[PR Monthly Report - Mexico February 2022](https://monday.monday.com/docs/2371216824)

**Quantitative KPIs**

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| Total Articles    Coverage by tiers    Coverage by spokespeople    Coverage by ‘Competitor’ Mention | Coverage by focus areas    Coverage by organic vs. earned    Coverage by channels    Number of commentary and newsjacking |

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| **Qualitative KPIs**  Pitching Journey  **Name of Pitch:** *"*[*monday.com*](https://monday.com) *participation on Super Bowl ads"*   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **media list- # journalists pitched?** | **# expressed interest** | **# Interviews secured** | **# of days pitched** | **Total coverage** | | 4 | 2 | 0 | 2 | 2 |   **Actionable Insights:**   * Information pitch * Video * Mail and phone Pitching   **Name of Pitch:** *"*[*monday.com*](https://monday.com) *announces its strategic alliance with KPMG"*   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **media list- # journalists pitched?** | **# expressed interest** | **# Interviews secured** | **# of days pitched** | **Total coverage** | | 40 | 25 | 0 | 5 | 13 |   **Actionable Insights:**   * Editorial Content * Mail and phone Pitching   **Name of Pitch:** *"*[*monday.com*](https://monday.com) *Earnings"*   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **media list- # journalists pitched?** | **# expressed interest** | **# Interviews secured** | **# of days pitched** | **Total coverage** | | 4 | 2 | 0 | 5 | 1 |   **Actionable Insights:**   * Translated Post * Mail and phone Pitching   Top Coverage - *top 1-2 articles*   1. [Market Minds: **"Carlos Kamimura, Director of Alliances at monday.com for Latin America, joins us tonight and we will talk about the organization of teamwork for the best performance of companies"**](https://iheart.com/podcast/1180-marketminds-70525839/episode/e71-la-importancia-del-seguimiento-del-92432766) - This publication is product of Radio Interview 2. [Merca 2.0 **"monday.com and the other powerful ads, which came to Super Bowl LVI after the contingency"**](https://merca20.com/monday-com-y-los-otros-poderosos-anuncios-que-llegaron-al-super-bowl-lvi-tras-la-la-contingencia) - This publication is product of Super Bowl pitch 3. [Excelsior: **"Counter"**](https://drive.google.com/file/d/1phiTX3IPGSuirikDj-sr0xVbZhF40M6Z/view) - This publication is product of alliance with KPMG   Monthly Report Discussion - *date of meeting*  **Overall Actionable Insights:**   * Maintaining ongoing communication with the media through releases will help increase our coverage and position [monday.com](https://monday.com) in the conversation. * A quick response to the media on a written interview or request will help us strengthen our relationship with the media.   **monday.com insights**   * Additional pitching efforts in February aside form KPMG? Earnings? * Nice to see that there is more earned coverage from news announcements than previous months * We need to stay focused on specific pitches and initiatives every two weeks and focus on goals/results for each initiative * Also, let's be sure to define our strategy before execution, especially with bylines |

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