

Gaining Insights with Topics

Creating the best communications strategy starts with knowing where your brand is winning and where the competition is out-messaging you.

Intro to article topics at Memo. What are they?

1



Topics that are *actually* relevant can unlock real readership insights.

- ▶ Memo's app assigns each article a "topic," a label that provides an instant understanding of its content at a macro and micro level.
- ▶ Universal topics follow a pattern of Primary Topic (all) – Secondary Topic (most) – Tertiary Topic (some). These are derived from a combination of finite and infinite topics.
- ▶ Article tags aren't helpful when they're generic, like "Apple" or "cell phones." So Memo topics include the type of coverage and often the specific entity (e.g. Product - Launch - iPhone 14).

2

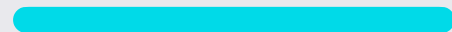


Understand what content and messaging drives readership for your brand

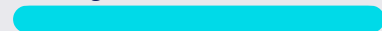
- ▶ Readership measures the number of unique visitors who visit a specific article.
- ▶ Knowing what topics get the most traction for your brand can inform the tactics to continue and where to adjust messaging.
- ▶ Most-read publications differ by topic. Visibility into what outlets attract the most readers by topic can help you optimize your media strategy.

Most-Read Publications: #Product News

CNET



The Verge



WIRED

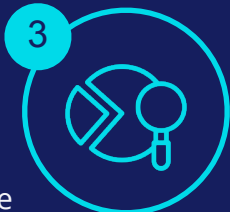
Most-Read Headlines: #Product News

CNET Scott Stein 102,941

Apple Watch Review: Degrees of Difference

The Verge James Vincent 92,956

New MacBook Pro teased in latest ad



Uncover what drives more readership for your competition



- More coverage doesn't always mean more readers. In fact, most of the time it doesn't.
- Topics, outlets, and reporters that drive more readership for the competition than your brand can uncover your biggest opportunities.
- The biggest gaps in readership by topic between you and your competition can signal when it's time to change up your messaging.

Action Items

What topics drive the most readership for your brand?
Do more of that.

What about the competition? What can you do to close the gap?
Start doing that!

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



Find new media strategies
before anyone else



Show the ROI on PR
with a tangible metric



Improve efficiency
across all comms groups