



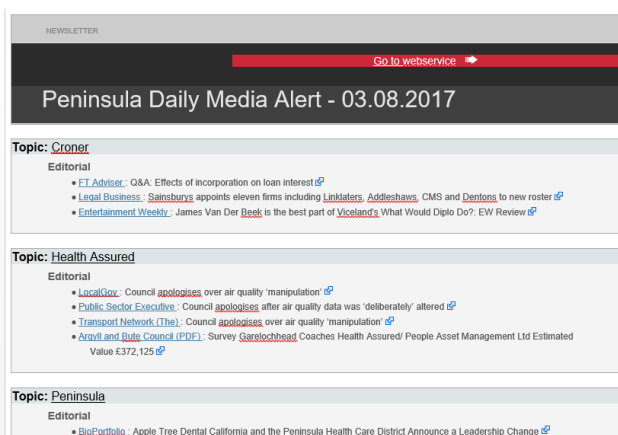
Evaluation module

Every client we've ever had has needed a level of accountability to its clients, internal or external. In short, we all need to know that what we are doing is working and to provide statistics and data to back this up. Whether it is KPI's, EAC, or simply details of the coverage, when and where it has appeared finding out our exposure for the brand is key.

PR MAX Standard comes with monitoring built in. Once you have set up your clients and keywords by sending them to support@prmax.co.uk then it's pretty straightforward. You will receive a daily alert via email (in case you haven't logged in to PR MAX) with summary in brief of your coverage. The fuller details lay within your database. Simply log on and go to the clippings icon (below).



Your daily alert email looks like this:





An overview of your coverage is the first screen you will see when you open monitoring. You can easily change the settings by clicking next to the word Filter. This will bring up a second box which allows you to sort by client, issue, date or press release.

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HOME SEARCH RESULTS LISTS DISTRIBUTE PRIVATE SETTINGS HELP

Filter Tones : ALL Tones ; Dates : Between - Tue Dec 17 2019 to Thu Jan 16 2020

Report

CHANNELS FILTER:

- Instagram
- VKontakte
- Blogs
- GooglePlus
- YouTube
- Tumblr
- Facebook
- Chat
- News
- Forums
- Twitter

CHANNELS

Date	Coverage Score
17/12/19	28
18/12/19	14
19/12/19	12
20/12/19	15
21/12/19	13
22/12/19	10
23/12/19	8
24/12/19	8
25/12/19	7
26/12/19	7
27/12/19	10
28/12/19	25
29/12/19	10
30/12/19	12
31/12/19	25
01/01/20	10
02/01/20	13
03/01/20	10
04/01/20	8
05/01/20	8
06/01/20	10
07/01/20	16
08/01/20	13
09/01/20	10
10/01/20	13
11/01/20	10
12/01/20	15
13/01/20	12
14/01/20	10

Filter

Client: No Selection

Issue: No Selection

Dates: Between 17/12/2019 16/01/2020

Tone: ALL Tones

Text: Search text

Release: No Selection

Statement: No Selection

Clear Refresh



All of the data can be sorted in the same way, viewed in different formats and easily turned into reports.

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HOME SEARCH RESULTS LISTS DISTRIBUTE PRIVATE SETTINGS HELP

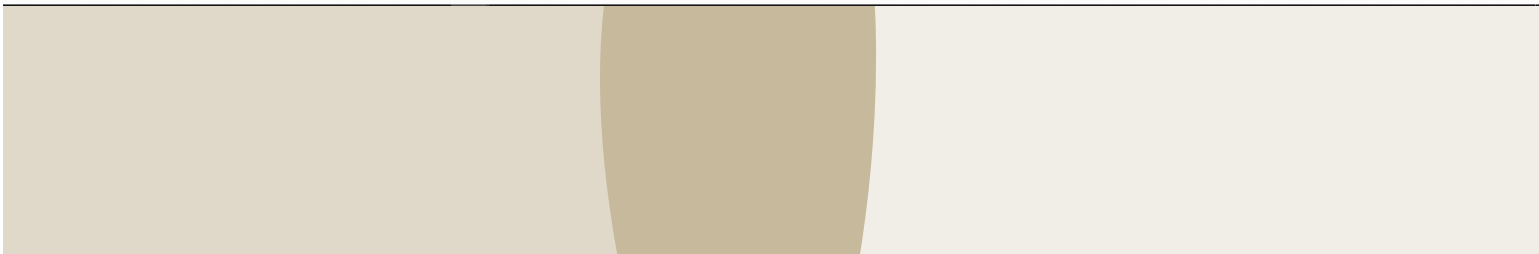
Filter **Tones** : ALL Tones ; **Dates** : Between - Tue Dec 17 2019 to Thu Jan 16 2020

CHANNELS FILTER:

- VKontakte
- Blogs
- Instagram
- Twitter
- GooglePlus
- YouTube
- Tumblr
- Facebook
- Chat
- News
- Forums

CHANNELS

Channel	Count
Twitter	6
Facebook	2
Instagram	1
News	202
Chat	0
Forums	0
Vkontakte	0
Blogs	0
Tumblr	0
YouTube	0
GooglePlus	0





Your detailed summary is accessed here

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PR MAX

HOME
SEARCH
RESULTS
LISTS
DISTRIBUTE
PRIVATE
SETTINGS
HELP

Filter
Tones ALL Tones
Dates Between - Tue Dec 17 2019 to Thu Jan 16 2020

T	Date	Title	Outlet	Tone	Client	Issue
<input type="checkbox"/>	16/01/20	Two week road closure in Eastbourne town centre	Eastbourne Herald	Positive	Highways	
<input type="checkbox"/>	16/01/20	Disability campaigners call on Boris Johnson to help improve access in Eastbourne	Eastbourne Herald	Negative	Highways	
<input type="checkbox"/>	15/01/20	Final terms of Seven Sisters deal set to be agreed	Sussex Express	Positive	Highways	
<input type="checkbox"/>	15/01/20	Age UK clubs in Newhaven and Paignton to close	Sussex Express	Positive	Housing	
<input type="checkbox"/>	15/01/20	Concern over planned rise in parking fees	The Argus (Brighton)	Negative	Highways	
<input type="checkbox"/>	15/01/20	Final terms of Seven Sisters deal set to be agreed	Sussex Express	Positive	Housing	
<input type="checkbox"/>	15/01/20	Children's Services: East Sussex County Council Richard Atkins (FE Commissioner) Schedule 1... Education		Positive	Education	
<input type="checkbox"/>	15/01/20	Boost for prison reading project takes more dads and children into a world of gruffalos, moles and giraffes	Sussex Express	Neutral	Education	
<input type="checkbox"/>	14/01/20	Marini Asphalt Plant Installations for FM Conway		Positive	Housing	
<input type="checkbox"/>	14/01/20	Maeva Marinacci 9 January 2020		Positive	Education	
<input type="checkbox"/>	14/01/20	Sharp rise in dementia diagnosis rates across East Sussex	Sussex Express	Positive	Housing	
<input type="checkbox"/>	14/01/20	A planning inspector has recommended that an East Sussex council withdraw its local plan from examination.		Neutral	Housing	
<input type="checkbox"/>	14/01/20	Decision on increase for on-street parking charges in Eastbourne due	Eastbourne Herald	Negative	Highways	
<input type="checkbox"/>	14/01/20	Sharp rise in dementia diagnosis rates across East Sussex	Eastbourne Herald	Positive	Housing	
<input type="checkbox"/>	14/01/20	Hastings on-street parking charge increase decision to be made	Hastings & St Leonards Observer	Negative	Highways	
<input type="checkbox"/>	14/01/20	Marini Asphalt Plant Installations for FM Conway		Positive	Highways	
<input type="checkbox"/>	14/01/20	Sarah Shoraka 10 December 2019		Positive	Housing	
<input type="checkbox"/>	14/01/20	Maeva Marinacci 9 January 2020		Positive	Education	
<input type="checkbox"/>	14/01/20	East Sussex County Council looks set to increase the cost of on-street parking		Neutral	Highways	
<input type="checkbox"/>	14/01/20	Sharp rise in dementia diagnosis rates across East Sussex	Bexhill-on-Sea Observer	Positive	Housing	
<input type="checkbox"/>	14/01/20	Decision on increase for on-street parking	Sussex Express	Negative	Highways	

Clipping
Analysis
Edit

Clip Details

Title Two week road closure in Eastbourne town centre
 Abstract February 9. Crackley Lane will be closed for part of next week *East Sussex County Council* said a safe
 Outlet Eastbourne Herald
 Date 16/01/20
 Type News
 Tone Positive
 Keywords Highways
 Client Highways

Link <https://www.eastbourneherald.co.uk/news/people/two-week-road-closure-in-eastbourne-town-centre-1-5201965>

Clip Text

February 9.
 Crackley Lane will be closed for part of next week
East Sussex County Council said a safe

Source Madaptive
 Updated 16/01/20 06:50:26



Your dashboard can display coverage for several clients at a time and is populated automatically when you receive coverage

