



## **Intrado Introduces Notified, the First End-to-End Workflow Automation Platform for Public Relations and Marketing Professionals**

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**Newest offering from Intrado Digital Media combines media monitoring, GlobeNewswire press release distribution, an AI-powered media database, newsroom technology, and 360-degree measurement to help customers drive greater efficiency and results**

OMAHA, Neb., Oct. 21, 2019 (GLOBE NEWSWIRE) -- [Intrado](#), a global leader in technology-enabled services, today announced the North American launch of [Notified](#), the first end-to-end workflow automation platform for the communications industry. Notified joins powerful media monitoring and analytics capabilities with GlobeNewswire's comprehensive press release distribution and an AI-powered, global media database. Combined with technology to build and update dynamic company newsrooms and robust reporting, Notified is a single platform for public relations and marketing professionals to work more strategically and effectively.

"The public relations industry is undergoing rapid transformation and the available technology hasn't kept pace," said Ben Chodor, President of Intrado Digital Media. "Traditional PR technology is extremely siloed, requiring communications professionals to log in and out of multiple platforms to build, execute, and report on campaign efforts. Notified is a single solution for analyzing data, streamlining workflow, and measuring ROI—representing meaningful innovation for global PR agencies and brands."

A Media Snippet accompanying this announcement is available by clicking on the image or link below:

Notified delivers all of the following features in a single platform:

- Instant view of media exposure across global news outlets (online, blogs and print); tap into millions of social media conversations from more than 150 countries.
- Discover relevant journalists and brand influencers in real time. AI-powered recommendations provide optimal engagement and outreach strategies.
- Distribute multimedia press releases via GlobeNewswire; create and update dynamic company newsrooms.
- Create, publish and measure earned and owned media – together with user-generated content – within the same platform. Smartphone app enables instant, actionable alerts.
- Access unlimited, custom measurement dashboards and one-click reporting templates to tie campaign performance to business results.

Launched in Sweden in 2010, Notified helps customers reduce spend on PR tools while increasing views to company newsrooms and deepening engagement with media and influencers. [Notified was acquired](#) by Intrado (formerly West) in April 2019.

Interactive demonstrations of Notified will be available to attendees of the PRSA 2019 International Conference in San Diego on October 20-22 at booth #14.

Intrado Digital Media continues to advance the way brands engage with their employees, customers, investors and the media. Notified is part of the Unison application suite, Intrado's fully integrated digital media software platform for the communications industry.

### **About Intrado**

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging and actionable - turning Information to Insight.

Intrado has sales and/or operations in the United States, Canada, Europe, the Middle East, Asia Pacific, Latin America and South America. Intrado is controlled by affiliates of certain funds managed by Apollo Global Management, Inc. (NYSE: APO). For more information, please call 1-800-841-9000 or visit [www.intrado.com](http://www.intrado.com).

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