PR gloo

SOFTWARE TO MAKE YOUR LIFE EASY

PUBLISH | SEND | BUILD RELATIONSHIPS

PRgloo G-Cloud 11 Pricing Overview

PRgloo is a media management platform which aims to make the lives of busy communication teams easier. It consists of tools to help you manage media & stakeholder relations, push out media rich communications, manage your social media activity, manage your online newsroom, research influencers and produce some great reports to shine a light on all your hard work. It's easy to use, highly secure, GDPR compliant and fully supported. Read our 5-star reviews to find out why we boast a 97% customer retention rate.

Moving to PRgloo

We've moved countless users from their existing systems to PRgloo and have perfected a stress-free system for doing it. The platform can be switched on within 5 minutes and training can be scheduled that same day. Data takes between one and two weeks to complete (depending upon how quickly we can get the data).
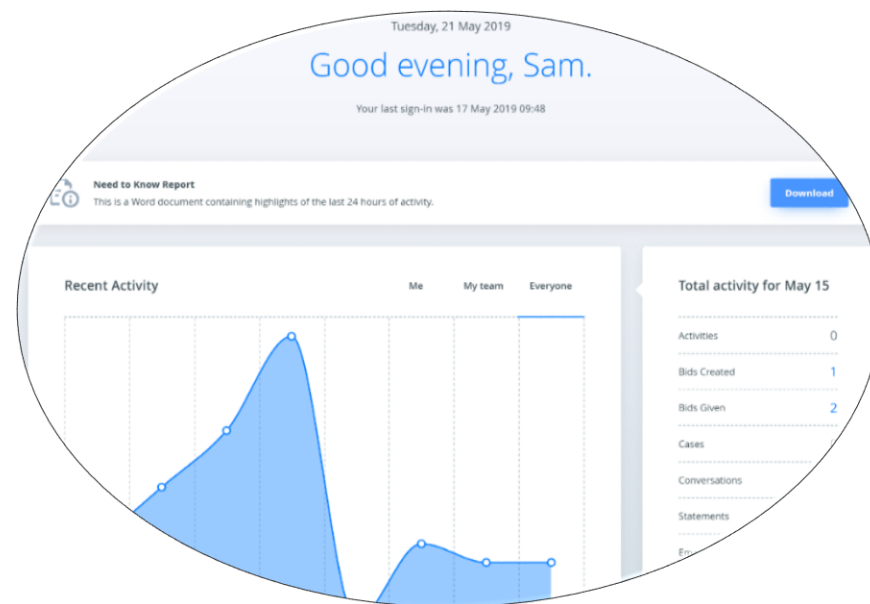
Data Migration

Got old data? No problem. Send us your press releases, old enquiries and issues in a spreadsheet or database and we'll prep and import them into PRgloo. We'll do the past 2 years' worth for free. If you need more than that, then there will be a one-off charge of £500 per day spent importing.

Got old lists? No problem. If they are media lists, then we'll recreate them as auto updating Smart Groups. Simply send us your list briefs and one of our researchers will tailor them for you. Stakeholder lists? No problem. Get them to us in a spreadsheet with name, organisation, email address etc and we'll upload them for you (maximum of 20 lists). You also have the tools to do this yourself within the system and full training will be given.

Training and Support

We provide full and ongoing training and support for you and the team. This is done either face to face or online. There is also an inbuilt help tool, a support email address which gets responded to in 5 minutes (working hours) and within the hour (weekends). Our customers are our best salespeople, so it is in our interest that they all get the most out of the platform. PRgloo is also supported by a full SLA with guaranteed 99% uptime.

Tech Stuff

At PRgloo, we like to keep things simple. Because of that, we don't need much in terms of set up or ongoing support from your technical team, but there are a few things which we may need their help with. These are listed below:

1. **PRgloo Essentials:** Sometimes corporations will block access to https://admin.prgloo.com/login. If that is the case, your IT team can simply whitelist this site

2. **PRgloo Distribution**: If you use PRgloo for sending press releases, then we need IT to give us permission to:

    a. Send on your behalf – this gives maximum deliverability and is known as Sender Authentication

    b. Send within your organisation as sometimes this is blocked and can cause issues with sending test emails

3. **PRgloo Newsroom**: If you want to purchase a PRgloo newsroom then we will need your IT team to:

    a. Set up a domain for the newsroom (such as media.yourname.co.uk), an SSL for that domain and a CNAME to point to the PRgloo address

    b. Set up redirects for any old press releases

    c. Make use of our API if they want the news from your site to appear on other pages of the corporate site

    d. Make changes to navigation links on your corporate site once the newsroom goes live

Where's it Hosted and is it Secure?

PRgloo have invested in building a state-of-the-art infrastructure to host and operate client services. It is hosted within Microsoft's Azure cloud to ensure we are highly secure, scalable and enterprise ready. In terms of your data, all customers are based in Azure's UK region with backups residing in Azure's North region in Dublin. Our sites are configured to ensure continuity of service if in the event one of the Azure regions is compromised. PRgloo is Cyber Essentials accredited and we partner with a CREST accredited security vendor called 2-sec (https://www.2-sec.com) for regular scanning and annual penetration tests – the details of which are available on request.

Minimum System Requirements

Browsers: Chrome, Firefox, Safari, Opera (current versions) IE11 or above. All require JavaScript support to be enabled. OS: PC: Windows 7 or above / Mac: Any modern operating system.

Full Breakdown of Costs

PRgloo Essentials	PRgloo Distribution	PRgloo Newsroom Template	PRgloo Newsroom Bespoke
✓ 1 concurrent license	✓ 1 concurrent license	✓ 1 concurrent license	✓ 1 concurrent license
✓ Response Desk	✓ Response Desk	✓ Response Desk	✓ Response Desk
✓ Influencers	✓ Influencers	✓ Influencers	✓ Influencers
✓ Reporting	✓ Reporting	✓ Reporting	✓ Reporting
£1,500	✓ Content Hub (releases, newsletters, digital asset library)	✓ Content Hub (releases, newsletters, digital asset library)	✓ Content Hub (releases, newsletters, digital asset library)
	£2,500	✓ Social Media Campaigns	✓ Social Media Campaigns
		✓ Template Newsroom	✓ Bespoke Newsroom
		£4,500 pa	**£6,000 pa (minimum)***

Additional Extras

Additional Concurrent Licenses   Final pricing is dependent on number of users required. All licenses are concurrent licenses, so for a comms team of 5 we would recommend 3 licenses to minimize costs

Integration of 3rd party coverage   £300 NLA charge

Additional Data Migration Services   Final pricing is dependent on the amount of data required to migrate

*Bespoke Newsroom Set Up Cost   £Dependent upon requrirements