

Application: 4058

CisionOne

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Cision

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

CisionOne

**Category**

A05. New Product of the Year - Advertising, Marketing & Public Relations

**New Product Submission Format**

Written Answers

**a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required**

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We empower PR, corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world.

Our deep industry expertise, exclusive data partnerships, and award-winning products (CisionOne, Brandwatch, and PR Newswire) serve over 75,000 companies, including 84% of the Fortune 500. We enable brands to see and be seen, understand and be understood by the audiences that matter most to them.

**b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required**

Launched in July 2023, CisionOne is a comprehensive new real-time communications platform developed for PR professionals, with a powerful combination of features:

**Unparalleled Reach and Insights:** CisionOne boasts the industry's most extensive media monitoring (196 countries, 69 languages) including access to premium paywalled content. AI-powered analysis goes beyond mentions, uncovering sentiment, narrative trends, and risks for proactive response.

**Precision Targeting and Outreach:** Our meticulously validated media database of over 600,000 journalists and influencers enables targeted outreach. Users can discover relevant contacts, personalize pitches, and track performance to optimize campaigns.

**AI-powered Content Distribution:** CisionOne's Outreach module leverages ChatGPT-powered functionality for more optimized, impactful content distribution. Personalized outreach strategies backed by performance metrics maximize reach and engagement."

**Ethical AI Development:** We prioritize trust with a Code of Ethics, guaranteeing accurate, reliable, and unbiased AI insights. This ensures responsible AI usage for positive brand development.

CisionOne delivers measurable results:

**Enhanced Brand Reputation:** Deep analysis helps identify and mitigate potential reputational risks, fostering positive brand perception.

**Increased Visibility:** Precise outreach strategies and a vast media database enable efficient story placement, amplifying brand voice and securing valuable earned media.

**Data-driven Decision Making:** Performance metrics from monitoring and outreach campaigns provide valuable insights for optimized communication efforts that demonstrate ROI.

**Global Audience Engagement:** CisionOne's global reach allows communicators to understand and influence international conversations, fostering deeper audience engagement and brand awareness.

**c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required**

CisionOne stands out as a revolutionary PR tool, redefining industry standards through its innovative features and commitment to customer success.

AI-powered Insights: CisionOne utilizes 17 advanced natural language processing (NLP) models to identify potentially harmful content, allowing proactive reputation management. This eliminates human bias and error, providing critical insights to mitigate negative narratives before they escalate.

The industry's most reliable media database: Our market-leading database of over 600,000 global contacts, powered by AI and validated by a dedicated team of experts, enables users to effortlessly connect with relevant journalists and outlets. Advanced search tools streamline the process, ensuring precision and efficiency whether crafting individual pitches or orchestrating large-scale media releases.

Real-time Media Monitoring: CisionOne excels in media monitoring with its real-time capabilities ensure minimal content misses, providing users with the most relevant media coverage promptly. Its user-friendly interface, mobile compatibility, and one-click reporting facilitate ease of use and speed to insight. CisionOne is a reliable platform with a track record of minimal downtime.

CisionOne's comprehensive features, exclusive content partnerships, AI-driven insights, and user-friendly interface set it apart as the preeminent choice for PR professionals.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Several key attachments provide robust evidence of CisionOne's impact, innovation, and market reception.

CisionOne launches: These attachments highlight CisionOne's successful entries into multiple markets and its adaptability to different market demands, emphasizing the product's scalability. The UK launch garnered immediate media attention, as seen in PR Week's coverage, demonstrating the product's relevance and strong market entry.

Code of AI ethics: This attachment outlines Cision's pioneering stance on AI ethics in the PR industry. It details the principles guiding Cision's AI development, such as rigorous testing, privacy protection, and transparent documentation, which ensure the responsible application of AI. This commitment positions Cision as a leader in ethical AI use.

Client testimonials and high ratings on G2: Feedback from clients [REDACTED FOR PUBLICATION] provides direct evidence of customer satisfaction. These testimonials and high ratings on G2 reflect the positive reception and tangible impact of CisionOne on users' workflows.

These attachments collectively provide compelling proof of the product's effectiveness and significant contributions to the field of PR and communications.

**Webpage Link**

<https://www.prnewswire.com/ill/news-releases/cision-revolutionises-the-pr--comms-industry-with-launch-of-ai-powered-platform-cisionone-301873320.html>  
(<https://www.prnewswire.com/ill/news-releases/cision-revolutionises-the-pr--comms-industry-with-launch-of-ai-powered-platform-cisionone-301873320.html>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.cision.com/about/press-releases/2023-press-releases/cision-elevates-pr-and-comms-industry-with-us-launch-of-ai-powered-cisionone-platform-301958686/>  
(<https://www.cision.com/about/press-releases/2023-press-releases/cision-elevates-pr-and-comms-industry-with-us-launch-of-ai-powered-cisionone-platform-301958686/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://www.newswire.ca/news-releases/cisionone-launches-in-canada-to-empower-pr-and-comms-teams-with-real-time-media-monitoring-and-insights-810635521.html>  
(<https://www.newswire.ca/news-releases/cisionone-launches-in-canada-to-empower-pr-and-comms-teams-with-real-time-media-monitoring-and-insights-810635521.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://www.prweek.com/article/1830319/cision-launches-ai-powered-platform-cisionone> (<https://www.prweek.com/article/1830319/cision-launches-ai-powered-platform-cisionone>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://www.cision.com/lp/cisionone-g2-reviews/> (<https://www.cision.com/lp/cisionone-g2-reviews/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://www.g2.com/products/cisionone/reviews/cisionone-review-9710816> (<https://www.g2.com/products/cisionone/reviews/cisionone-review-9710816>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 7**

<https://www.cision.com/about/press-releases/2023-press-releases/cision-announces-code-of-ethics-for-ai-development-and-support-for-the-responsible-application-across-the-industry-301858561/> (<https://www.cision.com/about/press-releases/2023-press-releases/cision-announces-code-of-ethics-for-ai-development-and-support-for-the-responsible-application-across-the-industry-301858561/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 8**

<https://www.cision.com/lp/cisionone/> (<https://www.cision.com/lp/cisionone/>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

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[REDACTED FOR PUBLICATION]

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**Would you like to add an additional supporting document?**

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

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I Agree