



RECENT WORK

BRAND: SKULLCANDY, INC

PRESS RELEASE: SKULLCANDY INTRODUCES
NEW ON-EAR HEADPHONES 'RIFF WIRELESS'

ISSUED ON: JAN 24, 2019

PLAN: AMPLIFY

ADD-ON: SOCIAL MEDIA OPTIMISATION

Company/Brand: **Skullcandy**

Press Release Title: **Skullcandy Introduces new On-Ear Headphones 'Riff Wireless'**

Total coverages: 60

Social media optimised

[View/export coverage report](#)

[View News & Social Media Analytics](#)

Status: ***In-Progress***

*** Please note-**

In-Progress: EditMeet is still in the process of updating/coordinating media coverage with its partner websites

Complete: A final report will be available in your dashboard after 4-5 days of release distribution/issue

Social media optimised: The press release is optimised in EditMeet's social media pages to increase engagement

Screenshot 1. (From EditMeet.com dashboard)

COVERAGE REPORT

FOR DETAILED COVERAGE REPORT,

<https://demo.editmeet.com/my-dashboard/export-coverage-report-skullcandy/>

Category	Media	Date
Business	Business Standard	24-01-2019
General Interest	Yahoo News	24-01-2019
General Interest	Deccan Chronicle	25-01-2019
General Interest	The Hans India	25-01-2019
General Interest	Jenkers	25-01-2019
General Interest	HT Syndication	24-01-2019
General Interest	Asian Age	25-01-2019
General Interest	NewsNow	24-01-2019
News Wire	UNI Newswire	25-01-2019
Business	Economy Times	25-01-2019
News Wire	UNI.com	25-01-2019
General Interest	EditMeet	24-01-2019
General Interest	Video Street	24-01-2019
News Wire	ANI News	24-01-2019
General Interest	News Today India	25-01-2019
General Interest	devdiscourse	24-01-2019
General Interest	NewKerala.com	24-01-2019
General Interest	India Gazette	25-01-2019
General Interest	India Pulse	24-01-2019
General Interest	Delhi News	24-01-2019
General Interest	India Samachar	24-01-2019
General Interest	Big News Network	24-01-2019
General Interest	New Delhi News	24-01-2019
Business	India Inc	25-01-2019
General Interest	eeYuva	24-01-2019
General Interest	Trending For Today	24-01-2019
General Interest	WebIndia123	24-01-2019
General Interest	Fast News Online	24-01-2019
Business	Business Matters	25-01-2019
General Interest	The Indian Chronicle	24-01-2019
Blog	My Archive Store	25-01-2019

General Interest	The Citizen Herald	24-01-2019
Business	The Business Post	24-01-2019
Business	Business Chronicle	24-01-2019
General Interest	Daily News Bytes	24-01-2019
Business	BizNews Express	25-01-2019
General Interest	News This Hour	25-01-2019
General Interest	India This Hour	24-01-2019
General Interest	Current News Live	24-01-2019
Business	Business Bioscope	25-01-2019
General Interest	New India Journal	25-01-2019
Business	Business News Live	24-01-2019
General Interest	Express News Post	24-01-2019
Blog	The Panache Times	25-01-2019
Trade	The Infra Journal	25-01-2019
General Interest	India News Feed	24-01-2019
General Interest	The Herald Times	25-01-2019
Business	Daily Biz Times	25-01-2019
General Interest	Times Chronicle	24-01-2019
General Interest	News Dispatch	24-01-2019
Trade	Digital Digest	24-01-2019
General Interest	Shafaqna.com	24-01-2019
Trade	DigiTech Live	25-01-2019
General Interest	Khabar Raftar	24-01-2019
Trade	Tech Laundry	24-01-2019
General Interest	Daily News Post	25-01-2019
Business	Biz Observer	24-01-2019
General Interest	Current Bulletin	25-01-2019
Trade	Headphonesnet	25-01-2019
Trade	Infra Reporter	24-01-2019

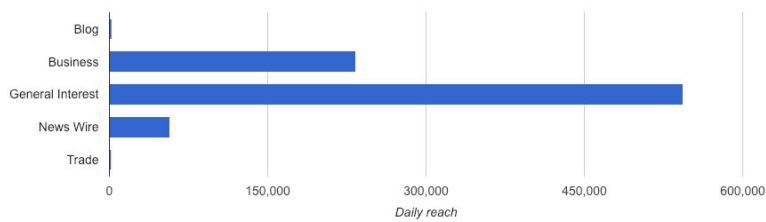
ANALYTICS – NEWS MEDIA

NEWS MEDIA ANALYTICS

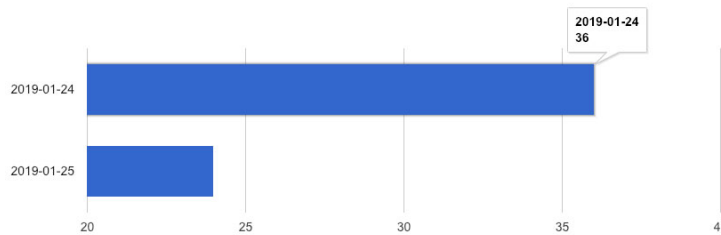
Powered by EditMeet.com

60	837,185
TOTAL COVERAGES *	TOTAL POTENTIAL DAILY REACH **
36%	64%
% TRAFFIC FROM SEARCH	% DIRECT TRAFFIC

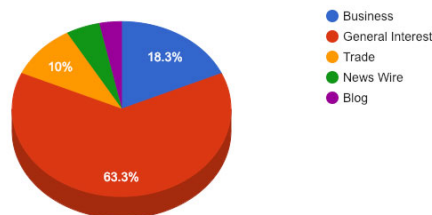
News coverage by category



News coverage by date



Reach by media category



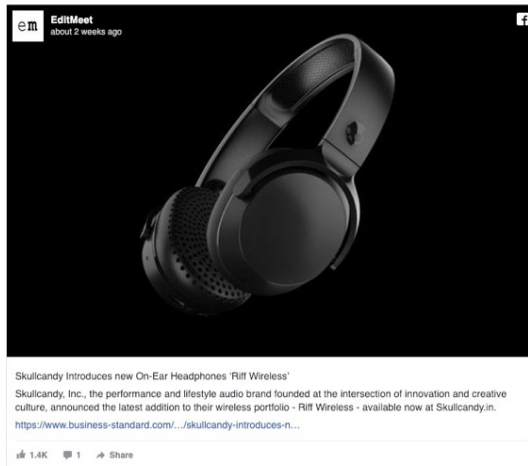
* Total coverages obtained through EditMeet.com

** Based on reach of news media (stats from SimilarWeb)

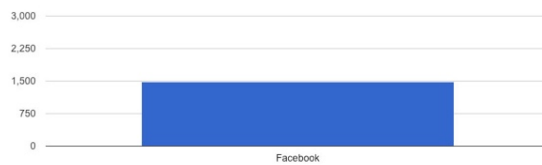
ANALYTICS – SOCIAL MEDIA

SOCIAL MEDIA ANALYTICS

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Number of likes



Number of shares/retweets



Total reach



Number of photo clicks



* The post is optimised in EditMeet's social media page/s
** Number of likes, shares/retweets and reach is based on actual numbers available in EditMeet's social media page
*** You can visit the post in EditMeet's social media page by clicking on the embedded post above

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For demo and 'recent work', please visit

<https://demo.editmeet.com>

Username: casebook

Password: editmeet123*