



PostRank™ Launches Data Services with Real-Time and Data Mining APIs

Waterloo, Ontario, Canada – July 30, 2009 – PostRank Inc., developers of the groundbreaking service (postrank.com) that uses audience engagement to filter and rank news and information online, is excited to announce the launch of their Data Services. This collection of Real-Time and Data Mining APIs (data.postrank.com) enables customers to access PostRank data for their own unique applications and information needs.

The new **Real-Time API** will deliver up-to-the-minute, socially relevant, top quality news and blog content. Users can choose their engagement threshold, accessing the top 1K, 10K, 50K, 100K or the BuzzFeed (the full pipe of all feeds), generating audience interaction in the last 30 days. New content is indexed immediately, impacting the rank of the feed. Sources generating the most audience interaction from across almost two dozen social networks are automatically surfaced, allowing clients to highlight the latest, most socially relevant content to suit their specific needs.

The new **Data Mining APIs** provide access to the rich archive of metadata collected by PostRank. Whether it's feed-level engagement data, topic or theme-specific feeds or content, or top post identification, the Data Mining APIs enable users to retrieve, analyze and display a vast array of feed and story information in the ways they want.

PostRank also now offers custom reporting tailored to a user's unique requirements.

“As more and more people realize that identifying and understanding social engagement with authors and content is critical for many different reasons, we've had increasing interest in the deep archive of engagement data we've acquired over more than 2 years,” said Ilya Grigorik, Founder and CTO.

“The increasing fragmentation of content on the web and the rise of social networks as a key source for finding and sharing information creates a significant opportunity for our customers to leverage our engagement data,” said Carol Leaman, CEO. “Whether you're a news aggregator looking to provide the most relevant news and information for a particular audience, or an ad network that sees the increasing value of an *actively engaged audience*, there are many different and compelling applications,” she added.

The new PostRank APIs are licensed on a subscription basis. Custom reports are priced per report.

About PostRank Inc.

Based in Waterloo, Ontario, Canada, PostRank is focused on the development of tools and information that make sense of social engagement data on the web. Founded in the spring of 2007, PostRank launched its first filtering and ranking service in July 2007 to tremendous market reception. The PostRank feed management service offers free, easy-to-use tools to enhance personal productivity for users, and provides audience engagement information for publishers.

For more information contact:

Melanie Baker

Community Manager, PostRank

Email: melanie@postrank.com

Twitter: [@postrank](https://twitter.com/posrank)

Phone: 519-514-0064 x224