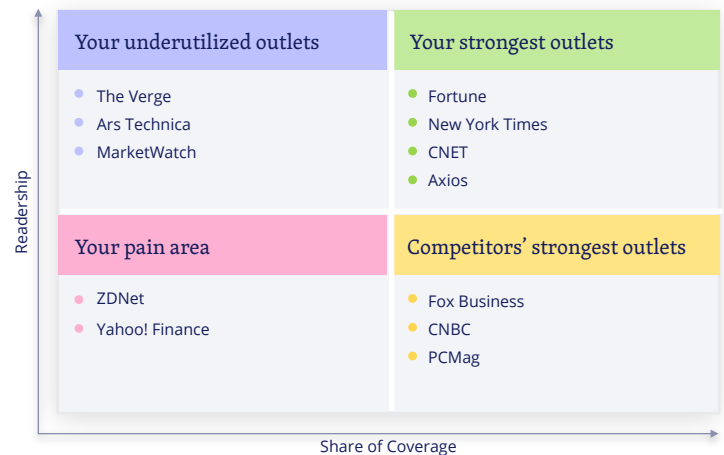
See if an article's readership is high, low, or average for an outlet

- Memo readership is the number of unique visitors to an article. Memo's benchmarking feature gives you more context around readership.
- See how your coverage compares to the typical readership for that same publication.
- Get deeper insights on publisher readership, faster, with an easy-to-read readership scale.
- A publisher's benchmark is the 12-month rolling trimmed average of readership for all articles tracked.



See where your brand and competitors sit in the media landscape

- With competitor tracking + benchmarking, you get a comparative view into how your readership ranks relative to competitors on your top media outlets.
- Know where you're already winning and find your "underutilized" outlets to grow share of readership.
- Get clear visibility into where you can pitch stories about your brand and outpace your competition.



Accurate data leads to better decisions.
Only Memo reports readership direct from publications.