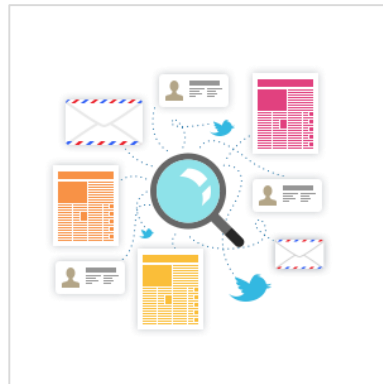


Build relationships with journalists

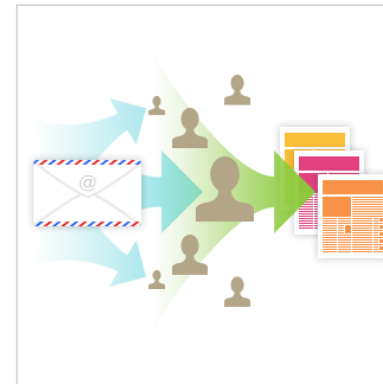
POWERED BY *BIG DATA*



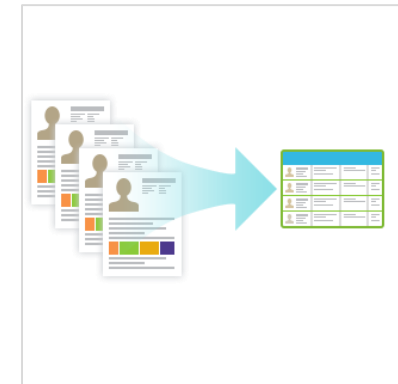
Search



Monitor



Pitch



Media Lists

Find relevant media contacts by tweets or news articles

your brand, competitors, or any industry keywords...

Search

1 Billion

Real-time and historic
tweets from the media
since 2006

PLUS

200 Million

News articles from the
whole web, in all languages,
from all countries

FROM

1 Million

Media contact profiles
around the world

Example

Goal:

Find out all the journalists and media outlets that might be interested in covering my business, say Uber.

Solution:

Step 1: Make assumptions

Journalists and media outlets that have tweeted or wrote about Uber related topics might be more likely to cover my business.

Step 2: List the keywords

Uber, Ubercab, Travis Kalanick, Lyft, Sharing economy, car sharing...

Step 3: Search Anewstip

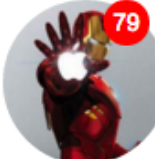
1) Search Anewstip for journalists that have tweeted about one of the keywords above in the past month, let's try a competitor name, "Lyft" : <http://goo.gl/oyJCyR>

Search Advanced search

News articles **Tweets** Journalist profiles Outlet profile

Past week Any language All journalists Topics:Technology... Sort by influence score Clear Create email alert

Select all on page Add to Media list

 79 Mathew Ingram Add to Media list

I'm a senior writer at Fortune. I have been the ninth caller and have won the weekend passes. I am an expert in stucco, a veteran in love and an outlaw in Peru.

Technology
mathew@... com +1 (212) 850-0000 ext. 11

Related tweets:

My Uber driver says NYC is too competitive now: "Look at the street — 75% of the cars are either Yellow cabs, Uber drivers or Lyft drivers"

← 9 ☆ 11 @mathewi 8:28 PM - 10 Dec 2015

Step 3: Search Anewstip

2) Search Anewstip for journalists that have wrote about one of the keywords, let's try the name of Uber founder, "Travis Kalanick" : <http://goo.gl/XmWxK9>


Travis Kalanick Search [Advanced search](#)

News articles Tweets Journalist profiles Outlet profiles

Any time ▾ Any language ▾ Any country ▾ Sort by relevance ▾ Create email alert

147,000 results (0.27 seconds)

Select all on page Add to Media list

 **What Makes Uber Run**
www.fastcompany.com/3050250/what-makes-uber-run - Sep 8, 2015
Jordan Kretchmer remembers what **Travis Kalanick** was like before Uber was Uber. Kretchmer was a 25-year-old college dropout with a lot of ...
Author for this article:
[Max Chafkin](#) @chafkin Add to Media list
Writer, mostly for @fastcompany. Worse half to @lagorio. Fast shipping, great communication, A++++++ great ebayer!
[✉ chafkin@fastcompany.com](mailto:chafkin@fastcompany.com) (direct) [☎ +1 \(212\) 555-1234](tel:+12125551234) (direct)

Tips

Use advanced search to get more powerful search features:

For tweets search

<http://anewstip.com/search/tweets/advanced/>

For news articles search

<http://anewstip.com/search/articles/advanced/>

Find journalists or outlets that have tweeted with...

all of these words :

this exact phrase:

any of these words:

none of these words:

these hashtags:

language:

English (English) ▼

Narrow your results by...

sources:

Journalists ▼

from these accounts:

to these accounts:

mentioning these accounts:

Places

near this place:

Set

Dates

custom date range:

 to

Monitor Tweets & News Articles

Receive Email alerts for new tweets or news articles from journalists that mention your keywords.
So you can keep up with what's happening and discover new media contacts.

140,000+

Media Twitter accounts'
Tweets since 2006

PLUS

1 Million+

Journalists and outlets'
news articles

All updated in nearly real-time.

Example

Goal:

Email me when a journalist mentions anything related to my business (Uber) in a tweet or news article, so that I can respond to it timely when necessary.

Solution:

Step 1: Plan the keywords to follow:

Uber, Ubercab, Travis Kalanick, UberEATS, UberPOOL...

Step 2: Create the Anewstip alert

Create an alert on Anewstip to monitor Tweets or news articles that contains the keywords from all the media contacts: <http://anewstip.com/alert/create/>

Alert Setting

Keywords:

Deliver to:

Alert name:

How often:


News articles from the whole web [Advanced search](#) ▶

Tweets from journalists or media outlets [Advanced search](#) ▶

[Create alert](#)

Alert preview

[Refresh alert preview](#)

 **54** [Tom Haynes](#) Journalist [Add to Media list](#)


Anchor - FOX 5 News at 5 & News Edge at 11pm

✉ tom @ .com ☎ +1

Related tweets:

Seattle lawmakers set to vote on allowing **Uber**, other drivers to unionize bit.ly/1Qgehox [#fox5atl](#)


👤 @TomHaynesFox5 11:18 PM - 13 Dec 2015


 **52** [Andrew Banks](#) Journalist [Add to Media list](#)


The secret online Twitter account of the Night Editor of Australia's #1 news site, aged 41 3/4. [#StandingUpTryingHarder](#)


Done.


Receive email alerts when there are new relevant Tweets or news articles. Then you can send a Twitter reply, or connect him/her via the email or phone number we provide.

 **Anewstip Alerts** 6:37 AM (3 hours ago) ☆
Frequency: Hourly | Updated: 10:41 p.m. 14 Mar 2015 Nicolas Zart Founder @ Car...


 **Anewstip Alerts** 7:37 AM (2 hours ago) ☆
Frequency: Hourly | Updated: 11:41 p.m. 14 Mar 2015 Roger Dooley Blogger @ Neu...

 **Anewstip Alerts** 8:37 AM (1 hour ago) ☆
Frequency: Hourly | Updated: 12:41 a.m. 15 Mar 2015 Alyssa Lau Edmonton Blogge...

 **Anewstip Alerts** <alerts@anewstip.com> 9:37 AM (11 minutes ago) ☆
to me ▾



Keywords: Uber lang:en
Sources: Journalists
Frequency: Hourly | Updated: 1:41 a.m. 15 Mar 2015

 Jeff Petriello 📍 New York, New York
Producer, Creative @ Mashable
Producer / Creative @mashable building out Visual Storytelling. Former employee #1 @NowThisNews | HM^:
jeff@mashable.com | [973.919.3301](tel:973.919.3301) SNAPCHAT/INSTA: thebeff

🗣️ Video , Lgbt Culture , Social Networking , Any Story That Involves Compelling Video. Viral Video. , Lgbt , Social Media , Memes , Internet , Internet Culture

🐦 @thebeff

Only at #sxsw: @IAMGUILLERMO hijacks your uber and it's totally chill pic.twitter.com/vmwZwHpG60

👤 Reply 🔄 Retweet ☆ Favorite 6:36 PM - 14 Mar 2015

Pitch Journalists

Pitch journalists with personalized content

1 MILLION

Email addresses &
phone numbers from
the media

TRACK

Track how your pitch
performs

PERSONALIZE

Insert name to make
your pitch personal

Example

Goal:

Send a news tip to all the journalists in my media list.

Solution:

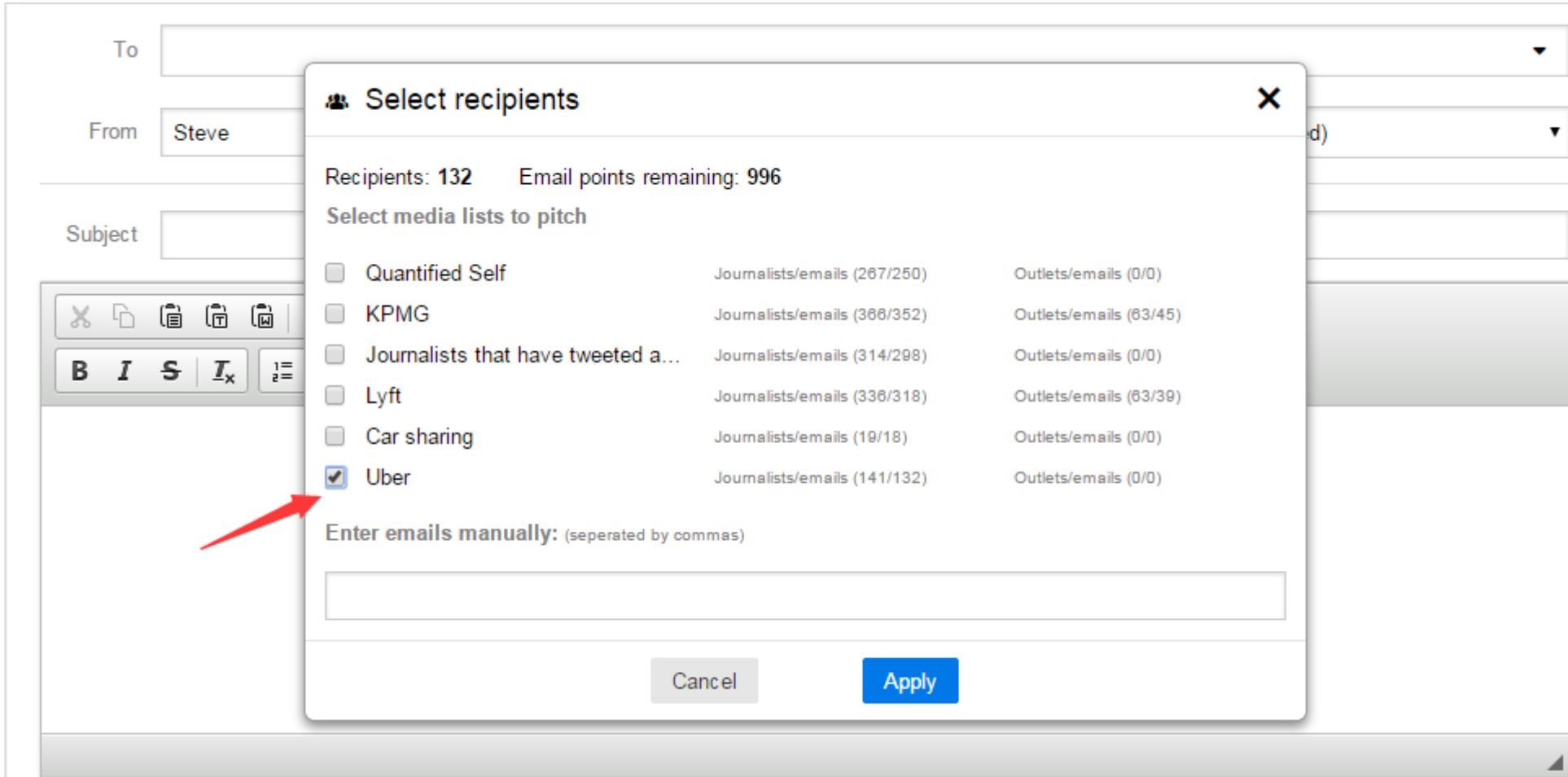
Step 1: Start a new pitch: <http://anewstip.com/pitch/>

Pitch journalists and outlets

Pitch individual or multiple journalists and outlets in one place.



Step 2: Choose the media list to send the pitch



The screenshot shows an email composition window with a 'Select recipients' dialog box overlaid. The dialog box contains the following information:

- Recipients:** 132 **Email points remaining:** 996
- Select media lists to pitch**
- A list of media lists with columns for name, 'Journalists/emails', and 'Outlets/emails':

Media List	Journalists/emails	Outlets/emails
<input type="checkbox"/> Quantified Self	267/250	0/0
<input type="checkbox"/> KPMG	366/352	63/45
<input type="checkbox"/> Journalists that have tweeted a...	314/298	0/0
<input type="checkbox"/> Lyft	336/318	63/39
<input type="checkbox"/> Car sharing	19/18	0/0
<input checked="" type="checkbox"/> Uber	141/132	0/0
- Enter emails manually:** (seperated by commas)
- Buttons: **Cancel** and **Apply**

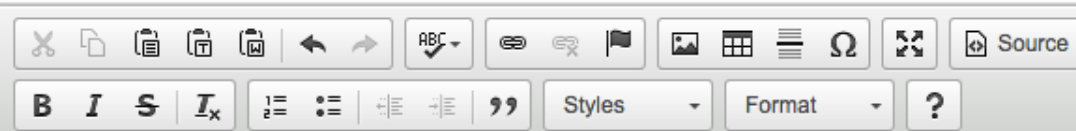
A red arrow points to the 'Uber' checkbox in the list.

Step 3: Add personalized content to the pitch, like journalist name to make the pitch feel more personal.

To Uber ✕

From Reply to

Subject



Hello {{first_name}},

I saw you mentioned Uber on Twitter recently, so I think you might be interested in getting connected ...

body div

Send Preview Attach files Insert merge field Recipients: 137 Email points remaining: 1000 Save Discard


Done.

View pitch history and track which journalists have opened the pitch.

Pitch history (10)

Subject	Recipients	Status	Sent rate	Open rate	Date
Hello from Uber	132	Sent	100%	75.76%	12 Mar 2015

Recipients (132)

Media list	Type	Email		
		be[redacted]@bizjournals.com	sent	

13 Mar 2015 14:34:27
Location: Mountain View, United States

13 Mar 2015 14:33:37
Location: Mountain View, United States

2

Media Lists

Manage media contacts using in media lists

Add

Add media contacts to media list individually or in bulk.

Export

Export all data in a media list as .xls file.



Alert

Monitor tweets from all the contacts in a media list.

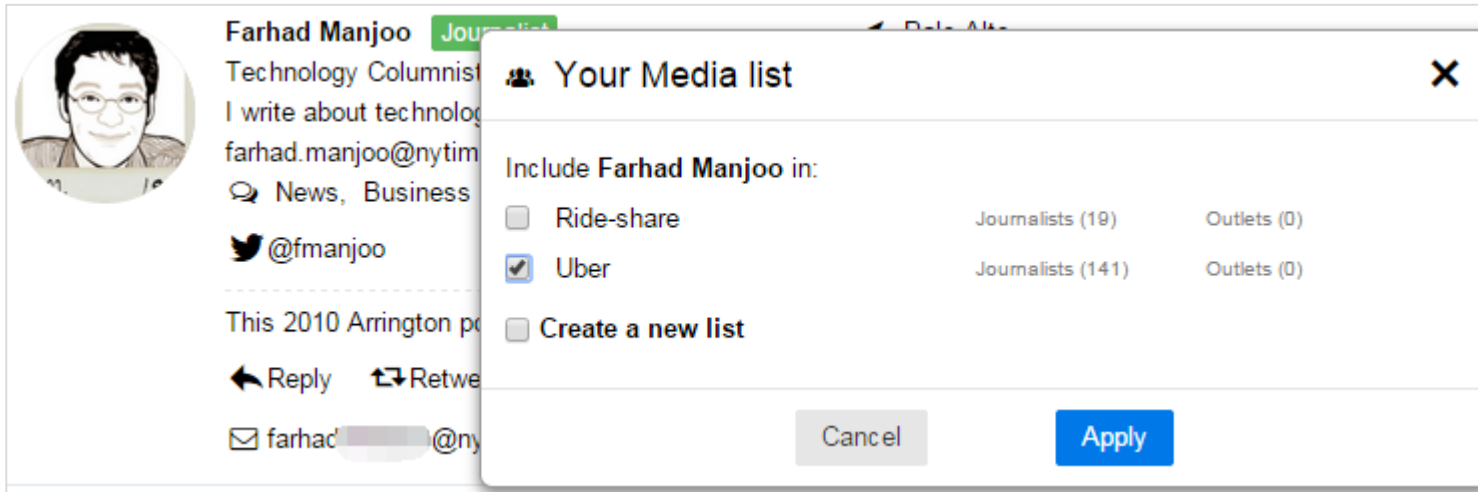
Pitch

Pitch all the media contacts in a media list in bulk with personalized content.

Media lists: <http://anewstip.com/lists/>

List name	Members	Creator	Type	Date updated	Export
Ride-share	19	Steve	Private	15 Mar 2015	
Uber	141	Steve	Private	15 Mar 2015	

Add media contact to media list from search



The screenshot shows a social media profile for Farhad Manjoo. The profile includes a circular profile picture, the name "Farhad Manjoo" with a "Journalist" tag, and a bio: "Technology Columnist. I write about technology." The email address "farhad.manjoo@nytimes.com" and social media handles "News, Business" and "@fmanjoo" are visible. A tweet snippet is partially shown: "This 2010 Arrington po". Below the tweet are "Reply" and "Retweet" buttons. An email icon and the text "farhad@nytimes.com" are at the bottom.

Overlaid on the profile is a dialog box titled "Your Media list" with a close button (X) in the top right corner. The dialog box contains the text "Include Farhad Manjoo in:" followed by three options:

- Ride-share Journalists (19) Outlets (0)
- Uber Journalists (141) Outlets (0)
- Create a new list

At the bottom of the dialog box are two buttons: "Cancel" and "Apply".


- ✓ Export all data as .xls file.
- ✓ Alert: Monitor Tweets by all the journalists in the list.
- ✓ Pitch: Send group pitch to all the journalists in the list.

Uber

Journalists that have Tweeted about Uber

Journalists(141)
Outlets(0)
Twitter updates

Private list
✕ Pitch
☰ Alert
⬇ Export
📄 Copy
✎ Edit
🗑 Delete

Journalists	Contact	Actions
<div style="display: flex; align-items: center;">  <div> <p>Ben Fischer 📍 Charlotte</p> <p>Reporter @ New York Business Journal</p> <p>Fischer is a Reporter and covers Technology, Biotechnology, Healthcare, Media and Advertising for the New York Business Journal. He prefers to be contacted between 3pm to 6pm on weekdays. He says, &quot;l am mostly interested in companies based in New York or with major strategic interest in New York.&quot;</p> <p>🗨 Banking, Business, Technology, Real Estate, Building & Construction, Entrepreneurism, Healthcare</p> <p>🗨 Added from tweets search: uber</p> </div> </div>	<div style="margin-bottom: 10px;">✉ ber[redacted]@bizjournals.com</div> <div style="margin-bottom: 10px;">☎ +1 (212) 500-0623</div> <div>🐦 @NYBizFischer</div>	<div style="margin-bottom: 10px;">✎ Edit</div> <div style="margin-bottom: 10px;">👤 Move</div> <div>🗑 Delete</div>

Our Customers



Pro Plans

Cancel online anytime and get a full refund if you're not satisfied, within 7 days of subscription. No questions asked.

FREE

- ✓ Basic contact profiles
- ✓ Searches might be rate limited
- ✓ 2 email alerts
- ✓ 2 media lists

PRO

- ✓ Detailed contact profiles
- ✓ Unlimited tweet searches
- ✓ 500 news articles searches per month
- ✓ 10 email alerts
- ✓ 10 media lists
- ✓ 250 email pitch points per month

PRO PLUS

- ✓ Detailed contact profiles
- ✓ Unlimited tweet searches
- ✓ Unlimited news articles searches
- ✓ Unlimited email alerts
- ✓ Unlimited media lists
- ✓ 1000 email pitch points per month

For latest plan details, please visit: <http://anewstip.com/plans/>

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support@anewstip.com

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