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

**Quantitative KPIs**

|  |  |
| --- | --- |
| Total ArticlesCoverage by tiersCoverage by spokespeopleCoverage by ‘Competitor’ Mention | Coverage by focus areasCoverage by organic vs. earnedCoverage by channels Number of commentary and newsjacking |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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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