



July 14, 2016

## **Nasdaq Launches Powerful New Tool for Communications and Marketing Professionals to Seamlessly Leverage Industry Influencers**

### **Industry Influencers Essential to Credibility of Integrated Marketing Efforts and Successful Digital and Social Campaigns**

NEW YORK, July 14, 2016 (GLOBE NEWSWIRE) -- Nasdaq's [Corporate Solutions business](#) (Nasdaq:NDAQ), has launched [Nasdaq Influencers](#), a new solution designed specifically for communications and marketing professionals to discover and connect with the most relevant thought leaders in their industry and uncover new opportunities to share their news and information, insights and recommendations as well as drive brand identity and awareness.

"Nasdaq Influencers is the latest example of how we are building an integrated view of key constituencies for the C-Suite by enhancing the intelligence we provide and accelerating the way we help companies communicate with their stakeholders," said Stacie Swannstrom, Head of Nasdaq Corporate Solutions. "We continue to work closely with our 17,000 corporate clients to build actionable intelligence and effective communication tools that help deliver positive business, brand and valuation outcomes."

Using a proprietary algorithm to evaluate reach, resonance and relevance, Nasdaq Influencers allows communications and marketing professionals to identify the people and conversations that are shaping their industry in order to uncover new opportunities for content distribution and campaign awareness. Nasdaq Influencers is integrated with the existing GlobeNewswire service. The technology enables users to:

- | Quickly locate relevant influencers who can help drive action within their target market;
- | View detailed profiles of each influencer and their content across online channels, through strategic relationships with leading social media tracking tools like Traackr, Trendspottr, and Sysomos;
- | Learn what influencers are talking about through detailed keyword and topic breakdowns;
- | Uncover emerging, trending content to improve relevance and timing;
- | Improve audience targeting through influencers in order to amplify and extend the lifespan of content.

"By adding Nasdaq Influencers to our offerings, we're empowering our clients—communications and marketing professionals around the world—to tap into an increasingly important network of thought leaders and industry mavens who have the ability to shift public perceptions," said Mike Piispanen, Head of Public Relations Services, Nasdaq Corporate Solutions. "The integration of this new offering into GlobeNewswire, along with our media database solution, gives our clients a powerful set of tools to build relationships and distribute their news—all while working within a single interface."

For more information, please visit: <http://business.nasdaq.com/influencers>.

### **About Nasdaq**

Nasdaq (Nasdaq:NDAQ) is a leading provider of trading, clearing, exchange technology, listing, information and public company services across six continents. Through its diverse portfolio of solutions, Nasdaq enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 70 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. Nasdaq is home to more than 3,700 listed companies with a market value of approximately \$9.6 trillion and nearly 10,000 corporate clients. To learn more, visit: [nasdaq.com/ambition](http://nasdaq.com/ambition) or [business.nasdaq.com](http://business.nasdaq.com).

NDAQG

For Media Inquiries:

Nasdaq:

Ryan Wells

[ryan.wells@nasdaq.com](mailto:ryan.wells@nasdaq.com)

Direct: +44 (0) 20 3753 2231

Mobile: +44 (0) 7809 596 390

Christine Barna

[Christine.barna@nasdaq.com](mailto:Christine.barna@nasdaq.com)

Direct: (646) 441 5310

 [Primary Logo](#)

Source: NASDAQ, Inc.

News Provided by Acquire Media