

CISION LOGO

GO-TO-MARKET STRATEGY

Early Warning

Launching AI crisis detection inside **CisionOne** as an expansion play, not a new-logo campaign.

Hania Le Thi

Self-directed strategy case study

Built entirely from public filings, company releases, third-party contract datasets and published survey research. Not affiliated with, commissioned by or endorsed by Cision.

Ship it as two tiers, and sell it to the customers we already have.

Detection is included in the platform to drive activation and defend retention. The response layer is a paid add-on. The motion runs through existing Customer Success and Account Executive capacity, so the launch adds revenue without adding cost.

\$6.1M New ARR, year one 730 accounts on the paid tier	\$2.4M Revenue retained One point of gross retention on the qualified book	\$0.30 Cost per \$1 of new ARR Expansion benchmark is \$1.00	Zero New sales headcount Fixed \$1.8M programme, gated at 90 days
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THREE DECISIONS THIS DECK DEFENDS

- 01 Detection is free. The response layer is paid.
- 02 Install base first. New logos are a year-two argument.
- 03 Named on the outcome, never on the model vendor.

We cannot afford a new-logo launch.

This is the slide that decides the plan. Everything downstream follows from it.

10.00%

Coupon on the Third Out Notes issued in the April 2025 recapitalisation. It put roughly \$250M of new money in as first-out term loans and pushed maturities to 2030 and 2031, with about 99% of senior secured lenders and 95% of unsecured noteholders participating. That is rescue financing, and it prices every launch decision that follows.

Cision press releases, 14 and 29 April 2025

Caa2

Moody's rating on Castle US Holding, the rated debt issuer, from 21 November 2024, outlook negative. It followed an earlier 2024 downgrade to Caa1. Reporting at the time cited a warning against flat-to-down revenue growth, with the first-lien term loan quoted at 66 cents on the dollar.

cbonds rating action, 21 Nov 2024 · Transacted, 14 Nov 2024 · Moody's primary notices are paywalled

75,000+

Organisations, and it has been the same claim since the FY2018 annual report. Eight years without movement. It also blends subscription customers with one-off press-release buyers, so it overstates the base a module can be sold into.

Cision Form 10-K FY2018 · same figure in company releases of 18 Jun and 14 Jul 2026

+2.5% /
-9.2%

Year-on-year change in subscription customers (46,340) against transactional customers (37,422), the last time the split was disclosed. Revenue per subscription customer grew 2.1%. That is a business with almost no upsell engine, and no operating metric has been published since.

Cision Q2 2019 earnings release, the final such disclosure

\$1.00 vs
\$1.88

Cost of a dollar of expansion ARR against a dollar of new-logo ARR. Expansion is roughly half the price, and the gap widened through 2024 as new-logo acquisition costs rose 14%.

Benchmarkit SaaS Performance Metrics, 2024 and 2025 medians

So every dollar of this launch should come from accounts that already pay us.

Buyers can see less than they could two years ago, and the cost of missing has doubled.

THE VISIBILITY GAP IS WIDENING

56% → 37%

Share of organisations that know where negative sentiment about them is concentrated. It fell 19 points in two years. Awareness of which reputational issues matter to stakeholders fell from 58% to 41% over the same period.

WTW Global Reputational Risk Readiness Report, 2026

21%

Of senior communications professionals rate their crisis prevention ability as excellent. Half say they cannot measure impact effectively, and only a quarter say they have the measurement tools they need.

Cision Global Comms Report 2024, 400+ senior practitioners

91% / 40%

Of PR teams use generative AI somewhere in their workflow, but only 40% use it for media monitoring. The appetite is already there. The category is not.

Cision, Inside PR 2026, approx. 600 respondents, US and UK

AND THE COST OF HANDLING IT BADLY IS MEASURABLE

-12%

Average shareholder value one year after a reputation crisis, across the 2011 to 2020 window. For the three decades before that the average was roughly zero. Social media changed the arithmetic.

Pentland Analytics and Aon, 300 crises, 1980-2020

54%

Probability of losing more than a fifth of market capitalisation once an event has happened. Twelve percent lose more than half.

Pentland Analytics and Aon, same dataset

42 points

The spread in shareholder value between companies that handled a crisis well (+21%) and those that did not (-21%). Two of the five factors separating them are prompt, accurate disclosure and rapid, credible action. This is the number that makes early detection a commercial argument rather than a comfort blanket.

Pentland Analytics and Aon, same dataset

Incidence, for sizing: 69% of business leaders reported a corporate crisis in the previous five years, averaging three each (PwC Global Crisis Survey, 2019). Annualised, that implies roughly a fifth of any customer base has a live event in a given year. The annualisation is my derivation, not PwC's published figure.

One competitor ships a named crisis product. We ship none.

CisionOne's product page names seven AI features. The closest to this territory is React Score, which flags harmful content in coverage already published. That is reactive classification, not early warning.

VENDOR	NAMED CRISIS OR EARLY-WARNING CAPABILITY	SHIPPED	PRIMARY BUYER
Signal AI	Risk Scanner. Turns a static risk register into real-time early warning	18 Jun 2026	Risk and compliance
Muck Rack	Spike Alert Summaries. Not positioned as crisis detection in the release	14 Oct 2025	PR
Meltwater	Predictive Analytics. Forecasts whether a spike will grow or fade	23 Oct 2025	Marketing and comms
Hootsuite / Talkwalker	Wisdom agent. Mentions identifying risks; no crisis product	24 Jun 2026	Social
Onclusive	None named. The March 2026 Unified Platform launch has no crisis or anomaly detection	—	—
Notified, Agility, Prowly	None named	—	—
CisionOne today	None named. React Score is the nearest, and it is reactive	—	—

THE ANALYSTS ARE LOOKING ELSEWHERE

No analyst grid evaluates crisis detection as a category. Gartner's Magic Quadrant for Social Media Management and Listening, published July 2026, covers Sprinklr, Emplifi, Hootsuite, Sprout Social, Brandwatch and Oktopost, but not Cision, Meltwater, Onclusive or Signal AI. Gartner's nearest direct coverage of this space is a Market Guide from April 2025, not a quadrant. Naming a category is cheaper than winning one.

THE HONEST CAVEAT

CisionOne rates 3.9 out of 5 on G2, the lowest of the products on that category page. Muck Rack rates 4.5, and Brandwatch, which Cision owns, rates 4.4. This plan does not assume we win on product reputation, which is why it sells into accounts that have already bought, and leads with data provenance rather than model capability.

Do not call it ChatGPT-powered.

Naming the model vendor imports the vendor's risk into our procurement conversation. Three reasons the framing has to change.

01

The market already moved on

In 2023, vendors announced model access: Meltwater launched an OpenAI-powered AI Writing Assistant in May of that year. By 2026 the announcements are about provenance. Signal AI partnered with Dow Jones Factiva in April 2026 so customers decide on “comprehensive, verified, and copyright compliant information”, and Agility shipped an MCP Connector in August 2026 grounding AI assistants in indexed coverage rather than open-web results.

Vendor releases, 22 May 2023 to 18 Aug 2026

02

The buyer is more cautious than the hype suggests

77% of PR professionals will not put financial data into an AI tool, and 69% will not put in personal or proprietary material. Only 12% use AI agents at all, and 90% say they would be more comfortable if a human had to approve the agent's action. Generative AI adoption in PR was flat year on year.

Muck Rack, State of AI in PR 2026, n=564

03

We have our own content-rights history

Cision settled litigation with Dow Jones in September 2025 on confidential terms, a dispute that sat squarely in the AI content-licensing fight. In financial services and healthcare procurement, “ChatGPT-powered” opens a data-provenance review before it opens a value conversation. Privacy and security already rank as an adoption barrier for 14.7% of crisis communicators.

Cision release, 12 Sep 2025 · RiskComms 2026 Trends Report, n=102

CALL IT

CisionOne Early Warning

Consistent with how the platform already names things: React Score, Narrative analysis, AI Coverage Analysis. The model stays a technical footnote in the security pack.

ONE MESSAGE PER AUDIENCE

To the user	Know first, and know why. You should never find out from the journalist.
To the buyer	Every alert carries its sources, its confidence level and an audit trail you can take to the board.
To procurement	Licensed data in. No customer data used for training. Human approval before anything leaves the building.

Thirteen thousand accounts, not seventy-five thousand.

HOW THE BASE NARROWS

75,000	Organisations, as claimed. The ceiling, not the target.
46,340	On a subscription. The remainder buy press-release distribution one at a time and cannot be sold a module.
× 28%	Share of practitioners who hold crisis and issues management in their role.
~13,000	Qualified accounts. This is the denominator for every number in this deck.
~2,900	Of them will face a live event this year, annualising PwC's incidence data. Only a fifth rate their prevention capability as excellent.

Customer split: Cision Q2 2019 earnings release. Crisis remit: CIPR State of the Profession 2024, n=1,568. Incidence annualised from PwC 2019.

TIERING, AND THE MOTION EACH ONE GETS

TIER	ACCOUNTS	PROFILE	MOTION
01 Crisis-critical	~2,000	Listed, regulated, or a crisis in the last twelve months. Enterprise contracts average \$74,900	Named CS outreach
02 Mid-market comms	~7,000	Median platform contract \$12,625	In-product first, then sales
03 Small and non-profit	~4,000	Cost-sensitive. Reviewers in this segment consistently name price as prohibitive	Bundled only. No paid ask

Contract values: SpendHound, July 2026, n=115 enterprise contracts, and Vendr, February 2026, n=107 purchases. Both are third-party datasets of real contracts, not list prices. They are not directly comparable to each other: the two figures measure different buyer populations and contract mixes.

WHO SIGNS, AND WHO BLOCKS

User and champion	Economic buyer	Blocker
Comms or PR manager. Wants to stop finding out from a journalist. Demos well to this person.	Director or VP Communications. Signs, and answers to a board: 91% of executives say reputation matters to theirs.	Security and procurement review. Plan for it at T-12, do not discover it at T-1.

Give away the detection. Charge for the response.

Knowing is table stakes and belongs in the platform. Acting on it, with an audit trail, is what a Director of Communications will put on a purchase order.

Detect INCLUDED

In CisionOne Professional and above, at no additional cost.

- ✓ Real-time signal on the account's own keywords, every alert carrying its sources
- ✓ Severity and confidence scoring, shown per alert rather than in aggregate
- ✓ Alerting that works out of hours, which is when the gap actually bites

Job to be done: activation, habit and gross retention. It generates no new ARR on purpose.

Respond PAID ADD-ON

Annual, priced as a share of the account's existing platform contract.

- ✓ Theme extraction across the emerging story, not just the volume spike
- ✓ Recommended response actions, each behind a human approval step
- ✓ Escalation workflow and stakeholder routing
- ✓ Full audit trail, exportable for the board and for regulators

\$3,600

Mid-market, per year. 29% of median platform contract

\$18,000

Enterprise, per year. 24% of enterprise contract

Why detection is not behind the paywall. Third-party spend data already records finance teams questioning whether Cision's per-user cost is justified, and reviewers in the small-business and non-profit segments consistently name price as prohibitive. A paid gate on detection would fail on price in the two tiers that hold most of the accounts, and it would forfeit the retention benefit. On a book with an 88% median gross retention rate industry-wide, retention is the larger of the two prizes.

\$6.1M of new ARR, and \$2.4M we stop losing.

YEAR ONE, TWELVE MONTHS FROM LAUNCH

TIER	QUALIFIED	ATTACH	ACCOUNTS	PRICE	NEW ARR
01 Enterprise	2,000	12%	240	\$18,000	\$4.32M
02 Mid-market	7,000	7%	490	\$3,600	\$1.76M
03 Small	4,000	bundled	—	—	—
Total	13,000		730		\$6.08M

YEAR TWO, HOLDING THE BENCHMARK ATTACH CURVE

24% / 15%	1,530	\$12.4M
Attach in Tier 1 and Tier 2	Accounts on the paid tier	Cumulative ARR

THE RETENTION HALF

The Tier 1 and Tier 2 book is worth roughly \$238M. Included detection is a retention instrument, not a revenue one. One percentage point of gross retention on that book is \$2.4M held.

\$8.5M

Total year-one value, new plus retained

The one-point lift is my assumption. It is untested, and beta is the only honest way to read it. It is separated out here rather than folded into the headline for that reason.

WHERE THE ATTACH RATES COME FROM

No benchmark report publishes a first-year attach rate for a new module. I checked OpenView, SaaS Capital, Benchmarkit, ChartMogul and Maxio. The closest defensible proxy is the year-on-year movement in multi-product adoption that platform vendors disclose: Datadog's six-plus product tier moved from 29% to 37% in twelve months, HubSpot's four-plus hub share of Pro ARR moved six points, CrowdStrike's five-plus module tier sits at 67%. Best-in-class cross-sell shifts a tier three to eight points a year. So 12% in Tier 1 sits at the top of that band and assumes named CS outreach; 7% in Tier 2 sits mid-band and assumes in-product only. The widely quoted “20 to 40% is common for add-ons” figure traces back to unsourced vendor blogs and is not used here.

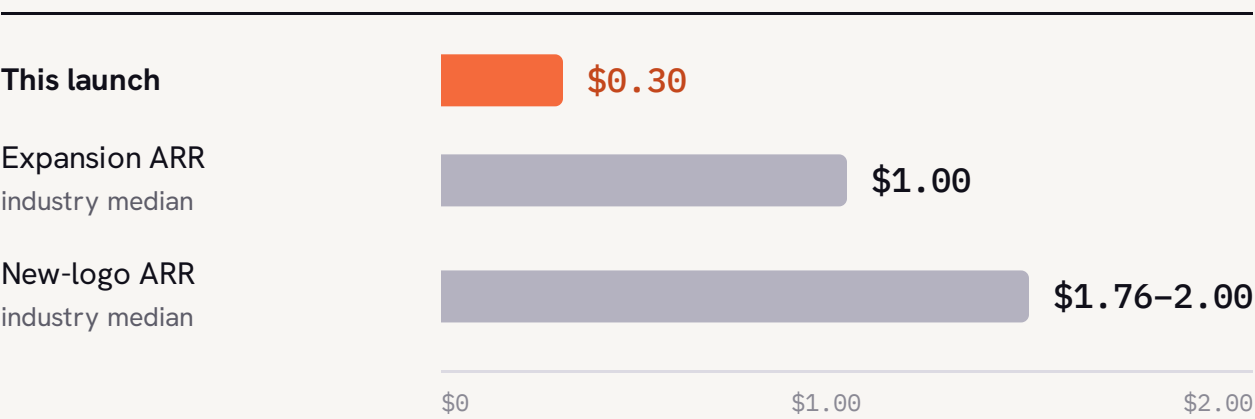
Thirty cents to buy a dollar.

A fixed \$1.8M programme against \$6.08M of new ARR. No new sales headcount, because the accounts are already carried by existing Customer Success and Account Executive capacity.

WHERE THE \$1.8M GOES

Paid demand, LinkedIn to Tier 1 titles only	\$600,000
Sales and CS enablement, certification, 90-day incentive	\$450,000
Events, webinars, analyst and press briefings	\$280,000
Product marketing, positioning, battlecards, demo	\$220,000
In-product and lifecycle build	\$130,000
Primary research, detection-time baseline survey	\$120,000
Total programme	\$1,800,000

COST TO ACQUIRE ONE DOLLAR OF ARR



Benchmarks: Benchmarkit SaaS Performance Metrics, 2024 and 2025 medians. New-customer cost rose 14% in 2024.

The caveat I would raise before anyone quotes this. Expansion cost was \$0.69 per dollar in 2022 and \$1.00 in both 2023 and 2024. The advantage is compressing as the whole industry reallocates into expansion motions. This should be modelled as a band, not a fixed multiple, and the assumption that a cross-sell is free because the customer is already ours is wrong by about a dollar per dollar.

Ranked by cost per activated account, not by reach.

The whole target is 13,000 accounts we already invoice, 2,000 of which matter most. Reach is not the constraint. Attention inside the product is.

01	In-product	An in-app announcement to the full subscription base, plus a contextual prompt the first time React Score fires on an account's own keywords. The moment a customer sees a real signal about themselves is the moment the feature sells itself.	Zero marginal cost
02	Customer Success outreach	A named human into all 2,000 Tier 1 accounts, sequenced by prior crisis event and current monitoring volume. This is the only channel that reliably reaches the person who signs.	Existing capacity
03	Sales enablement	Certification gated before quota credit. Battlecards written against Signal AI and Muck Rack specifically, not against a generic competitor. A 90-day incentive on Respond attach.	\$450,000
04	Lifecycle email	Segmented by tier and by observed usage. Accounts that have already actioned an alert get a different message from accounts that have not opened one.	Included in build
05	Earned and analyst	PR Newswire is owned inventory, so distribution is close to free. Brief PRWeek, PProvoke and PRmoment. No analyst has defined this category, so the pitch is to name it rather than to place in it.	\$280,000
06	Paid	LinkedIn to Director and VP Communications titles, matched against the Tier 1 account list and capped there. Last in the ranking because it is the only line that buys attention rather than using attention we already have.	\$600,000

DELIBERATELY CUT

Broad social advertising, influencer partnerships and general brand campaigns. They are how you launch to a market you do not yet have. We have the market. Spending against it would inflate reach metrics and leave the attach rate untouched.

Twelve weeks in, twenty-six weeks out, one hard gate.

Stated in weeks relative to launch, so the plan does not depend on a calendar quarter being approved first.

Evidence	Closed beta	Enablement	T0	Activation	Gate	Scale or correct
T-12	T-8	T-4	T0	T+1	T+13	T+14 to T+26
WEEKS	PHASE	WHAT HAS TO BE TRUE BY THE END OF IT				OWNER
T-12 to T-9	Evidence and pricing	Detection-time baseline surveyed across 300 customers. Price points tested with 20 Tier 1 accounts. Security pack, DPA and EU data residency signed off, not merely scheduled.				Product marketing, Legal
T-8 to T-5	Closed beta	25 accounts across the UK, US and DACH, every one of them with a crisis in the last twelve months. False-positive rate calibrated against a labelled set and known before launch, not after.				Product, Customer Success
T-4 to T-1	Enablement	Every AE and CSM on Tier 1 certified. Battlecards against Signal AI and Muck Rack shipped. In-app announcement built. Analyst and press briefed under embargo.				Sales enablement, Comms
T0	Launch	In-app to the full subscription base. CS outreach opens on Tier 1. Release via PR Newswire. Launch webinar with a live detection walkthrough, not a slide tour.				All
T+1 to T+12	Activation	Weekly attach and activation review. False-positive rate published to customers monthly. Pricing objections logged verbatim and read, not summarised.				Growth, Customer Success
T+13	Ninety-day gate	Decide three things: hold or move the price, extend Respond to Tier 3 or not, and continue or stop the paid line. A gate that cannot say stop is not a gate.				Executive
T+26	Year-one read	Attach against plan, retention delta on the qualified book, and the Year 2 case built on real numbers rather than benchmark proxies.				Executive

Six numbers, each with a baseline next to it.

A target without a baseline is a wish. Where there is no baseline, this deck says so rather than inventing one.

	METRIC	DEFINITION	TARGET	BASELINE
01	Activation	Tier 1 and Tier 2 accounts that have actioned at least one alert, measured at 90 days	45% of Tier 1	None exists. Set in beta.
02	Paid attach	Share of qualified accounts on Respond at twelve months, by tier	12% / 7%	Benchmark band 5-12%
03	New ARR	Incremental subscription ARR attributable to Respond	\$6.08M	\$0
04	Acquisition cost	Launch programme spend per dollar of new ARR	≤ \$0.30	\$1.00 expansion median
05	Gross retention	GRR on the Tier 1 and Tier 2 book, against the same cohort a year earlier	+1 point	88% industry median
06	Time to first action	Median hours from the first external signal to the first action taken in-platform, per account	-50% vs beta	Unknown. No published figure exists.

Two numbers this plan needs and cannot buy. There is no citable published figure for how long comms teams currently take to detect an emerging issue, and none for hours per week spent on manual monitoring. The widely circulated “6.2 hours saved per week” does not appear in the Muck Rack report it is attributed to, and the “50% faster reputation recovery” claim attributed to PRSA has no traceable methodology. Both missing numbers are the value proposition, and both are cheap to survey from our own base. That survey is the first line of the launch budget for exactly this reason.

AND ONE WE PUBLISH AGAINST OURSELVES

False positives per hundred alerts, reported to customers monthly and broken out by polarity rather than in aggregate. Aggregate accuracy is how this category's claims fall apart in a renewal conversation.

Six ways this fails, and what we do about each.

Every risk here has already happened to somebody. None of them is hypothetical.

A false alert during a real crisis

EVIDENCE IT IS REAL

Apple's AI notification summaries produced a false BBC headline saying a murder suspect had shot himself. On 16 January 2025 Apple disabled summaries for the News & Entertainment category in the iOS 18.3 developer betas.

MITIGATION

Confidence tier on every alert. No autonomous external action, ever. Human approval before a recommendation leaves the platform. False-positive rate published monthly.

Procurement blocks it on data handling

EVIDENCE IT IS REAL

77% of PR professionals will not enter financial data into an AI tool and 69% will not enter personal or proprietary material. Privacy and security rank as an adoption barrier for 14.7% of crisis communicators.

MITIGATION

Licensed and attributed sources only. No customer data used for training. DPA, security evidence and EU residency ready at T0, not produced on request.

It cannibalises Brandwatch

EVIDENCE IT IS REAL

Cision has owned Brandwatch since 2021, still sells it separately at roughly four times CisionOne's median contract value, and CisionOne already ships its own social module. The overlap exists today.

MITIGATION

A hard packaging boundary: Early Warning covers earned and news signal, Brandwatch keeps consumer and social depth. Align both compensation plans before launch, not after the first deal conflict.

Signal AI is already there

EVIDENCE IT IS REAL

Risk Scanner shipped 18 June 2026. Battery Ventures took a majority stake through a \$165M growth investment in September 2025. It sells into risk and compliance, where budgets are larger and less contested.

MITIGATION

Do not fight for the risk register. Win the comms workflow, where an alert has to become an approved public statement within the hour. That is a different product and a different buyer.

The accuracy claim collapses at renewal

EVIDENCE IT IS REAL

FreshMinds tested seven monitoring tools in 2010: 60 to 80% accuracy in aggregate, but once neutral mentions were stripped out, non-neutral comments were correctly classified only about 30% of the time. Sixteen years on, no independent benchmark of commercial media-monitoring tools has replaced it.

MITIGATION

Never market an aggregate accuracy figure. Report by polarity, and let the customer see the number that governs their own decisions.

The plan outruns the balance sheet

EVIDENCE IT IS REAL

A 10.00% coupon on the notes issued in the April 2025 rescue financing, and a Caa2 rating with a negative outlook on the rated debt issuer. There is no tolerance for a launch that spends ahead of its return.

MITIGATION

A fixed \$1.8M, no new headcount, and a gate at T+13 with the authority to stop the paid line. The cheapest channels are also the first three in the ranking.

What is sourced, what is mine, and what I would test first.

Cision has been private since January 2020 and publishes no financials, so parts of this model rest on the last public disclosures and on third-party contract data. Separating the two is the whole point of this slide.

SOURCED FROM PUBLIC RECORD			MY ESTIMATES, AND HOW I WOULD TEST THEM		
INPUT	VALUE	BASIS	INPUT	VALUE	HOW TO TEST IT
Subscription accounts	46,340	Cision Q2 2019, reported. Dated.	Annual crisis exposure	20–25%	My annualisation of PwC 2019, not their figure. Check our own account history.
Average subscription contract	\$11,510	Cision Q2 2019. The only reported figure.	Attach, Tier 1 at 12 months	12%	Derived from Datadog, HubSpot and CrowdStrike deltas. Read at the T+13 gate.
Enterprise contract value	\$74,923	SpendHound, updated Jul 2026, n=115	Attach, Tier 2 at 12 months	7%	Same basis, mid-band. In-product only.
Median platform contract	\$12,625	Vendr, Feb 2026, n=107. Not comparable to the line above: different buyer populations	Add-on price points	\$3,600 / \$18,000	Anchored to observed contracts, untested. Twenty Tier 1 calls before T-9.
Crisis remit among practitioners	28%	CIPR 2024, n=1,568	Gross retention lift	+1 point	Untested. Beta cohort against a matched control.
Expansion vs new-logo cost	\$1.00 / \$1.88	Benchmarkit 2024 and 2025	Tier sizes in the qualified base	2k / 7k / 4k	Shaped from reviewer segment mix, which skews. Replace with our data on day one.
Crisis cost, value of speed	–12%, 42pt	Pentland and Aon, 300 crises			

Three things I could not verify, and therefore did not build on. Cision's current revenue: no credible figure exists after the revised FY2019 guidance of \$766M to \$773M, issued August 2019. The “84% of the Fortune 500” claim: company boilerplate with no primary source, and inconsistent with the FY2018 filing's own “Fortune 2000” framing. Post-restructuring ownership: public releases show no change of control, so this deck treats Platinum Equity as the controlling owner following a lender-supported recapitalisation, and does not claim a lender takeover.

Cision: filings, financing, product and third-party data.

Cision has published no operating metric since Q3 2019, so the financial and customer figures in this deck come from the last SEC filings, from company press releases since, and from third-party contract datasets. All links accessed 8 September 2026.

FILINGS AND FINANCING

Cision Ltd. Form 10-K, FY2018. Revenue \$730.4M, 75,000+ customers, 85% recurring, 40% international, ~4,500 employees, “Fortune 2000” framing. Filed 28 Feb 2019 sec.gov
Cision Ltd. Q2 2019 earnings release, Ex-99.1 to Form 8-K. The 46,340 / 37,422 customer split and \$11,510 per subscription customer. 8 Aug 2019 sec.gov
Platinum Equity Completes acquisition of Cision. 31 Jan 2020 platinumequity.com
Platinum Equity Cision portfolio page, still listed as an active holding platinumequity.com
Cision \$250M new money financing, refinancing and extension of debt maturities. 14 Apr 2025 cision.com
Cision Successful closing of financing transactions. Tranche sizes, 2030 and 2031 maturities, 10.00% coupon. 29 Apr 2025 cision.com

RATING, LEADERSHIP, CORPORATE

cbonds Moody's downgrades Castle US Holding to Caa2, outlook negative. 21 Nov 2024 cbonds.com
Transacted New holding company amid distress signals. The “flat-to-down revenue growth” warning and the 66-cent term loan. 14 Nov 2024 transacted.io
Cision Guy Abramo appointed Chief Executive Officer. 14 Jan 2025 prnewswire.com
Cision Dow Jones and Cision resolve ongoing litigation, terms confidential. 12 Sep 2025 cision.com
TechCrunch Brandwatch acquired by Cision for \$450M. Source of the ~\$100M ARR figure, which Cision itself never stated. 26 Feb 2021 techcrunch.com
Cision Acquires Trajaan, expanding AI and search intelligence. 11 Dec 2025 cision.com

PRODUCT, REVIEWS AND PRICING

Cision CisionOne UK launch, 11 Jul 2023. US launch followed 17 Oct 2023 prnewswire.co.uk
Cision Integrated AI Suite across CisionOne. React Score and the rest of the named feature set. 22 May 2025 prnewswire.com
Cision AI Coverage Analysis, 18 Jun 2026, and AI Search Visibility, 14 Jul 2026. Neither mentions crisis detection cision.com
Cision CisionOne AI product page. The seven named AI features, and the absence of any crisis or early-warning capability cision.com
G2 and Capterra Media Monitoring category grid and CisionOne reviews: 3.9/5, the lowest listed. Capterra 3.8/5 from 89 reviews, source of the pricing complaints g2.com · capterra.com
SpendHound and Vendr Cision contract data: enterprise \$74,923 (n=115, updated Jul 2026) and median \$12,625 (n=107, Feb 2026). Brandwatch median \$50,000 (n=40) spendhound.com · vendr.com

The competitive set, and where the analysts actually look.

Every competitor claim in this deck rests on the vendor's own launch release, so the wording and the ship date are theirs rather than mine. The negative findings, where a vendor ships nothing crisis-named, rest on reading their current product pages and release index.

SIGNAL AI AND MUCK RACK

Signal AI

Launches Risk Scanner to turn static risk registers into real-time early warning systems. 226 regions, 120+ languages. 18 Jun 2026
signal-ai.com

Signal AI

\$165M growth investment led by Battery Ventures, which took a majority stake. 24 Sep 2025
prnewswire.com

Signal AI

Partners with Dow Jones Factiva. Source of the “verified, and copyright compliant” framing. 28 Apr 2026
signal-ai.com

Muck Rack

Advanced AI capabilities including Pitch Coverage Detection and agentic tools. Spike Alert Summaries described as shipping. 14 Oct 2025
globenewswire.com

MELTWATER, ONCLUSIVE, HOOTSUITE

Meltwater

2025 Year-End Product Release. Predictive Analytics forecasts “whether a spike in mentions will grow or fade”. 23 Oct 2025
meltwater.com

Meltwater

AI Writing Assistant, “powered by OpenAI's GPT model”. The 2023 model-access announcement. 22 May 2023
globenewswire.com

Onclusive

Unified Platform launch. No crisis, early-warning or anomaly detection anywhere in it. 12 Mar 2026
news-en.onclusive.com

Hootsuite

Agrees to acquire Talkwalker, terms undisclosed. 8 Apr 2024
hootsuite.com

Hootsuite

Rebuilds for the AI era, introducing Wisdom. Mentions identifying risks; no crisis product. 24 Jun 2026
hootsuite.com

THE REST OF THE FIELD, AND ANALYSTS

Agility PR Solutions

Launches the Agility MCP Connector, grounding AI assistants in indexed coverage rather than open-web results. 18 Aug 2026
newsfilecorp.com

Notified and Prowly

Current product pages. Neither lists a crisis-detection or early-warning capability
notified.com · prowly.com

Gartner

Magic Quadrant for Social Media Management and Listening, Jul 2026. Seven vendors, none of them Cision, Meltwater, Onclusive or Signal AI
gartner.com

Gartner

Market Guide for PR and Media Monitoring Tools, 7 Apr 2025. A guide, not a quadrant: the closest thing to analyst coverage this category has
gartner.com

Forrester

The Forrester Wave: Digital Risk Monitoring, Q3 2016. The last Wave to touch this territory directly
forrester.com

Benchmarks, surveys and studies, with their sample sizes.

SAAS ECONOMICS

Benchmarkit

2025 SaaS Performance Metrics (2024 data). Expansion CAC \$1.00, new-customer CAC \$2.00, NRR 101%, GRR 88%
benchmarkit.ai

Benchmarkit

2024 SaaS Performance Metrics, ~1,000 companies. New-customer CAC \$1.76, expansion \$1.00, up from \$0.69 in 2022
benchmarkit.ai

SaaS Capital

Retention research, 18 Sep 2025. NRR by ACV band
saas-capital.com

Datadog

Q2 2026 earnings call, 13 Aug 2026. Six-plus product tier 29% to 37% in twelve months
fool.com

CrowdStrike

Q4 FY2025 results, 4 Mar 2025. Five-plus module adoption at 67%
ir.crowdstrike.com

HubSpot

Q1 2026 earnings call, 7 May 2026. Four-plus hub share of Pro ARR up six points year on year
fool.com

Pendo

Enterprise product benchmarks, 5 Aug 2024. 1,100+ applications. Feature adoption 6% average, 16% at the 90th percentile
pendo.io

CRISIS COST AND REPUTATION

Pentland Analytics & Aon

Respecting the Grey Swan, 2021. 300 crises, 1980–2020. The –12% average, 54% probability and 42-point winner-loser spread
pentlandanalytics.com

Aon & Pentland

Reputation Risk in the Cyber Age, 2018. 125 events; impact doubled since social media
aon.com

PwC

Global Crisis Survey 2019. 69% of leaders had a crisis in five years, averaging three. The annualisation to 20–25% is mine, not PwC's
pwc.com

WTW

Global Reputational Risk Readiness Report 2026. Sentiment-location awareness 56% to 37%; issue awareness 58% to 41%. Sample size not disclosed
wtwco.com

Weber Shandwick

The State of Corporate Reputation, 14 Jan 2020, 2,227 executives. A perception survey, used for framing only
webershandwick.com

PR PRACTICE, AI ADOPTION, INCIDENTS

CIPR

State of the Profession 2024, n=1,568. The 28% who hold crisis and issues management in their role
cipr.co.uk

Cision

2024 Global Comms Report, 400+ senior practitioners. Only 21% rate crisis prevention as excellent
cision.co.uk

Cision

Inside PR 2026, 6 Jan 2026, ~600 respondents. 91% use generative AI, 40% for media monitoring
cision.com

Muck Rack

State of AI in PR 2026, n=564, 21 Jan 2026. The 77% / 69% data-entry refusals, 12% agent use, 90% wanting human approval
globenewswire.com

RiskComms

2026 Crisis, Emergency and Risk Communication Trends Report, n=102. The 14.7% privacy-and-security barrier, per the author on FIR, 29 Jan 2026
firpodcastnetwork.com

FreshMinds / Research Live

Automated sentiment analysis gives poor showing in accuracy test, 2 Jun 2010. Seven tools, 60–80% aggregate, ~30% non-neutral
research-live.com

Axios

Apple disables AI notification summaries for News & Entertainment in the iOS 18.3 betas, after the BBC complaint. 17 Jan 2025
axios.com

Checked and rejected. Five figures that circulate widely in this category and are not used anywhere in this deck: the “20 to 40% attach rate is common for add-ons” benchmark, which traces only to unsourced vendor blogs; “6.2 hours per week saved”, attributed to a Muck Rack report that does not contain it; “a crisis plan cuts reputation recovery time by 50%”, attributed to PRSA with no traceable methodology; “84% of the Fortune 500”, Cision boilerplate with no primary source and inconsistent with its own filing; and Deloitte's Reputation@Risk figures, whose fieldwork dates from 2013.