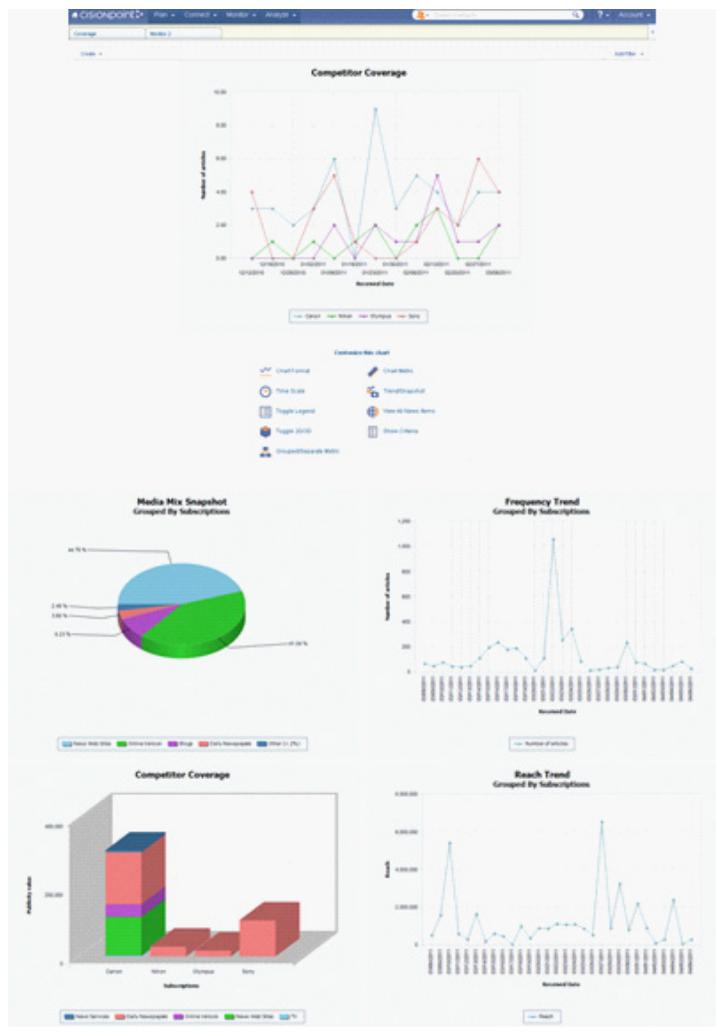


# Overview



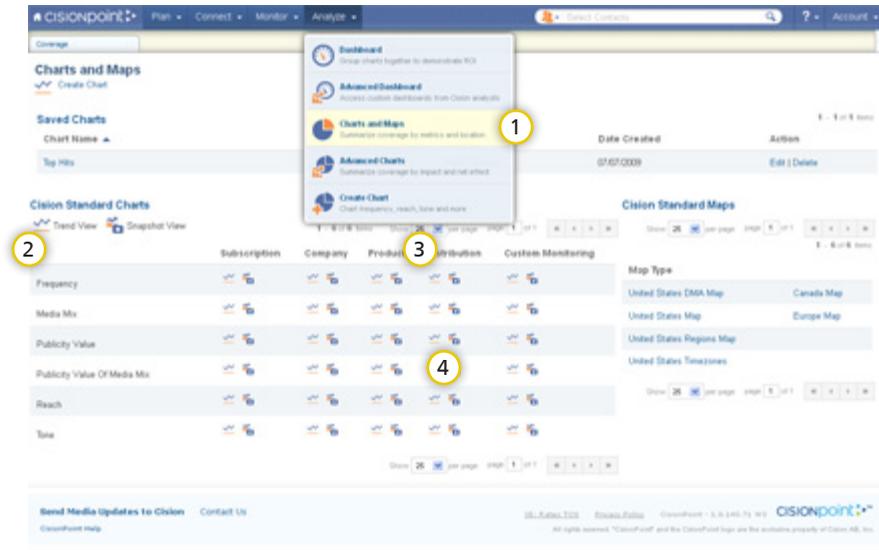
Your press release was picked up. But did it reach the right people? Was your PR campaign a success? Subscribers to CisionPoint's Basic Analytics can use their Analyze tab to harness the power of their news coverage with actionable analysis to determine ROI.

Charts, graphs, and maps provide a look into the reach, media mix, frequency, tone, and publicity value of your coverage. Whether you need to create one-off charts to get a snapshot or work with charts in your campaign's customized dashboard, CisionPoint is here to help.

While this guide focuses on creating charts from your Analyze tab do not forget that you can create charts your main coverage page as well too.

- Simply select the coverage to include within your chart/map and from the **Create tab**, select **Chart**.
- Refer to the **Create Chart** guide for further information.

# Charts and Maps



The **Charts and Maps** section of your Analyze tab was designed as a multi-faceted work area for you and your colleagues to measure your impact in a consistent and reliable manner. Open, edit, or delete Saved Charts and Maps within your project or quickly create new ones. Each chart can be based on pre-determined categories or upon the unique perspective of your organization.

Creating Cision Standard Charts and Cision Standard Maps is all about saving you time. CisionPoint allows you to create charts and maps with only one click. Simply start broad and use Filters after the chart is created to tailor results further as needed. When creating charts, just remember this formula: chart metric + chart category + chart type = chart created!

1 To begin, click on **Analyze** and **Charts and Maps**.

Let's try chart creation together!

- 2 Determine your chart metric.
  - Frequency, Media Mix, Publicity Value, Publicity Value of Media Mix, Reach, or Tone.
- 3 Determine your chart category - what group should CisionPoint pull your news items from?
  - Subscription, Company, Product, Distribution, or Custom Monitoring.
  - Remember: Tone, Company, Product, Distribution, and Custom Monitoring selections are based on tags you and your colleagues manually assign to news coverage. To learn more about how Cision can assign tone and tags for you, contact your account representative.
- 4 Determine your chart type and click on the Snapshot  (pie or bar chart) or Trend  (a line chart showing your coverage over time) icon to create your chart.