



PostRank™ Releases Real-Time Engagement Data APIs and Adds Sentiment Analysis to Real-Time Content API

Waterloo, Ontario, Canada – August 13, 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 its Real-Time Engagement APIs and the addition of Sentiment Analysis to its Real-Time Content APIs. These new Data Services enhance a suite of Data Services APIs launched two weeks ago.

The new **PostRank Real-Time Engagement APIs** expose where and when conversations around news and blog stories are happening on the Internet. Since over 50% of all online engagement happens in the first hour after a new story is published, having a real-time pulse on the communities around the web enables you to catch breaking news and join conversations as they're starting. Not only is time a critical factor in terms of audience reach, most publishers don't realize that over 80% of the engagement happening with their content occurs off of their own sites. PostRank tracks engagement activities across almost two dozen of the most popular social networks (Twitter, Digg, Delicious, Reddit, etc.) bringing all that data together in one place.

"Understanding detailed engagement information as it relates to authors and content is extremely valuable in a number of applications," said Ilya Grigorik, Founder and CTO of PostRank. "The engagement stream is real-time and includes previous engagement scores and story metadata, enabling identification of top stories and trending topics. Being able to deliver engagement score notifications each time a user interacts with a story via commenting, bookmarking, link sharing, etc. is a powerful tool for publishers, news hounds, marketers and PR teams."

Each engagement notification includes metadata that helps identify velocity, the latest source of engagement activity (e.g. the network on which the content is popular), the feeds and their respective engagement where the article appeared.

PostRank is also excited to announce the addition of **Sentiment and Emotional Analysis** to its real-time content stream APIs. Using machine learning algorithms, each story is analyzed to provide general sentiment (positive, neutral or negative), an overall emotional score for the story, and a detailed emotional score for the story based on Paul Ekman's emotional categories of anger, disgust, fear, happiness, sadness and surprise.

"Sentiment analysis is a natural extension of our content stream," noted Carol Leaman, CEO of PostRank. When combined with our engagement data showing how influential an article or story is with

the audience, knowing the overall sentiment of that article provides a layer of analysis any brand manager would want. For example, a negative article that got no engagement may not result in action on the part of a marketing professional, but a negative article that got very high engagement may warrant follow-up."

The rise in importance of social networks as a key means of finding and sharing the most relevant content on the web is the foundation of all PostRank services. PostRank is at the leading edge of providing data and analysis to enable users to Find and Read What Matters.

About PostRank Inc.

Based in Waterloo, Ontario, Canada, PostRank is develops services that capture and 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, marketers and PR teams.

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