


Fire Stations Seeing Fewer Lightning-Related Losses Thanks to Efforts of Building Lightning Safe Communities Campaign

English Story Number: DC32220

Clear Time Oct 08, 2014 8:50 AM ET View Release 

Distribution

Where did my release appear online?

203	21,440,000
websites	total potential audience



Traffic

What traffic did my release generate?

261	6,679
release views	web crawler hits



Audience

Who are the audiences viewing my release?

57	3
media views	organization views



Engagement

How are people engaging with my release?

16

total engagement actions

5 tweets 3 shares 8 click-throughs

Industry Benchmarks

On a scale of 1 - 100, how this release performed compared to other similar releases.



56

total visibility

18 distribution 100 traffic 51 audience

86

engagement

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