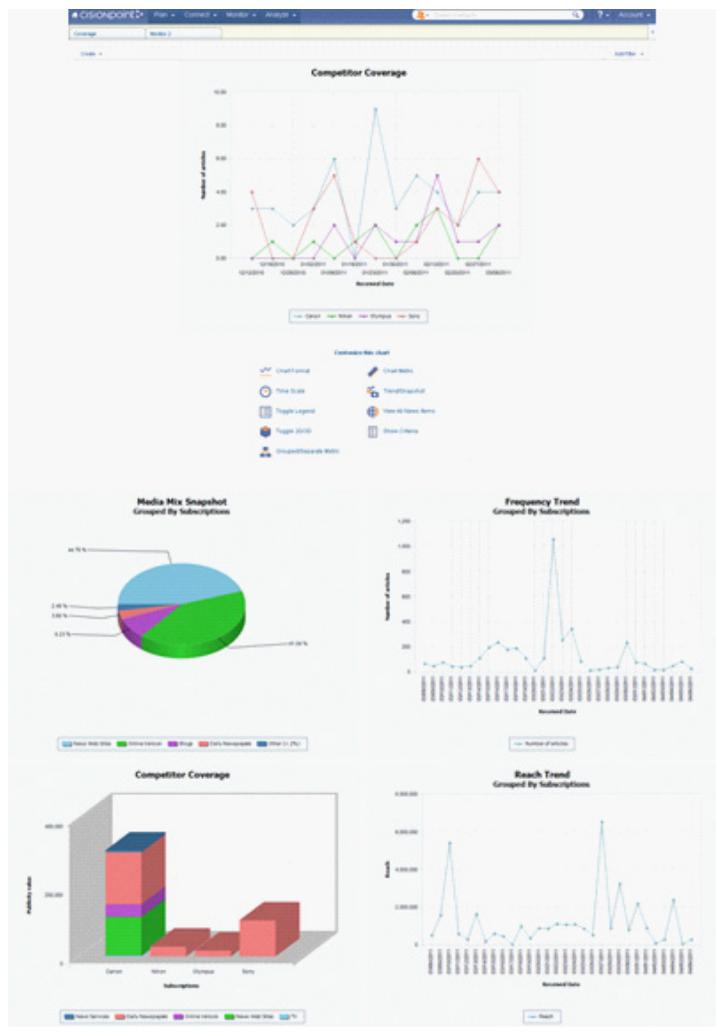


Overview



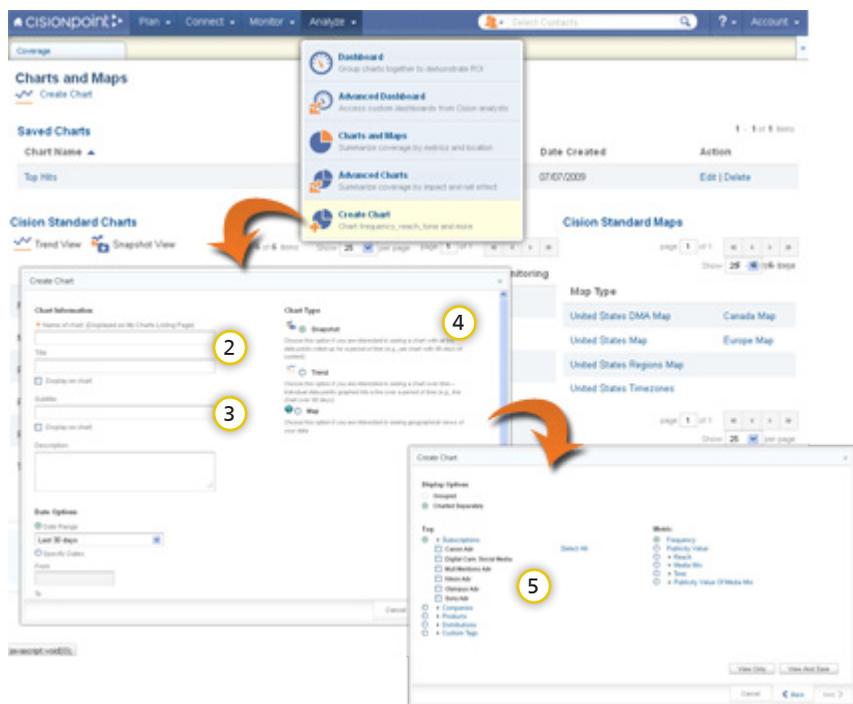
Your press release was picked up. But did it reach the right people? Was your PR campaign a success? Subscribers to CisionPoint's Basic Analytics can use their Analyze tab to harness the power of their news coverage with actionable analysis to determine ROI.

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.

Create Chart



The **Create Chart** section of your Analyze tab gives you another way to approach chart creation. Using the same criteria as outlined in the Charts and Maps reference guide, use the chart creation wizard to make specific selections. By offering a different approach to how you work with charts, CisionPoint molds to the way you work best.

- 1 To begin, click on **Analyze** and **Charts and Maps**.
- 2 Enter the **Name of Chart** (required). This will serve as the name of your chart should you choose to save in the last step.
- 3 Your optional **Title**, **Subtitle**, and **Description** fields further explain your chart. By displaying them, these fields can be used to provide greater depth of information about the chart's contents should you share it.
- 4 **Chart Metric** (Snapshot or Trend) determines if the chart will be generated as a pie, bar, row, or trend.
- 5 When selecting your **Tag** categories do not forget that you can select from multiple areas. For example, you can select to only include news items from specific Subscriptions that are tagged based on your user defined specifications