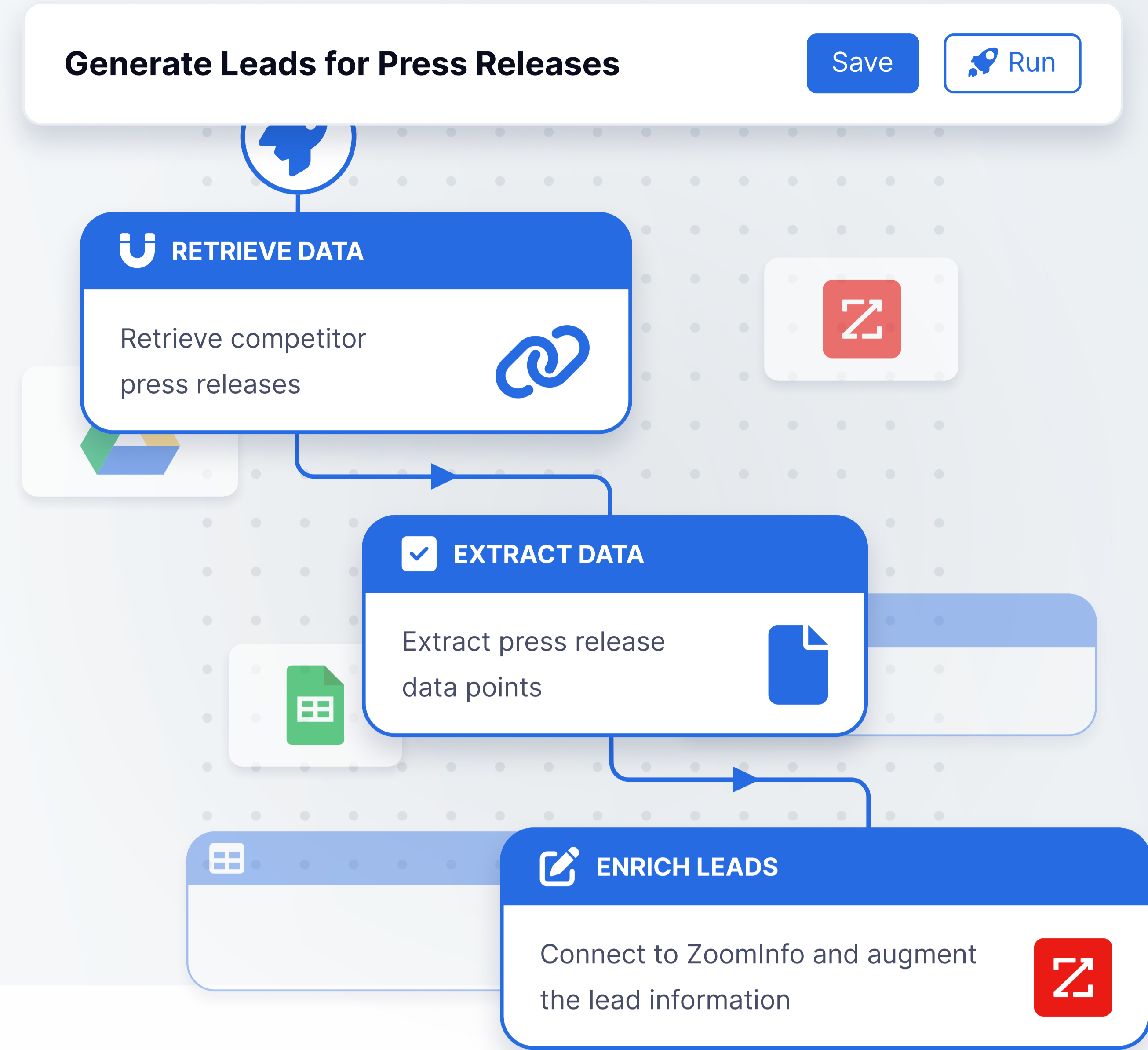


# CISION®

## How Wrk Accelerated Cision's Lead Generation with Automation

Our Wrkflow with Cision demonstrates how our platform and automation experts can tackle complex challenges, turning manual tasks into seamless processes that drive results.



### Who is Cision?

Cision is a global leader in media intelligence, press release distribution, and communication software solutions. Offering companies the ability to engage, monitor, and analyze media coverage, Cision is relied upon by organizations worldwide.

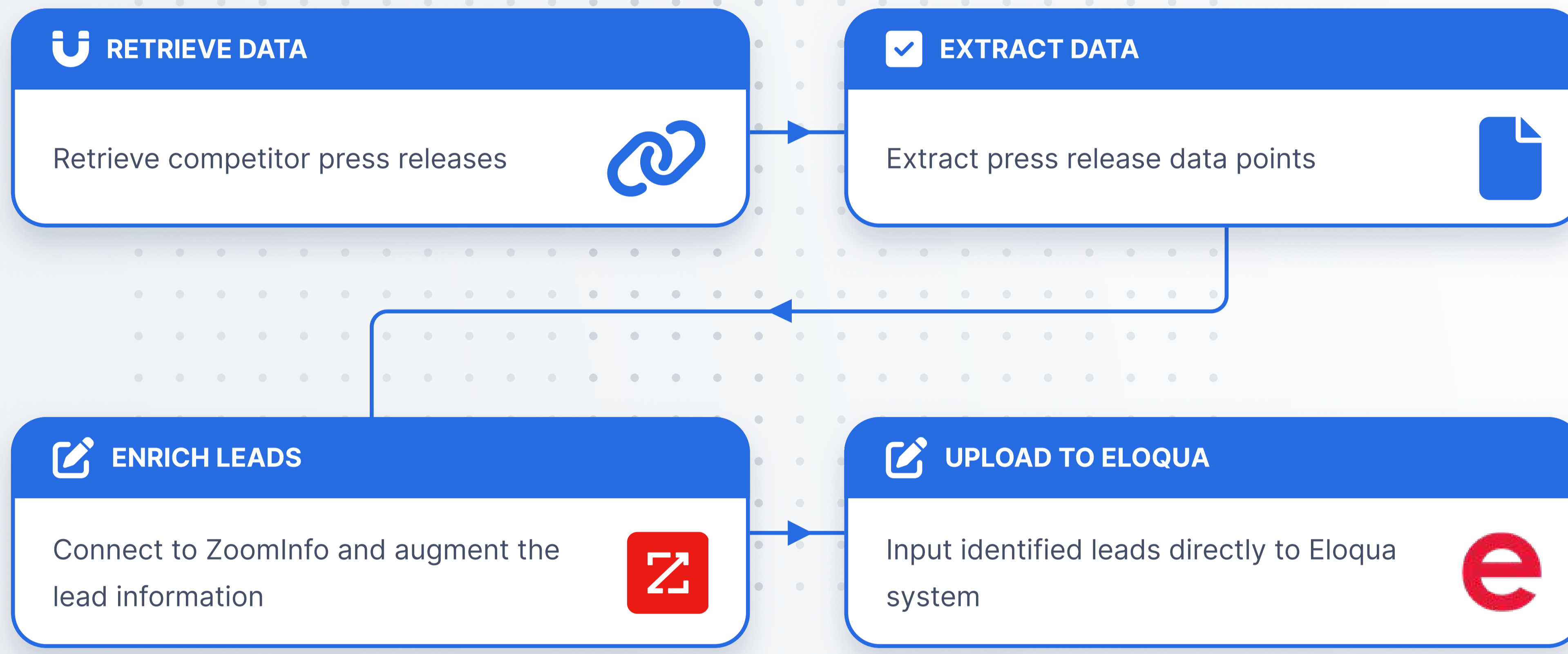
### The Challenge

Cision's sales team faced a major hurdle: sifting through upwards of 800 competitor press releases daily to identify potential leads. The manual review process was unsustainable, time-consuming, and riddled with inefficiencies.

### The Solution

Cision's Wrkflow included API integrations with press release databases, automating retrieval and lead information extraction. This data was delivered to the sales team, providing them with an efficient process for identifying and nurturing leads.

## Our Workflow



Our analysis identified the need for new WrkActions to meet Cision's requirements. The result? A system fully aligned with their goals and expectations.

## Key Results

Cision aimed to boost efficiency and free up time for their sales team to focus on higher-value activities. And our automation made it achievable.

### Increased information intake

800+ press releases processed daily

### Improved business outcomes

Efficiency in lead generation

### Cost efficiency

Time returned to the sales team

### Enhanced internal processes

Structured approach to nurturing leads and following SOP

### Don't Just Take Our Word For It

"We partnered with Wrk to build a sophisticated Data Wrkflow, saving us hundreds of hours a week compared to the manual process. Our ROI analysis has already shown a good return, making Wrk an important part of our marketing plan."

**Nick Bhutani**  
Director Marketing



## Let's Automate

Kickstart your automation journey with the Wrk all-in-one automation platform

[Schedule a demo](#)

