



## PostRank™ Announces Availability of Blog Ranking APIs

**Waterloo, Ontario, Canada** – October 2, 2009 – PostRank Inc., developers of the groundbreaking service (<http://postrank.com>) that uses audience engagement to filter and rank online content, is excited to announce the availability of three new Data Services APIs to augment its existing collection of commercial APIs (<http://data.postrank.com>).

The three new APIs, previously in private beta, provide Feed Engagement, Feed Ranking and Engagement Metrics data for a variety of potential applications. An overview of the PostRank Data Services can be found at: [http://data.postrank.com/api\\_mining.html](http://data.postrank.com/api_mining.html).

Social engagement with online content is increasingly recognized as a critical indicator of the relevance and influence of stories and the publishers producing them. Social media has become a powerful mechanism for sharing, voting, commenting and generally catalyzing interaction between authors and content. PostRank identified that emerging trend two years ago and began to track engagement activities across nearly two dozen of the most popular social networks (Twitter, Digg, Delicious, Reddit, etc.). Today, PostRank has a vast archive of social interaction metadata and continues to index, in real-time, 75 million engagement activities across millions of new stories published every day.

"We have been approached by a wide variety of customers with different and compelling applications for our data," said Carol Leaman, CEO. "From advertisers who are trying to target highly engaged and loyal audiences instead of just sites with pageviews. To PR firms doing blogger outreach who need to know in real-time who the most influential bloggers in a topic area are. To bloggers/publishers who want to know how their engagement ranks against the competition. To media sites who produce dynamic lists of the most influential authors in a topic area. To news aggregators who are trying to deliver the news that matters – the number of ways in which social engagement can be used to provide more relevant and real-time information is staggering."

The release of the new APIs comes rapidly on the heels of the launch last week of the PostRank Publisher Analytics service <http://analytics.postrank.com>. PostRank Analytics offer a number of dashboards, including overview statistics for a variety of time periods, which are useful for discovering trends; daily email summaries of the previous day's engagement activities; and detailed post-by-post engagement analysis statistics.

"Our goal at PostRank has always been to collect and make sense of audience reaction to, and interaction with, content on the web," said Ilya Grigorik, Founder and CTO. Understanding social media-driven engagement and how to effectively use it is one of the most important conversations happening in the world of social media and marketing today," he added. "We are extremely fortunate to have recognized this early on and we are now leveraging it for our customers in very compelling ways."

## **About PostRank Inc.**

PostRank is at the leading edge of providing data and analysis to enable publishers and the people interested in them to Find and Read What Matters. Based in Waterloo, Ontario, Canada, PostRank develops services that capture and make sense of social engagement data on the web. The company launched its first filtering and ranking service in July 2007 and now tracks the more than 50 million social engagement events each day that are associated with the millions of stories published by independent authors and mainstream media.

For more information contact:

Melanie Baker  
Community Manager, PostRank  
Email: [melanie@postrank.com](mailto:melanie@postrank.com)  
Twitter: @postrank  
Phone: 519-514-0064 x224