

- Find out the best way to reach your contacts
- Easily assign contacts to lists
- Create activities and notes

Contact Detail

KNOW YOUR INFLUENCER.

The Contact Detail page is your gateway to engaging influencers. It contains important contact information, social media profiles, personal notes, and to-do activities.



The contact's name and position title will be the first things you see on the Detail page. Underneath that, you'll find the Outlet where the contact works. You can click on the Outlet title to be taken directly to the Outlet Detail page. Beneath the outlet name is a list of topics (beats) associated with the contact. These are the subjects the contact most frequently covers.

Some contacts will have a picture associated to their detail page. Tied to the picture, in the green box, is the Cision Influence Rating. The Cision Influence Rating provides a ranking on a scale of 0 to 99 for outlets and influencers in traditional and social media. The score uses factors such as outlet circulation, page views and unique visitors as well as social measures including Facebook Likes, retweets and blog comments. Journalists and bloggers are scored both on the performance of their content and their presence on social sites. The higher the score, the more influential the contact.

Towards the bottom of this section you'll find the contact information. This typically includes the email address, phone number, and website. Click the "MORE" tab to reveal additional information, like shipping address.

PROFILE

The profile section will give some background information on the contact. It may include work history, school history, awards, and quotes. Premium profiles containing more detailed information are included in certain packages, and also available to any package as an add-on product.

If you discover some additional information that you would like to store in CisionPoint, you can use the "Actions" menu to edit the contact and add your info in the User Added Profile section.

Verified social media accounts will display beneath the profile. You can click on the social media icon to be taken directly to the corresponding account page.

Premium Profile
 Mossberg is a Technology Columnist for The Wall Street Journal and the online publication of The Wall Street Journal. He is also the Executive Editor for AllThingsD. He covers technology for all publi...
[MORE](#)

User Added Profile
 Changed to Mobile 202-555-5555

waltmossberg on Twitter
 @waltmossberg 

WHY CAN'T WE BE FRIENDS?

Below the profile info, you'll find a Bias section and a Tags section. You can use the Bias section to assign one of three values to the contact; Favorable, Neutral, or Negative. Tags can be assigned for search and reporting purposes. Click on EDIT TAGS to choose from your available options. Tags can be created under your Account Settings.

Bias
 Favorable ▼

Tags
[EDIT TAGS](#)

LISTS, NOTES, AND MORE...

On the right side of the Detail page, you'll find the Related Outlets section. Here you'll find any other outlets where the contact also works, what kind of outlet it is, as well as what the contact's title is at that particular outlet. You can click on the name of an outlet to go directly to that Outlet Detail page. Selecting the check box next to an outlet and clicking ADD SELECTED TO LIST will give you the option to add the outlet to one of your existing lists.

Related Outlets

[ADD SELECTED TO LIST](#)

Outlet Name	Media Type	Title	Phone	Email
<input type="checkbox"/> The Wall Street Journal	Daily Newspaper Bureau	writer	+1 (202) 862-9287	mossberg@wsj.com
<input type="checkbox"/> AllThingsD	News Web Site	Co-Executive Editor	+1 (202) 862-9287	mossberg@wsj.com

Underneath Related Outlets is Lists. From Lists, you can choose to add the current contact to one of your saved lists, or view all of the lists that this contact is associated with.

Lists



This contact is not associated with any lists.
Be the first to add them to one!

[ADD TO A LIST](#)

[VIEW ALL](#)

The Notes section can be used to record any information you'd like, such as personal information about the contact. The notes are only viewable to your account, no other Cision client will see them.



The Activities section will detail any to-do items assigned to this contact.



LIGHTS, CAMERA... ACTIONS

Above the Related Outlets, you'll find the Actions menu. Several different options are available to you:

- **Edit**—Allows you to add additional information to any of the existing fields.
- **Add To Favorites**—Make this contact a favorite. It can now be added to the Favorites widget on the homepage.
- **Email**—Email a read-only version of this contact's info.
- **Send VCard**—Send a virtual business card to a recipient of your choosing.
- **Print**—Print this page.

