

PRESS RELEASE

pressrelations acquires US media monitoring company

pressrelations GmbH strengthens its international presence by expanding in the US market
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On October 23, 2018 the full-service media intelligence provider pressrelations successfully completed the acquisition of the US media monitoring company, Media Tracking. Founded in 1999, Media Tracking Inc., with over 200 US customers in 32 states, will considerably enhance its products and service portfolio, under the brand of pressrelations Inc.

“Our expansion into the US market is pressrelations response to the growing demand from our customers for international monitoring and analysis services. It ensures our local availability and continual customer support,” explains Jens Schmitz, CEO of pressrelations. “We are also excited to launch our cross-media portal NewsRadar® X to the US market, as well as to improve the coverage of US media for our European customers.”

pressrelations GmbH offers its clients and system partners worldwide an intuitive and user-friendly portal which monitors and analyzes all media types from print to social, from earned to owned media. In cooperation with PR News, one of the leading companies in communications research on the Russian market, as well as Truehawk Media in Ireland and NR SWISS AG in Switzerland, pressrelations serves as a hub for international competence in order to deliver the highest monitoring and analysis insights to global businesses.

pressrelations GmbH

Founded in 2001, pressrelations GmbH, with headquarters in Duesseldorf and branches in Berlin, Hamburg, Austin, Dublin, Moscow and Sofia, is an international service provider for cross-media monitoring and analysis services. The company combines in-house technology with human expertise through its news managers, analysts and consultants. pressrelations provides practical insights and guidance to over 500 customers, for planning, controlling and evaluating their communication work.

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