



# **Launch of new car model**

**INFLUENCERS ENGAGED**

**1K**

**ACTIVITIES CREATED**

**5**

**TOTAL MENTIONS**

**34K**

**POTENTIAL AUDIENCE**

**26.78B**

**TRAFFIC GENERATED**

**42**

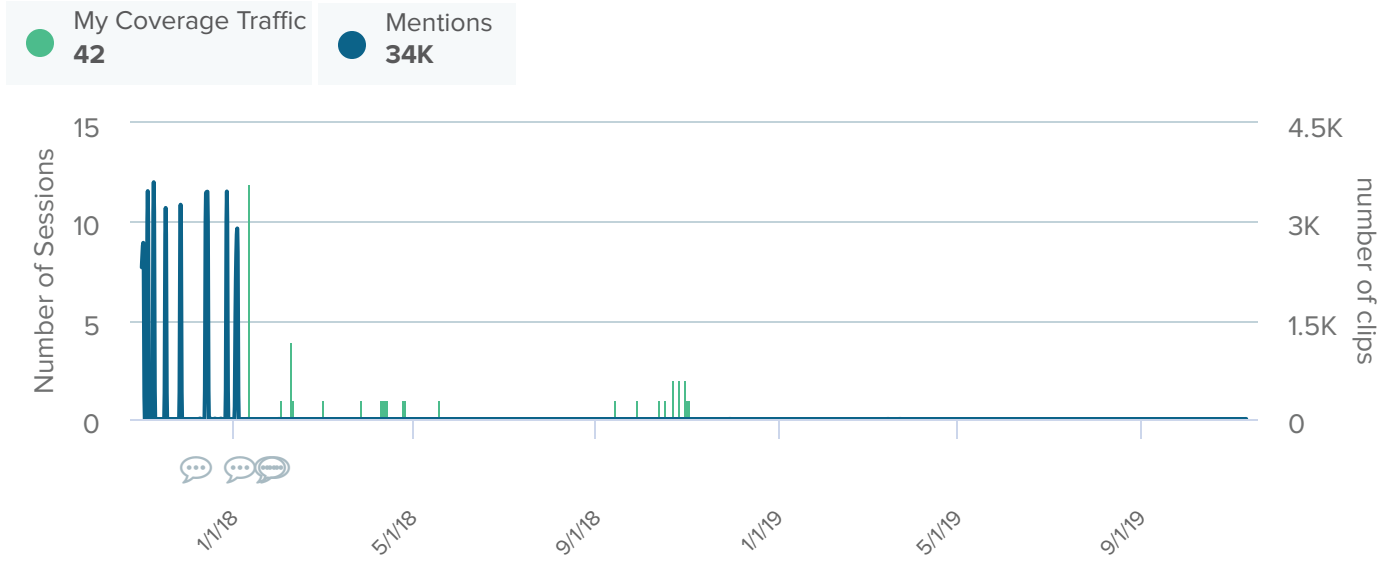
**GOAL COMPLETIONS**

**6**

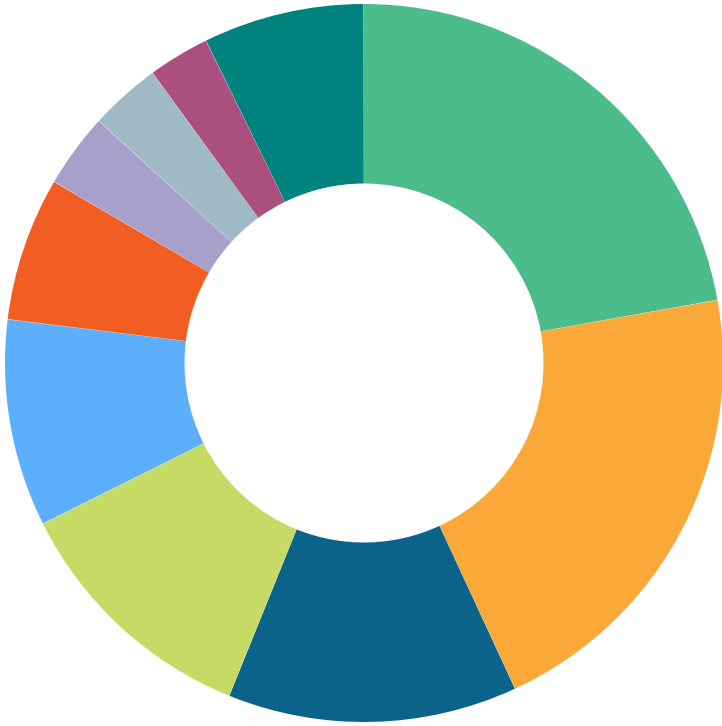
**REVENUE GENERATED**

**€600**

## WEB TRAFFIC VS TOTAL MENTIONS



## CONTACT MEDIA TYPE



Magazine, trade/industry	257	22.2%
Magazine, consumer	242	20.9%
Online, consumer	151	13.0%
Freelance Journalist	133	11.5%
Newspaper	108	9.3%
Online, trade/industry	75	6.5%
Blog, consumer	39	3.4%
Wire service	37	3.2%
Newspaper, community	32	2.8%
Other	84	7.3%

## CONTACT SUBJECTS

Automotive Industry	1K
Automobiles	737
Motorcycles/Mopeds/Scooters	223
Antique/Vintage Motor Vehicles	223
Off-Road Vehicles	214
Trucks and Sport Utility Vehicles	185
Automotive Safety and Performance Testing	162

**OUTLET MEDIA TYPE**

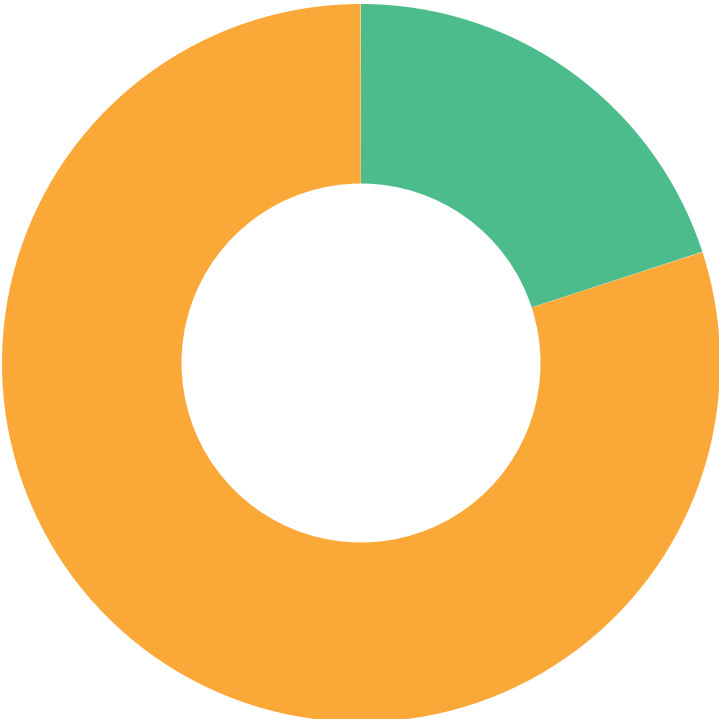
**OUTLET SUBJECTS**

### ACTIVITIES BY TYPE



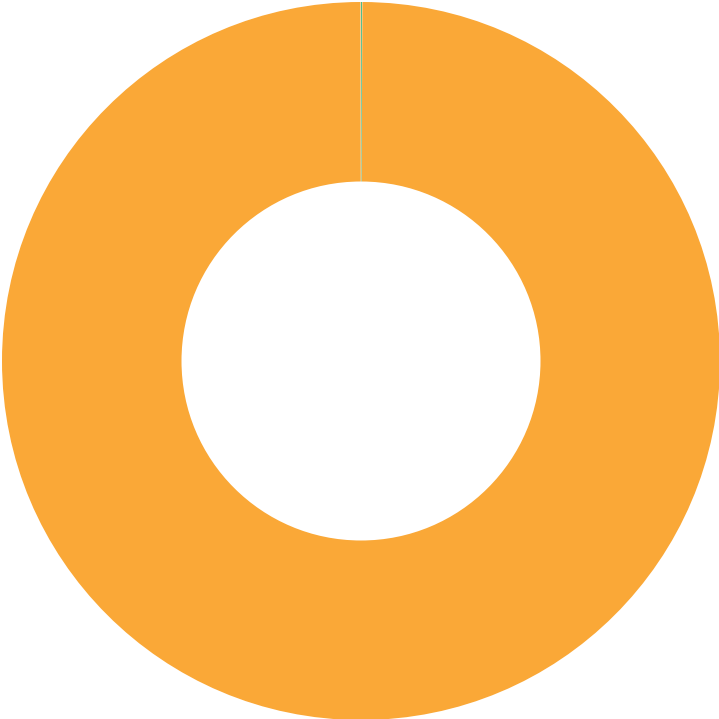
Email	3	60.0%
Appointment	1	20.0%
Inquiry	1	20.0%

### ACTIVITIES BY STATUS



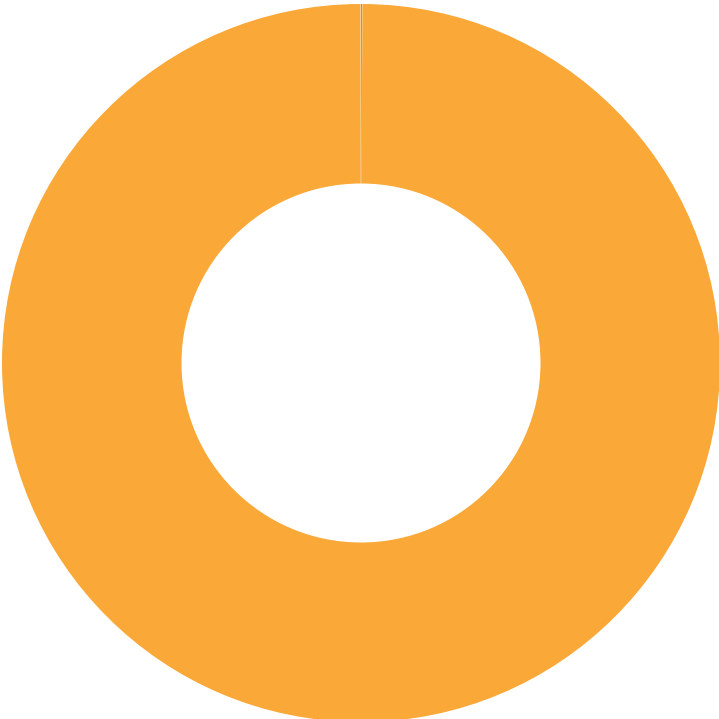
Draft	1	20.0%
Sent	4	80.0%

### OPEN RATE



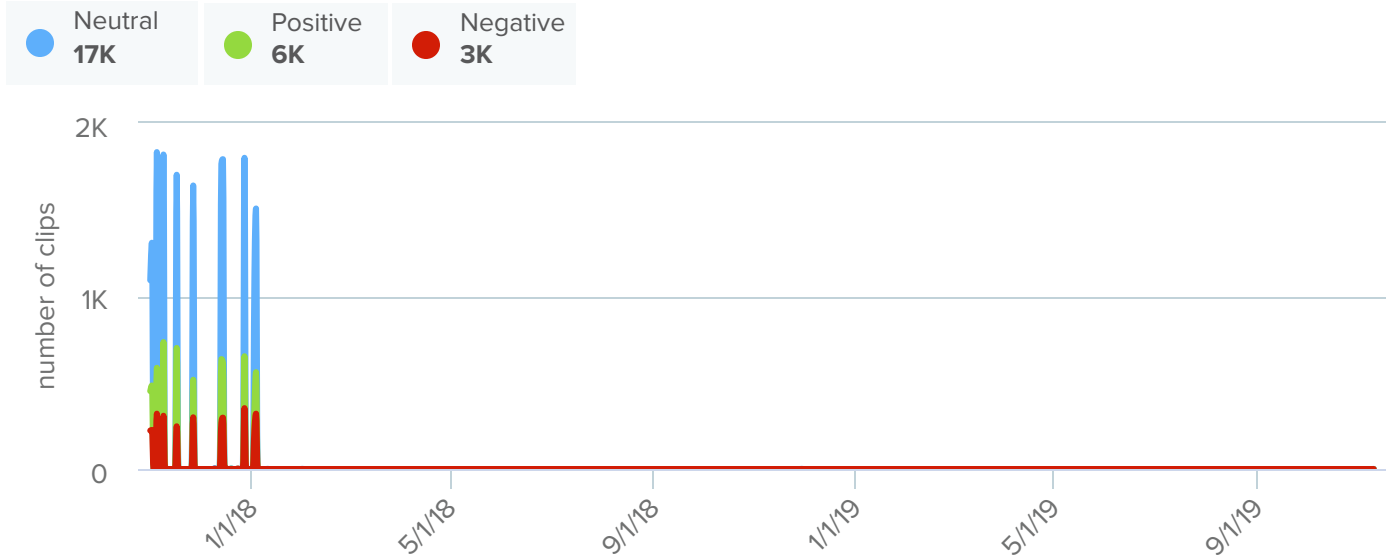
●	Opened	1	0.1%
●	Not opened	2K	99.9%

### LINK CLICK RATE



●	Clicked	1	0.1%
●	Not Clicked	2K	99.9%

## SENTIMENT OVER TIME



## TOP ARTICLES

- Why you have to pay insurance if your car's written off?
- Dirty Diesel Takes Shine Off Marilyn Monroe's Wedding Ring: Gadfly
- Geely Should Abandon Daimler. Here's a Better Idea: Gadfly
- European stocks see faltering start to 2018 as autos and miners weigh
- BOLSAS EUROPA-Acções europeias vacilam no início 2018 sob peso settore
- Portugal planning free zones for drones, self-driving cars
- Volkswagen Group earmarking \$11.8 billion to develop, build China electric cars