



Onclusive

Onclusive Services

PR Manager



Our suite of services have been designed to support the full life cycle of communications



Onclusive Manage

All of our services are offered with 24/7 access to service support. We ensure our clients are at the centre of what we do.

We offer a robust framework of regular reviews and QBRs to ensure accountability, high service levels and open and honest communication.



Onclusive Planner

We have a unique database of forthcoming news events and announcements.



Onclusive Contact

Global media contacts database, press release distribution & CRM, with newsroom services.



Onclusive Monitor

We offer comprehensive monitoring across all digital and broadcast media types.



Onclusive Press Review

We provide editorially managed services such as content selection, categorisation, summaries & newsletters.



Onclusive Social

We offer social listening across all social platforms including LinkedIn, TikTok and Bluesky.



Onclusive Analytics

We manually analyse all media for custom metrics aligned to each client's comms objectives.

A reliable partner

Combining advanced technology with expert human judgment.

We are a legacy monitoring, analysis & planning business operating for 25+ years, brought together as Onclusive in 2022. We process over 10 million articles, 200 million mentions, and 120 million minutes of broadcast content each month, covering 850 million+ online sources. We have a team over 300+ analysts, working with the latest technology to surface and deliver insights that empower our clients to maximise their communications function.

Broader data coverage.

Our advanced technology allows us to offer one of the most comprehensive and wide-ranging monitoring solutions in the industry.

We harvest and analyse content from all available media outlets including traditionally hard-to-track sources such as Threads, & LinkedIn.

Industry leading technology.

Experience PR/Comms focused technology that not only tracks emerging trends but also understands the nuances of sentiment shifts and regional dynamics.

Stay ahead with AI that predicts changes in brand perception and offers insights that drive proactive, informed decisions.

Flexible delivery options.

Choose from AI-powered alerts for instant updates and customised reporting deliverables for in-depth analysis.

Our platform offers analytics, search and customisable dashboards to help you make informed decisions, gain insights and track key metrics.

We are customer centric.

Our comprehensive support ecosystem includes AI efficiency, data expertise, specialist analysts and dedicated 24/7 support.

We offer expert advice and a dedicated set-up and account management team to ensure accuracy, allowing you to focus purely on your goals.



Drive success with Onclusive's PR Manager



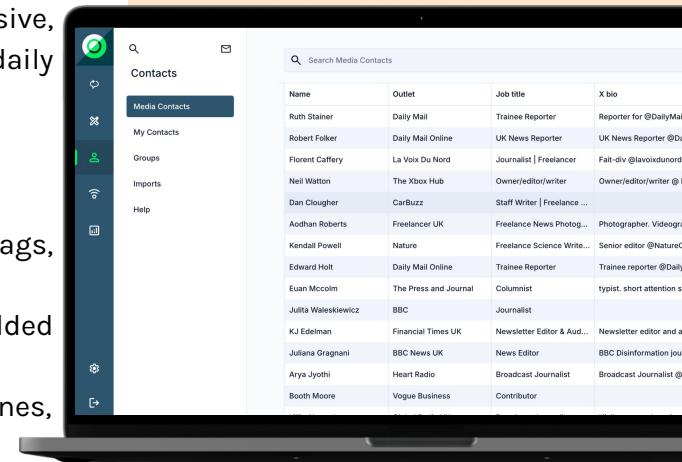
Onclusive PR Manager

Maximise your media impact with smarter outreach

Onclusive's PR Manager is a powerful, all-in-one platform designed to make media outreach smarter, faster, and more effective. At its core is a comprehensive, human-verified media database of over 200,000 journalists and outlets, updated daily to ensure accuracy and relevance.

The platform empowers your team to:

- Find and target the right media contacts with up-to-date profiles, subject tags, social links, and coverage history
- Build and distribute press lists and releases quickly, including embedded visuals and trackable links
- Track engagement and media impact with detailed interaction timelines, showing past responses, coverage types, and outreach frequency
- Strengthen media relationships by focusing on the journalists and outlets most likely to deliver results
- With PR Manager, your communications land more effectively, campaigns reach the right audience, and your team can confidently build lasting, rewarding relationships with media contacts.



Journalist Contact Details & Smart Lists

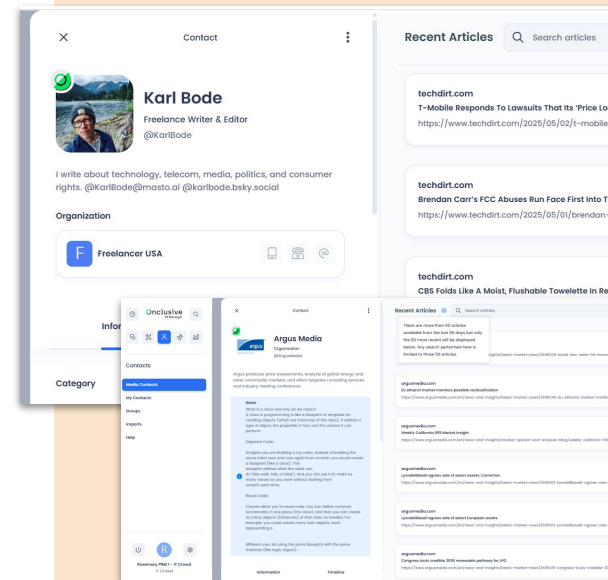
Target the right journalist, every time

Onclusive's PR Manager gives your team instant access to a 200,000+ strong, human-verified journalist database, updated daily to ensure accuracy and relevance. Each profile includes verified contact info, biographies, subject tags, social links, and recent articles, giving you everything needed for precise, timely outreach.

Key Outcomes:

- Find and connect with the right journalists using detailed, up-to-date profiles
- Build and maintain targeted media lists with Smart Groups that update automatically
- Engage at the right time using beat tracking and insights into journalist interests and coverage patterns
- Enhance relationship management with context-aware communication history by seeing a journalists' recent articles directly in contact profiles
- Get expert support from researchers to connect with the most relevant contacts

With PR Manager, your outreach is smarter, your targeting more precise, and your media relationships stronger.



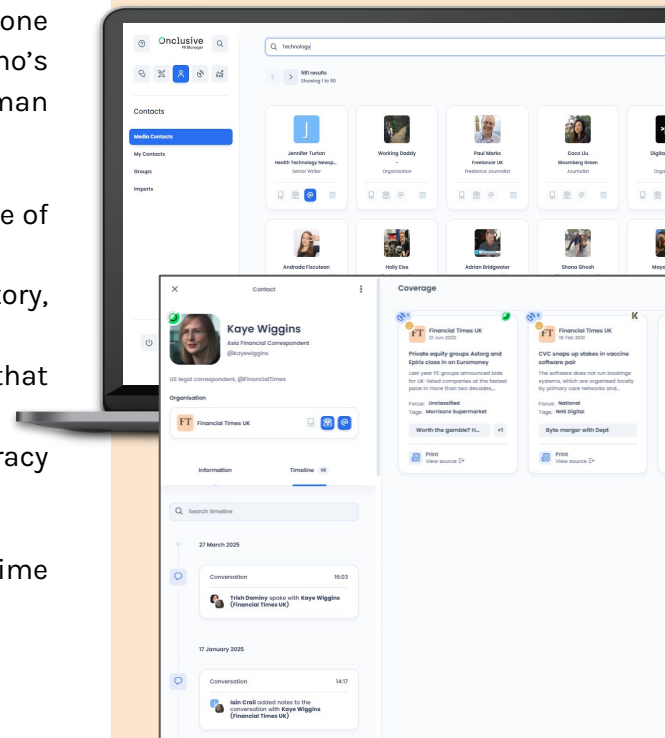
Contact Linking & Coverage Attribution

Turn media outreach into measurable relationship intelligence

R Manager connects journalist contacts, outreach activity, and resulting coverage in one unified workflow, giving PR teams complete visibility into what's working, who's engaging, and where to focus next. By automating attribution while keeping human control, teams can manage media relationships with confidence and clarity.

- Automatically link coverage to journalists and outlets, creating a single source of truth for media activity
- See full interaction timelines for each journalist, including outreach history, responses, and coverage outcomes
- AI-powered attribution connects coverage to the press release or statement that generated it
- Manual attribution for interviews, briefings, and conversations ensures accuracy and context

This enables your team to spend less time managing lists and reporting, and more time building high-impact journalist relationships that deliver measurable coverage.



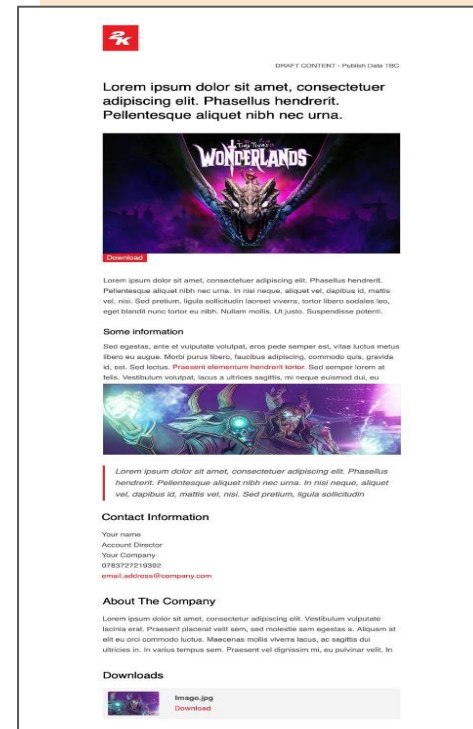
Create, Distribute & Measure Press Releases

Maximise reach, engagement, and impact

Onclusive's PR Manager makes it easy to create visually rich, engaging press releases and distribute them to the right audiences, all from a single, intuitive platform. Designed for flexibility and control, it ensures your messages land effectively while tracking performance to refine future campaigns.

- Create professional, media-rich releases with images, videos, documents, and embedded content in a consistent, branded format
- Personalise outreach for individual journalists or entire media lists
- Control timing and distribution with scheduled sends, embargoed releases, and newsroom publishing
- Track performance in real time with delivery reports and automatically associated monitored content
- Refine strategy with actionable analytics identifying which content drives the most interest
- Save time and ensure consistency with unlimited customisable email templates and preview/test features

With PR Manager, your press releases are not only seen – they're strategically targeted, visually compelling, and measurable.

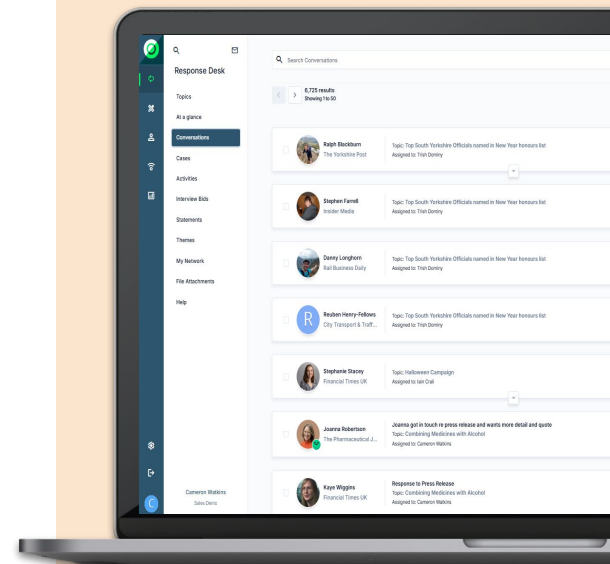


Your 'CRM' for Comm & Media Relations

Response Desk & Relationship Management

Onclusive's PR Manager Response Desk allows users to manage all journalist and stakeholder interactions in one place. From phone calls and emails to statements, interview bids, and networking events, it ensures your team can log, track, and act on every interaction quickly and efficiently.

- Log and track interactions effortlessly – capture conversations, notes, mood, next steps, and attachments in a few clicks
- Manage statements and enquiries – share internally or externally, set deadlines, reminders, and alerts for key interactions
- Organise by topic, team, or campaign – associate all activities, press releases, and coverage to relevant campaigns for a full overview
- Generate instant, detailed reports – filter, export, and illustrate activity and results for internal stakeholders
- Consistent messaging – Use stored statements that ensure message alignment
- Increase productivity – bulk entry, email-to-platform logging, and intuitive search/filter tools save time and reduce errors
- Strengthen relationships – access a complete history of interactions, ensuring consistent follow-up and engagement



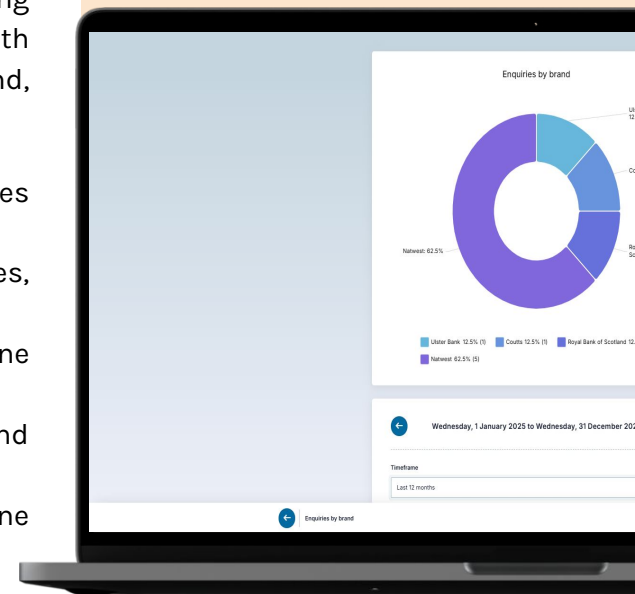
Tracking & Analytics

Measure impact, optimise results

Onclusive's PR Manager tracks the real-time impact of your communications by linking media coverage directly to your press releases and outreach activity. Integrated with Onclusive's monitoring packages, it gives teams clear visibility of how messages land, who engages, and what drives results.

- Monitor coverage linked to press activity - see which releases generate stories and where they appear
- Measure engagement in real time - track email open rates, bounces, unsubscribes, and other key metrics
- Understand the impact of communications - gain actionable insights to refine messaging and maximise media effectiveness
- Optimise future campaigns - use real-time data to improve targeting, timing, and content for better results
- Centralise reporting - consolidate coverage and engagement in one easy-to-access platform for team and stakeholder review

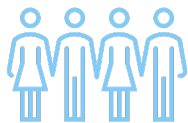
With PR Manager, your team can see exactly how communications perform, act on insights immediately, and continually improve media outreach outcomes.





Powered by strong account management

Access a team of specialists and experts



Core Team

Dedicated, specialist support and care delivered by industry experts with extensive experience.



Always On

We provide comprehensive service and support, 364 days per year to support emergency enquiries at any time.



Reviews

Reviews (on request) to ensure your requirements are being met and the service evolves in line with your needs.



Trust & Compliance

A strong commitment to accuracy, compliance, and best practice, covering data integrity, GDPR, copyright, and other regulatory requirements.