

## News Direct's Reach & Reporting Exceeds Expectations for ID Agency and Their Clients, Tapatío and SUPER73

### Synopsis

Greg Emmerson, PR director at ID Agency, a Los Angeles, CA-based full-service PR, marketing and events agency, shares how News Direct enhanced their client reporting capabilities—saving hours of time.

### Background

[ID Agency](#) is a full-service PR, event and marketing agency offering strategy, digital and influencer marketing, public relations and creative services to brands including Bud Light, Ford, Hot Wheels, Nike, RedBull, Samsung, Xbox, Kawasaki and many more.

As a PR agency, ID Agency utilizes wire services to distribute national and international press releases on behalf of the organization's clients.

In December 2020, ID Agency signed on with News Direct, adding the newest wire service to its roster of distribution partners. Since using News Direct, ID Agency has noticed a significant difference in press release reach and reporting capabilities, particularly for [SUPER73](#), an innovative electric motorbike creator, and [Tapatío](#), a hot sauce brand that's been bringing the spice for more than 50 years.

### Game-changing Reach & Reporting

Prior to using News Direct, ID Agency would sometimes have to manually report results by completing Google searches and using other databases to research reach, engagement and more. Then, the team would compile all of this information into a client-friendly report. Emmerson explained this process could sometimes take up to one full week. But now that the team uses News Direct, the process has completely changed.

"The reporting is spectacular," Emmerson said of News Direct's analytics. "We're able to get links to every outlet, we're able to see the potential reach. The breakdown of data is fantastic. I love that we can share the comprehensive News Direct reports with the client."

This is in addition to the 24/7 customer support offered through the platform. Emmerson has easily been able to get News Direct team members on the phone for assistance, unlike previous

services. “I was able to get on the phone and have someone talk me through the platform,” said Emmerson. “The hands-on personal services are amazing.” Emmerson also praised the reach available through News Direct, stating “We didn’t get the reach that News Direct offers from any other service.”

The reach of ID Agency’s most recent press releases for SUPER73 and Tapatío exceeded Emmerson’s expectations. Both were picked up by international outlets as well as Google, Yahoo! Finance, and Apple. Plus the total traffic and potential visibility numbers were valuable to client reporting. “Both clients were incredibly happy with the reach and results, particularly because we’ve seen growth from the first release to the to the most recent release,” added Emmerson. growth from the first release to the to the most recent release,” added Emmerson.

## The Data

<u><a href="#">SUPER73® Raises \$20 Million in Funding From Volition Capital</a></u>		<u><a href="#">Tapatío Hot Sauce Partners with comedian Gabriel “Fluffy” Iglesias to Celebrate 50th Anniversary</a></u>	
Total Number of Postings:	<b>120</b>	Total Number of Postings:	<b>122</b>
Total Link Clicks:	<b>2,402</b>	Total Link Clicks:	<b>876</b>
Total Traffic:	<b>733.1 Million</b>	Total Traffic:	<b>985.9 Million</b>
Total Potential Visibility:	<b>36.7 Million</b>	Total Potential Visibility:	<b>49.3 Million</b>
Total Views:	<b>871</b>	Total Views:	<b>6,469</b>

## Additional Multimedia Success Variables

While News Direct’s robust distribution network provided the reach and strong posting results for SUPER73 and Tapatío, ID Agency utilized several best practices that contributed to the successful performance. For instance, both releases contained multimedia, which is a surefire way to get eyes on your content. Both releases also included videos—Tapatío’s featured celebrity comedian Gabriel “Fluffy” Iglesias and SUPER73’s showcased a state-of-the-art E-bike and some cool tricks, as well as additional images.

## Why News Direct

News Direct is a [modern news distribution platform](#) custom-designed by industry veterans to meet the demands of modern media outreach.

[Schedule a demo today!](#)



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