

# INVESTOR OUTREACH PLATFORM

One Solution to Simplify, Support and Improve Your IR Reach

**Precision IR™**  
Global Leader Investor Marketing

PrecisionIR is excited to introduce our brand new Investor Outreach Platform. Your Client Desktop has been transformed into an online hub, giving you more options to target, connect and analyze with even better functionality. The new website will be your ONE platform for targeting investors, distributing your company's story and monitoring the success of your communication efforts.

## HERE'S WHAT'S NEW:

- **Institutional Targeting** – Find out how Bloomberg Markets Spotlight can support your institutional targeting goals
- **Social Media Publishing** – Simultaneously publish company news via social media outlets
- **Social Media Monitoring** – Measure your company's social media efforts to better analyze your investor base
- **Website Analytics** – Gain valuable insights on the performance of your IR website



Welcome to the Precision IR Investor Outreach Platform

The dashboard is divided into three main sections: Target, Connect, and Analyze. The Target section includes 'Institutions' and 'Individual Investors'. The Connect section includes 'Email Campaign Manager', 'Webcasting', 'Social Media Publishing', 'Investor Relations Website', and 'Content Manager'. The Analyze section includes 'Peer Comparisons', 'Perception Studies & Surveys', 'Social Media Monitoring', 'Investor Index', and 'Website Analytics'.

## INSTITUTIONAL TARGETING



If you are looking to target the best institutional investors, Bloomberg Markets Spotlight is your answer. Combining the unsurpassed reach of Bloomberg Markets® magazine among institutional investors with PrecisionIR's multi-media investor outreach assets, Bloomberg Markets Spotlight is an investor relations showcase for public companies, providing an innovative way for companies to target and communicate with institutional investors.



## SOCIAL MEDIA PUBLISHING

Leverage social media to broaden your IR footprint. For those companies that currently leverage social media networks to disseminate information, PrecisionIR has created a "One-Stop" publishing center.

With PrecisionIR's new Social Media Publishing tool, you can simply create one message and have that message pushed to the selected networks with one click. Customize your publishing and increase investor engagement.

The interface shows a 'Social Media Publishing' form with fields for 'What's Happening?' and 'Publish To:'. The 'Publish To' section has checkboxes for Twitter and Facebook, both of which are checked. Below the form, there is a preview of the content being published, showing a tweet and a Facebook post. An arrow points to the Facebook icon in the preview.

CONTACT US:

clients.precisionir.com 1 (888) 301 2498 info@precisionir.com TARGETED SOLUTIONS. POWERFUL RESULTS.

## SOCIAL MEDIA MONITORING

The Social Media Monitoring section of PrecisionIR's Investor Outreach Platform is designed to aggregate content and discussions throughout various social media networks. The goal is to provide you valuable insight and information in one location.

Monitor and analyze the valuable insight and information on your investors



## Social Media Monitoring



## WEBSITE ANALYTICS

Gain valuable insights on the performance of your IR website. PrecisionIR's Website Analytics allows you to monitor and analyze your IR web presence.

- Track investor traffic levels
- Monitor traffic sources page views
- Optimize website results.

## Website Analytics

Details about your IR Website visits

