



Vocus Announces Prominence Scoring System: Revolutionary New Software Application for PR Measurement

Vocus, Inc., a leading provider of on-demand software for corporate communications and public relations, today announced the availability of Vocus Prominence Scoring, a new software product that enables PR professionals to better analyze media mentions and coverage. Purchased with Vocus Analytics, Vocus Prominence Scoring helps PR professionals better measure the impact of their news coverage, providing a foundation for long-term strategic planning of PR activities.

LANHAM, MD ([PRWEB](#)) November 2, 2005 -- Vocus, Inc., a leading provider of on-demand software for corporate communications and public relations, today announced the availability of Vocus Prominence Scoring, a new software product that enables PR professionals to better analyze media mentions and coverage. Purchased with Vocus Analytics, Vocus Prominence Scoring helps PR professionals better measure the impact of their news coverage, providing a foundation for long-term strategic planning of PR activities.

Vocus Prominence Scoring helps organizations calculate the prominence and impact of their news coverage. Using a proprietary formula, Vocus Prominence Scoring automatically measures the value of a news clipping based on the exclusivity, prominence, and tone of the mentions; and the relevance of the publication to the customer. In addition to providing immediate analysis of their media coverage, Vocus Prominence Scoring helps PR professionals more effectively manage and deliver value from their corporate communications efforts.

Vocus clients have received Vocus Prominence Scoring enthusiastically. Summer Thomas, Media Information Specialist at Bass Pro Shops, has found it to be an unrivalled resource.

"Vocus Prominence Scoring is a vital product that we use both in proving our worth to management and in simply doing a better job," said Thomas. "Not only do charts show executives our total impact versus competitors, they also reveal opportunities and threats, thereby providing a solid foundation for strategic planning."

Vocus provides an integrated on-demand software suite for PR professionals. The Vocus on-demand software suite manages media and analyst relationships; interactive email campaigns; projects and news; files, documents and other collateral; and online newsrooms. The software also analyzes media coverage and other PR information to provide real-time feedback on the effectiveness of PR campaigns and early intelligence on trends unfolding in the press.

"Vocus Prominence Scoring enables our customers to clearly demonstrate the success they've achieved in using our software to prominently and favorably establish their companies, brands and messages in the media," said Rick Rudman, President and CEO of Vocus, Inc. "The product's convenience enables our customers to spend less time on reporting and measurement and more on strategic initiatives."

About Vocus, Inc.

Vocus is a leading provider of on-demand software for corporate communications and public relations. Our web-based software suite helps organizations of all sizes manage local and global relationships and



communications with journalists, analysts, public officials and other key audiences. Our software helps customers manage media relations, news monitoring and analysis, interactive email campaigns, online newsrooms, and government relations activities. Vocus software is delivered as an easy-to-use and cost-effective annual subscription, with no need for internal hardware, software or IT support. Vocus has more than 1,100 customers representing organizations of all sizes across a wide variety of industries. Our software is currently available in four languages, and is in use by customers around the world. Since 1999, we have achieved 23 consecutive quarters of revenue growth, and have received awards for company growth and product excellence. Vocus is based in Lanham, MD with offices in North America and Europe. For more information please visit www.vocus.com or call 800.345.5572.

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