

What is Readership?

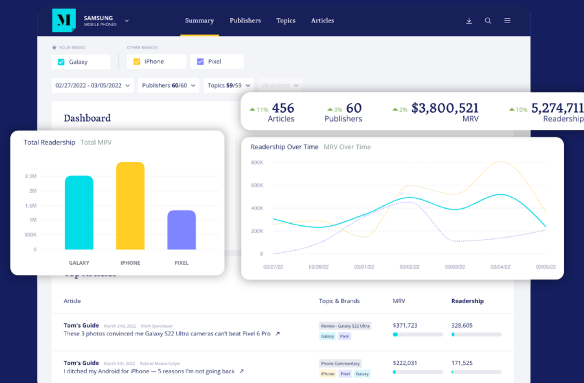
Readership is the number of unique visitors at an *article level* for coverage mentioning your brand or your competition.

Impressions measure potential reach not readership.

Potential reach assumes all visitors to a publication read every article every month.

- Uncover how many people are actually reading about your brand.
- Gain a deeper understanding of 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.
- Visibility into what makes the biggest impact today helps you drive better results tomorrow.



Accurate data leads to better decisions.

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