Cision’s Digital Reach calculates UVPM in a way that reflects how digital content is shared on the social web.

Background

Social networks and content sharing have revolutionized the way people receive information and news coverage. Despite this, most providers of “reach” or Unique Visitors per Month (UVPM) base their figures on statistically small samples of users and don’t reflect impressions from sharing on social media or users outside the United States. Furthermore, they are often unable to provide figures for sub-domains (blogs within blogs) and niche sites. Cision’s Digital Reach provides solutions to these issues.

What is Digital Reach?

**A larger sampling of users**

Typically, UVPM/reach calculations are based on a tiny sample of users. Cision Digital Reach’s sample is based on the information-sharing habits of social media users. Twitter alone has 255 million active monthly users.*

**Granular Blog Data**

Cision Digital Reach measures reach to the sub-domain level to give you an accurate understanding of how many impressions you’ve made.

Includes Social Sharing

Online sharing is intertwined with total reach, but traditional UVPM usually ignores social sharing. Cision Digital Reach derives total impression data from three billion annual Twitter and Facebook shares. And Cision takes into account that some countries like the US & Brazil have a tendency to share content more frequently than other countries into the calculation.

A Standardized, Global Perspective

Social media users are global, and are sharing content on a global scale. Cision Digital Reach applies one method to social sharing data to give you a clearer understanding of global reach.

How it works

Cision takes a site’s share count across different social media platforms and plugs those figures into our proprietary formula. This formula is based on a statistical model that we’ve developed which expresses the relationship between a site’s unique visitors per month and its share counts. The resulting figure is our estimated Digital Reach or Unique Visitors per Month in the Cision Media Database.

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*Source: [https://about.twitter.com/company](https://about.twitter.com/company)