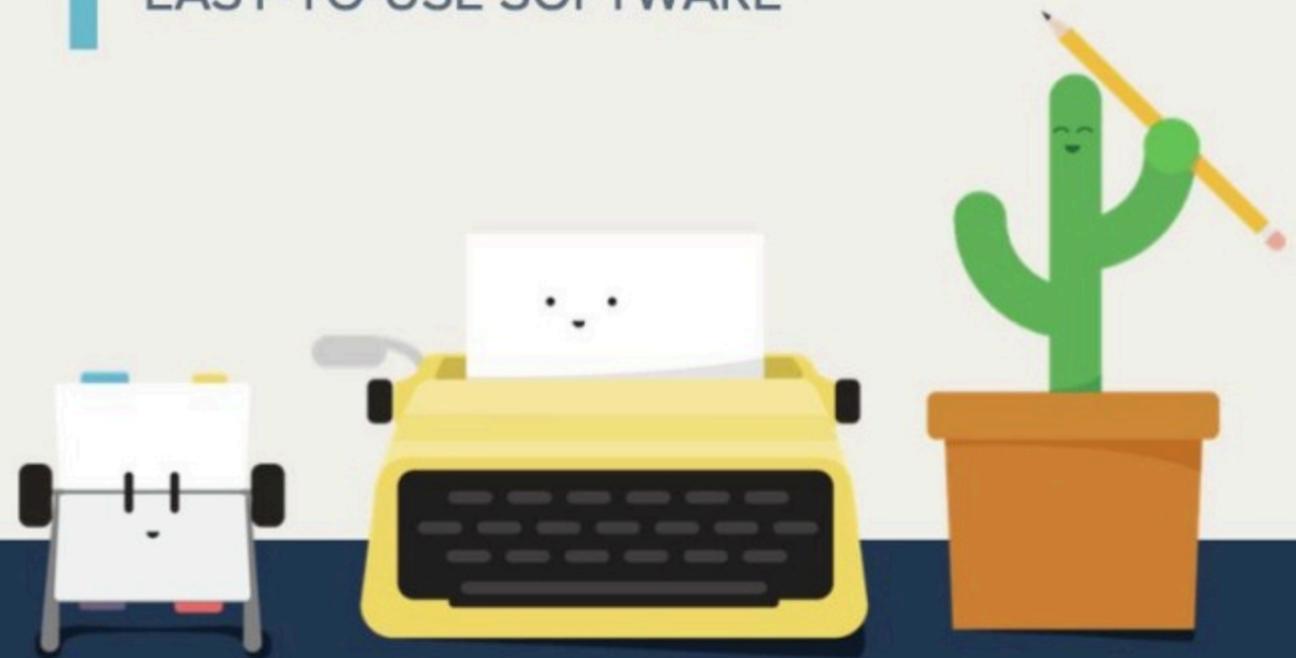# MUCK RACK

COMPANY OVERVIEW

Public Relations Management

SMARTER PR WITH POWERFUL, EASY-TO-USE SOFTWARE

PR is a Critical Yet Underserved Part of Marcom

Trends and Opportunity Within the Public Relations Landscape

THE MARKETING ECOSYSTEM

Earned Media
(Public Relations, Word of Mouth)

Paid Media
(Advertising)

Owned Media
(Branded Content)

PR IS CORE TO EARNED MEDIA SUCCESS

Public Relations is Growing in Complexity

- Managing brand perception is more difficult than ever
- Legacy PR software incumbents fail to deliver a seamless, integrated experience
- In addition to journalists, PR pros need to communicate with podcasters, newsletter writers and other emerging voices

Earned Media Has Become the Leading Marketing Strategy

- 90% of people believe authenticity is important and user-generated content is most authentic and influential [1]
- Digital advertisements (paid media) are seen as the least trusted form of content [2]

Defining the PR Management (PRM) Category

Integrated Platform with a Data Feedback Loop that Drives Increased PR Value

FOR PR TEAMS

Discover the most relevant people and media outlets across digital, broadcast, print, podcasts, newsletters and social

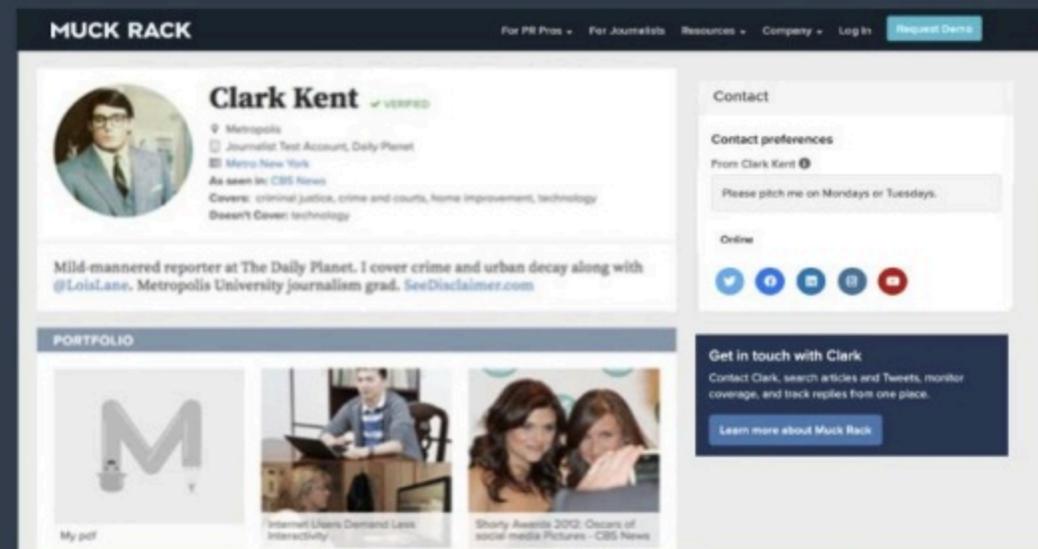**Send highly-customized pitches** that generate coverage efficiently.

Supercharge team collaboration by tracking team activity and working from one platform

Never miss a mention from across the ever-changing media landscape

Measure success with dashboards, coverage reports, newsletters and other tools

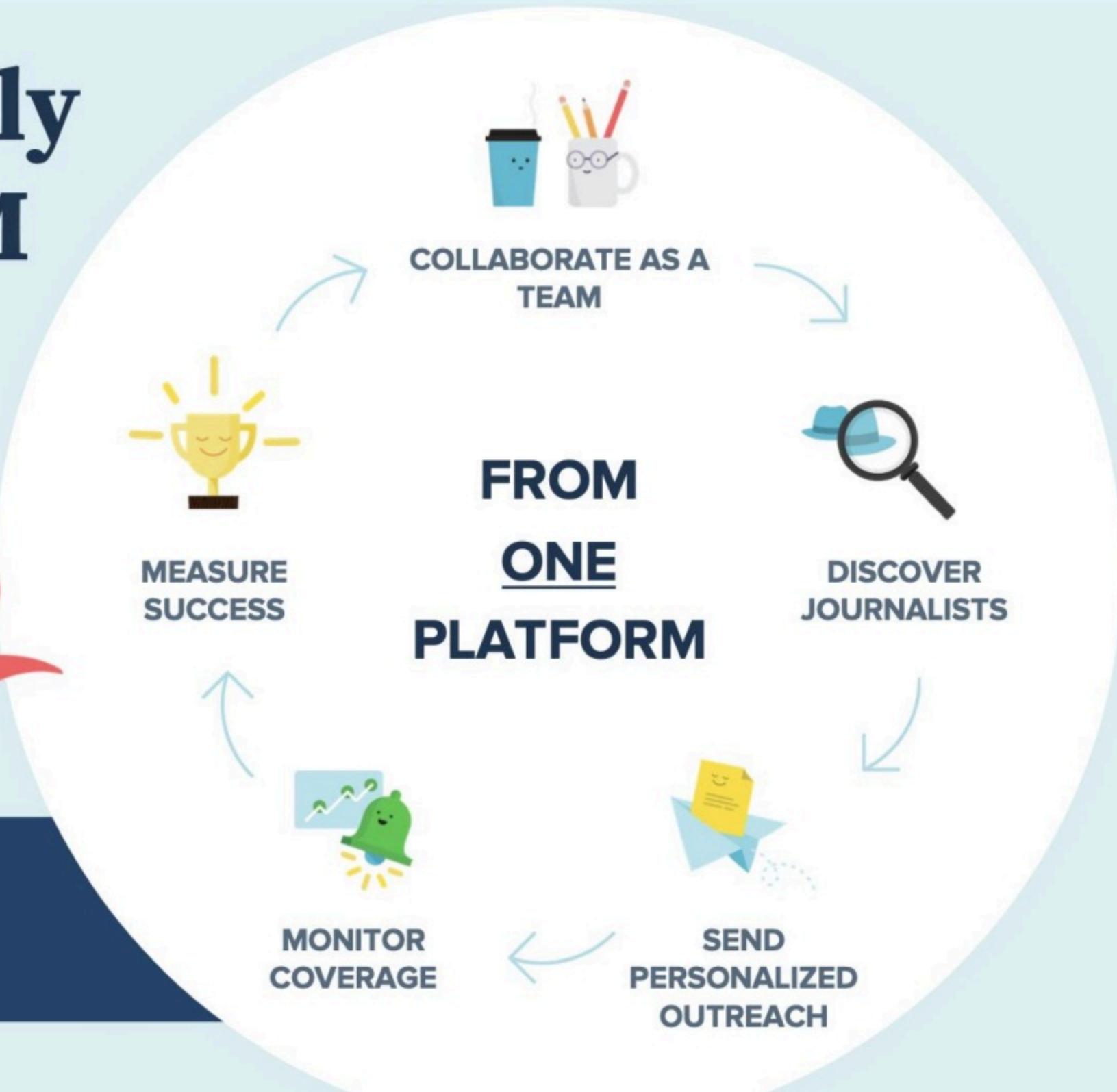## FOR JOURNALISTS, PODCASTERS AND CONTENT CREATORS

Free, automatically updating public profiles enable content creators to showcase their best work and build their brands

MUCK RACK

Muck Rack is the only fully integrated PRM solution

Integration connects actions to outcomes, which enables PR teams to drive and report on success better than ever.

COLLABORATE AS A TEAM

DISCOVER JOURNALISTS

SEND PERSONALIZED OUTREACH

MONITOR COVERAGE

MEASURE SUCCESS

FROM **ONE** PLATFORM

Muck Rack Solves Major Industry Challenges

Muck Rack Solves Critical Challenges Faced by Public Relations Professionals

WITHOUT MUCK RACK

- Low Quality Data
- Manual Processes
- Chaotic Media Tracking
- Knowledge Silos

WITH MUCK RACK

- Highly Accurate First-Party Intelligence
- Easy to Use Workflow Automation
- Automatic Media Monitoring
- System of Record / Single Source of Truth

Muck Rack is the PRM Category Leader

Category defining software (e.g. Salesforce for CRM) has yet to emerge within the PR landscape

Our research team, technology, and the industry's first and only professional network for journalists provides **highly accurate media intelligence**

Industry leading customer support and platform ease-of-use drive top decile gross and net retention

Multiple growth vectors include capturing additional market share from legacy vendors, expanding existing accounts, and penetrating new sales territories

Thousands of Brands and Agencies rely on Muck Rack to maximize their PR efforts.

MUCK RACK

Spotify

Pfizer

Uber

SAMSUNG

GOLIN

HEADSPACE

yelp

NBC UNIVERSAL

Penguin Random House

PEPSICO

duolingo

reddit

Etsy

MSL
Influence. Impact.

unicef

FedEx

VISA

American Airlines

Customers say Muck Rack is...

"Muck Rack is like Google, if Google had spent all of their R&D time and money trying to develop their products to be used only by PR professionals and reporters."

David Weissmann
PUBLIC RELATIONS MANAGER, VERIZON

verizon✓

"Muck Rack is the PR equivalent of Netflix to Blockbuster. It's time to retire your Blockbuster card for a Netflix subscription."

Ellen Murphy
SENIOR VICE PRESIDENT, SYNEOS HEALTH

Syneos Health

"Muck Rack is the map, compass and GPS for navigating the ever evolving media and journalist landscape. Truly without them, as a PR practitioner, I would be lost."

Matt Prince
HEAD OF MARKETING COMMUNICATIONS, TACO BELL

TACO BELL

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