

# Inventor Develops New System to Help Keep the Interior of a Parked Car Cooler

English

PR Newswire ID: 2857950-22 Clear Time Oct 01, 2020 11:30 AM ET

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## Pickup

Where did my release get picked up?

94	95,246,767
total pickup	total potential audience

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## Traffic

What traffic did my release generate?

992	298	96	72,950
release views	release web crawler hits	image views	image web crawler hits

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## Audience

Who are the audiences viewing my release?

3	167
organization views	Associated Press outlets

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## Engagement

How are people engaging with my release?

37	37
total engagement actions	click-throughs

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## Industry Benchmarks

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

24  
total visibility

39	8	0
pickup	traffic	audience

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78  
engagement

# Pickup

## Highlights

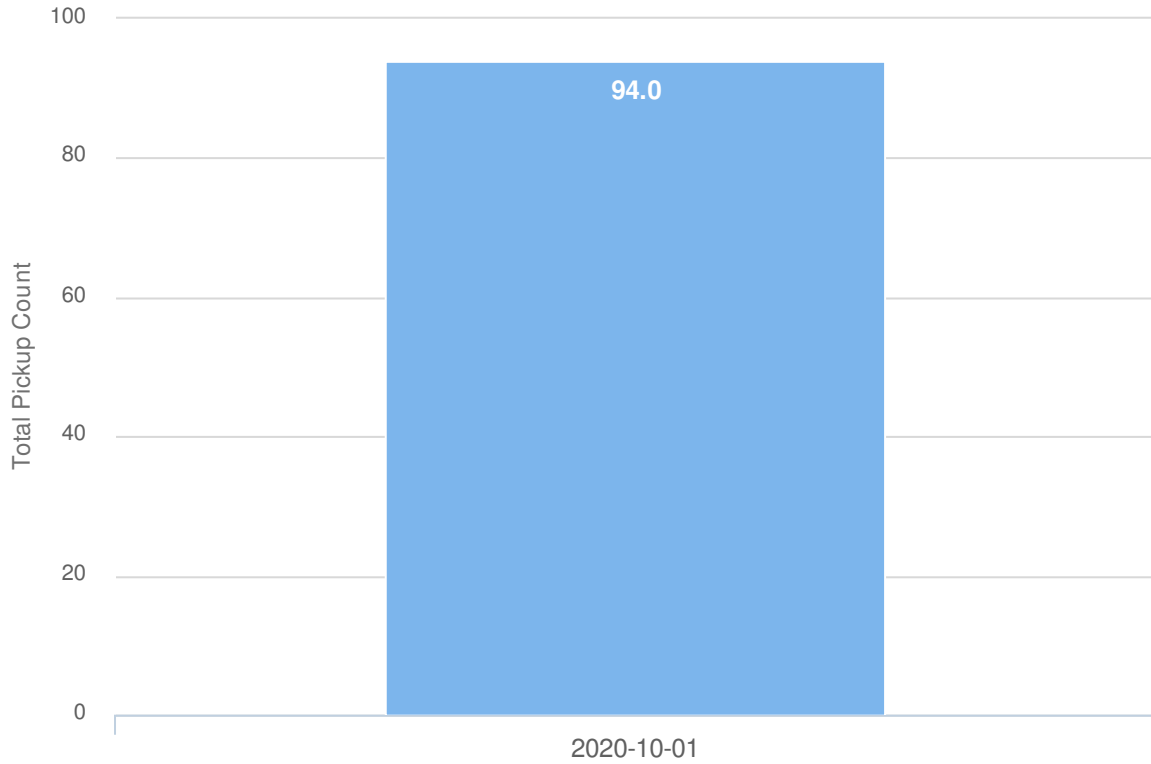
TOTAL PICKUP	<b>94</b>	TOTAL POTENTIAL AUDIENCE	<b>95.2M</b>
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Exact Match      **94** postings

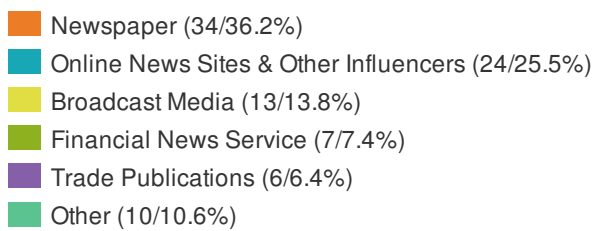
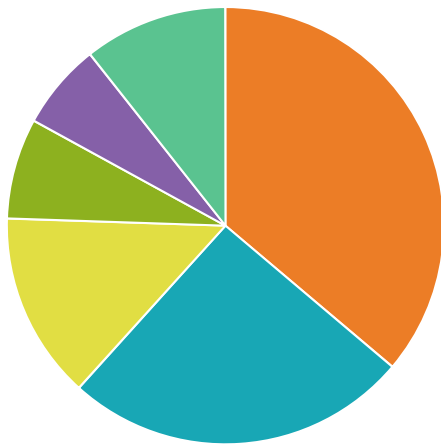
Exact Match      **95.2M** visitors

## Total Pickup Over Time

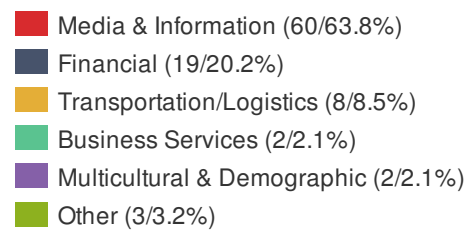
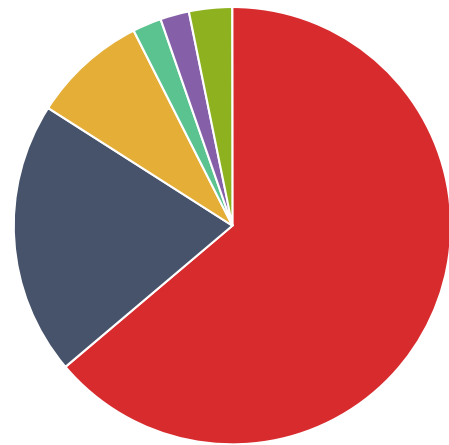
Total pickup since your content was distributed



## Total Pickup by Source Type



## Total Pickup by Industry


































## Exact Match Pickup































Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated.































Total Exact Matches: **94**





























Total Potential Audience: **95,246,767**.































Logo	Outlet Name	Location	Source Type	Industry	Potential Audience
	Yahoo! Finance Online  View Release	Global	Online News Sites & Other Influencers	Media & Information	41,360,037 <sup>[1]</sup> visitors/month
	MarketWatch Online  View Release	United States	Financial News Service	Financial	30,477,663 <sup>[1]</sup> visitors/month
	Business Insider: Markets Insider Online  View Release	Global	Online News Sites & Other Influencers	Financial	6,624,025 <sup>[1]</sup> visitors/month
	PR Newswire Online  View Release	Global	PR Newswire	Media & Information	6,270,744 <sup>[1]</sup> visitors/month

	Benzinga Online  View Release	United States	Online News Sites & Other Influencers	Financial	4,025,556 <sup>[1]</sup> visitors/month
	Morningstar Online  View Release	Global	Financial Data, Research & Analytics	Financial	2,701,661 <sup>[1]</sup> visitors/month
	WFMJ-TV NBC-21 [Youngstown, OH] Online  View Release	United States	Broadcast Media	Media & Information	635,861 <sup>[1]</sup> visitors/month
	WBOC-TV CBS-16 [Salisbury, MD] Online  View Release	United States	Broadcast Media	Media & Information	428,889 <sup>[1]</sup> visitors/month
	KTVN-TV CBS-2 [Reno, NV] Online  View Release	United States	Broadcast Media	Media & Information	379,473 <sup>[1]</sup> visitors/month
	RFD-TV [Nashville, TN] Online  View Release	United States	Broadcast Media	Media & Information	143,901 <sup>[1]</sup> visitors/month
	FinancialContent - PR Newswire Online  View Release	United States	Financial News Service	Media & Information	121,820 <sup>[1]</sup> visitors/month
	WRAL-TV CBS-5 [Raleigh, NC] Online  View Release	United States	Broadcast Media	Media & Information	121,820 <sup>[1]</sup> visitors/month
	Townhall Finance Online  View Release	United States	Financial News Service	Media & Information	121,820 <sup>[1]</sup> visitors/month
	Tamar Securities Online  View Release	United States	Online News Sites & Other Influencers	Financial	121,820 <sup>[1]</sup> visitors/month
	IBTimes Online  View Release	United States	Newspaper	Media & Information	121,820 <sup>[1]</sup> visitors/month
	Rockford Register Star [Rockford, IL] Online  View Release	United States	Newspaper	Media & Information	121,820 <sup>[1]</sup> visitors/month
	Great American Financial Resources Online  View Release	United States	News & Information Service	Financial	121,820 <sup>[1]</sup> visitors/month
	Franklin Credit Management Online  View Release	United States	Online News Sites & Other Influencers	Financial	121,820 <sup>[1]</sup> visitors/month
	Value Investing News Online  View Release	United States	Financial News Service	Financial	121,820 <sup>[1]</sup> visitors/month































	Dow Theory Letters Online  View Release	United States	Banking & Financial Institutions	Financial	121,820 <sup>[1]</sup> visitors/month
	Daily Penny Alerts Online  View Release	United States	Online News Sites & Other Influencers	Financial	121,820 <sup>[1]</sup> visitors/month
	Benefit Plans Administrative Services Online  View Release	United States	Online News Sites & Other Influencers	Financial	121,820 <sup>[1]</sup> visitors/month
	Ascensus Online  View Release	United States	Online News Sites & Other Influencers	Financial	121,820 <sup>[1]</sup> visitors/month
	1st Discount Brokerage Online  View Release	United States	Financial News Service	Financial	121,820 <sup>[1]</sup> visitors/month
	One News Page Global Edition Online  View Release	Global	Online News Sites & Other Influencers	Media & Information	96,416 <sup>[1]</sup> visitors/month
	Automoblog.net Online  View Release	United States	Online News Sites & Other Influencers	Transportation/Logistics	83,883 <sup>[1]</sup> visitors/month
	WICZ-TV FOX-40 [Binghamton, NY] Online  View Release	United States	Broadcast Media	Media & Information	83,798 <sup>[1]</sup> visitors/month
	Spoke Online  View Release	United States	News & Information Service	Business Services	50,990 <sup>[1]</sup> visitors/month
	Suncoast News Network [Sarasota, FL] Online  View Release	United States	Broadcast Media	Media & Information	40,864 <sup>[1]</sup> visitors/month
	WRDE-TV CBS [Milton, DE] Online  View Release	United States	Broadcast Media	Media & Information	24,754 <sup>[1]</sup> visitors/month
	Daily Herald [Chicago, IL] Online  View Release	United States	Newspaper	Media & Information	16,182 <sup>[1]</sup> visitors/month
	NewsBlaze US Online  View Release	United States	Online News Sites & Other Influencers	Media & Information	13,019 <sup>[1]</sup> visitors/month
	Terra Daily Online  View Release	United States	Trade Publications	Energy and Natural Resources	11,147 <sup>[1]</sup> visitors/month
	Ask.com Online  View Release	United States	Online News Sites & Other Influencers	Media & Information	6,113 <sup>[1]</sup> visitors/month



	One News Page Unites States Edition Online  View Release	United States	Online News Sites & Other Influencers	Media & Information	5,008 <sup>[1]</sup> visitors/month
	The Daily Press [St. Marys, PA] Online  View Release	United States	Newspaper	Media & Information	4,054 <sup>[1]</sup> visitors/month
	WBOC-TV FOX-21 [Salisbury, MD] Online  View Release	United States	Broadcast Media	Media & Information	3,713 <sup>[1]</sup> visitors/month
	KJUN-TV / KFOL-TV HTV10 [Houma, LA] Online  View Release	United States	Broadcast Media	Media & Information	3,693 <sup>[1]</sup> visitors/month
	Buffalo News [Buffalo, NY] Online  View Release	United States	Newspaper	Media & Information	3,012 <sup>[1]</sup> visitors/month
	Oklahoman [Oklahoma City, OK] Online  View Release	United States	Newspaper	Media & Information	3,004 <sup>[1]</sup> visitors/month
	ProfitQuotes Online  View Release	United States	Financial News Service	Financial	2,591 <sup>[1]</sup> visitors/month
	Ticker Technologies Online  View Release	United States	Financial News Service	Financial	2,316 <sup>[1]</sup> visitors/month
	Ridgway Record [Ridgway, PA] Online  View Release	United States	Newspaper	Media & Information	2,215 <sup>[1]</sup> visitors/month
	Latin Business Today Online  View Release	United States	Online News Sites & Other Influencers	Multicultural & Demographic	2,165 <sup>[1]</sup> visitors/month
	Minyanville Online  View Release	United States	Online News Sites & Other Influencers	Financial	2,071 <sup>[1]</sup> visitors/month
	myMotherLode.com [Sonora, CA] Online  View Release	United States	Newspaper	Media & Information	1,950 <sup>[1]</sup> visitors/month
	Pittsburgh Post-Gazette [Pittsburgh, PA] Online  View Release	United States	Newspaper	Media & Information	1,931 <sup>[1]</sup> visitors/month
	Daily Times Leader [West Point, MS] Online  View Release	United States	Newspaper	Media & Information	1,448 <sup>[1]</sup> visitors/month
	AutoInc. Online  View Release	United States	Trade Publications	Transportation/Logistics	1,433 <sup>[1]</sup> visitors/month


	Automotive Rhythms Online  View Release	United States	Online News Sites & Other Influencers	Transportation/Logistics	1,178 <sup>[1]</sup> visitors/month
	The Chronicle Journal [Thunder Bay, ON] Online  View Release	Canada	Newspaper	Media & Information	1,172 <sup>[1]</sup> visitors/month
	The Pilot News [Plymouth, IN] Online  View Release	United States	Newspaper	Media & Information	1,109 <sup>[1]</sup> visitors/month
	The Evening Leader [St. Marys, OH] Online  View Release	United States	Newspaper	Media & Information	1,064 <sup>[1]</sup> visitors/month
	Winslow, Evans & Crocker Online  View Release	United States	Online News Sites & Other Influencers	Financial	997 <sup>[1]</sup> visitors/month
	The Saline Courier [Benton, AR] Online  View Release	United States	Newspaper	Media & Information	992 <sup>[1]</sup> visitors/month
	Valley City Times-Record [Valley City, ND] Online  View Release	United States	Newspaper	Media & Information	934 <sup>[1]</sup> visitors/month
	Fat Pitch Financials Online  View Release	United States	Online News Sites & Other Influencers	Financial	931 <sup>[1]</sup> visitors/month
	The Morning News [Blackfoot, ID] Online  View Release	United States	Newspaper	Media & Information	924 <sup>[1]</sup> visitors/month
	Jotup Online  View Release	Global	Online News Sites & Other Influencers	Business Services	916 <sup>[1]</sup> visitors/month
	Borger News Herald [Borger, TX] Online  View Release	United States	Newspaper	Media & Information	875 <sup>[1]</sup> visitors/month
	The Newport Daily Express [Newport, VT] Online  View Release	United States	Newspaper	Media & Information	817 <sup>[1]</sup> visitors/month
	Mammoth Times [Mammoth Lakes, CA] Online  View Release	United States	Newspaper	Media & Information	772 <sup>[1]</sup> visitors/month
	Wapakoneta Daily News [Wapakoneta, OH] Online  View Release	United States	Newspaper	Media & Information	740 <sup>[1]</sup> visitors/month

	Big Spring Herald [Big Spring, TX] Online  View Release	United States	Newspaper	Media & Information	710 <sup>[1]</sup> visitors/month
	Latin Trade Online  View Release	United States	Trade Publications	Multicultural & Demographic	686 <sup>[1]</sup> visitors/month
	Car Sizzler Online  View Release	Global	Trade Publications	Transportation/Logistics	662 <sup>[1]</sup> visitors/month
	The Deer Park Tribune [Deer Park, WA] Online  View Release	United States	Newspaper	Media & Information	648 <sup>[1]</sup> visitors/month
	Starkville Daily News [Starkville, MS] Online  View Release	United States	Newspaper	Media & Information	643 <sup>[1]</sup> visitors/month
	The Punxsutawney Spirit [Punxsutawney, PA] Online  View Release	United States	Newspaper	Media & Information	602 <sup>[1]</sup> visitors/month
	ArlingtonWatches Online  View Release	Global	Online News Sites & Other Influencers	Retail & Consumer	574 <sup>[1]</sup> visitors/month
	My Silly Little Gang Online  View Release	United States	Blog-Parental Influencers	Retail & Consumer	565 <sup>[1]</sup> visitors/month
	Sweetwater Reporter [Sweetwater, TX] Online  View Release	United States	Newspaper	Media & Information	554 <sup>[1]</sup> visitors/month
	Malvern Daily Record [Malvern, AR] Online  View Release	United States	Newspaper	Media & Information	545 <sup>[1]</sup> visitors/month
	Magazines Today Online  View Release	Global	Trade Publications	Media & Information	519 <sup>[1]</sup> visitors/month
	Minster Community Post [Minster, OH] Online  View Release	United States	Newspaper	Media & Information	513 <sup>[1]</sup> visitors/month
	AutoInformed Online  View Release	United States	Blog	Transportation/Logistics	511 <sup>[1]</sup> visitors/month
	The Post and Mail [Columbia City, IN] Online  View Release	United States	Newspaper	Media & Information	498 <sup>[1]</sup> visitors/month
	Decatur Daily Democrat [Decatur, IN] Online  View Release	United States	Newspaper	Media & Information	491 <sup>[1]</sup> visitors/month



	Greater Cleveland Automobile Dealers' Association [GCADA] Online  View Release	United States	Industry Association Sites	Transportation/Logistics	476 <sup>[1]</sup> visitors/month
	Poteau Daily News [Poteau, OK] Online  View Release	United States	Newspaper	Media & Information	431 <sup>[1]</sup> visitors/month
	The Antlers American [Antlers, OK] Online  View Release	United States	Newspaper	Media & Information	398 <sup>[1]</sup> visitors/month
	The Kane Republican [Kane, PA] Online  View Release	United States	Newspaper	Media & Information	387 <sup>[1]</sup> visitors/month
	The Observer News Enterprise [Newton, NC] Online  View Release	United States	Newspaper	Media & Information	321 <sup>[1]</sup> visitors/month
	Inyo Register [Bishop, CA] Online  View Release	United States	Newspaper	Media & Information	315 <sup>[1]</sup> visitors/month
	Access News Online  View Release	United States	Online News Sites & Other Influencers	Media & Information	311 <sup>[1]</sup> visitors/month
	WTNZ FOX-43 (Knoxville, TN) Online  View Release	United States	Broadcast Media	Media & Information	195 <sup>[1]</sup> visitors/month
	Manhattanweek Online  View Release	United States	Online News Sites & Other Influencers	Media & Information	194 <sup>[1]</sup> visitors/month
	WDFX-TV FOX-34 [Dothan, AL] Online  View Release	United States	Broadcast Media	Media & Information	183 <sup>[1]</sup> visitors/month
	WPGX-TV FOX-28 [Panama City, FL] Online  View Release	United States	Broadcast Media	Media & Information	176 <sup>[1]</sup> visitors/month
	Invertir USA Online  View Release	United States	Online News Sites & Other Influencers	Media & Information	151 <sup>[1]</sup> visitors/month
	IABC Nashville Online  View Release	United States	Industry Association Sites	Media & Information	27 <sup>[1]</sup> visitors/month
	The Weekend Drive Online  View Release	United States	Trade Publications	Transportation/Logistics	Not Available
	SOGOTRADE Online  View Release	United States	News & Information Service	Financial	Not Available

	AutoNews-Wire.com Online  View Release	United States	Online News Sites & Other Influencers	Transportation/Logistics	Not Available
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\*Data sources: [1]  [2] Alexa, [3] siteworthtraffic.com [4] Cision Digital Reach

\*The data cited here by SimilarWeb represents site traffic data of worldwide unique visitors on desktop and mobile devices. Data is updated monthly.

# Traffic

## Overview

RELEASE VIEWS & HITS

1.3K

MULTIMEDIA

73K

Release Views **992**

Image Views **96**

Public Views **992**

Image Web Crawlers **73K**

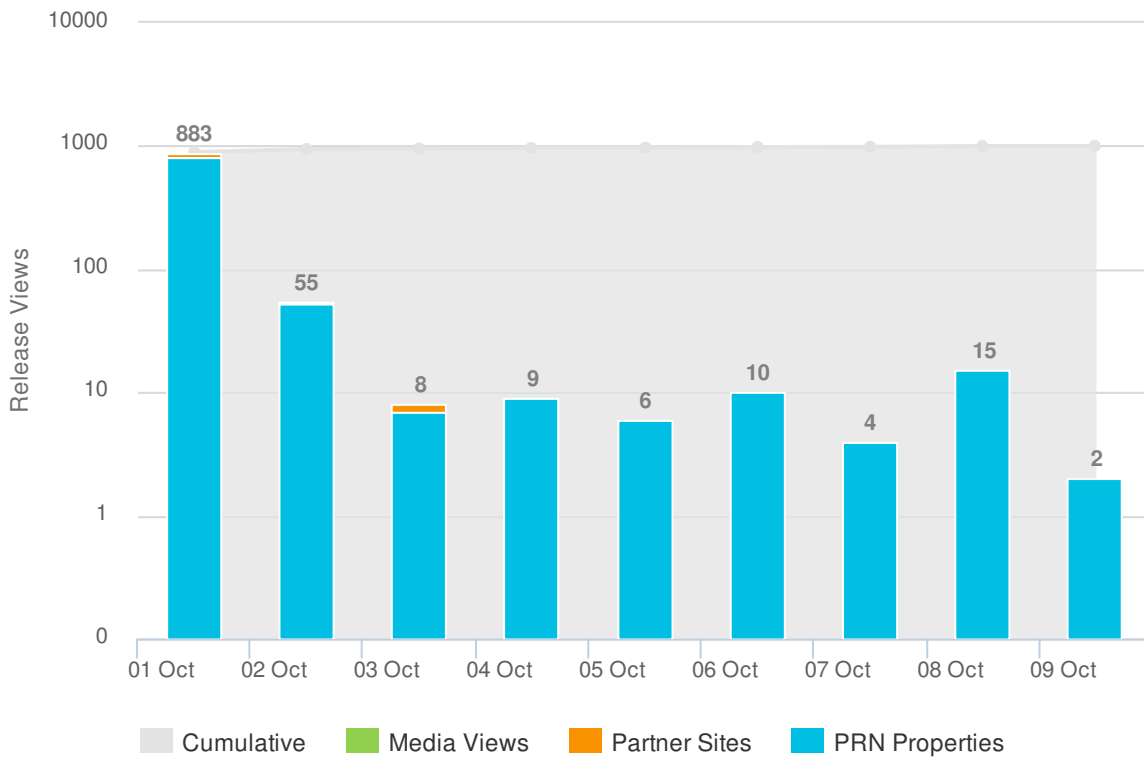
Partner Sites **68**

PR Newswire Properties **924**

Release Web Crawler Hits **298**

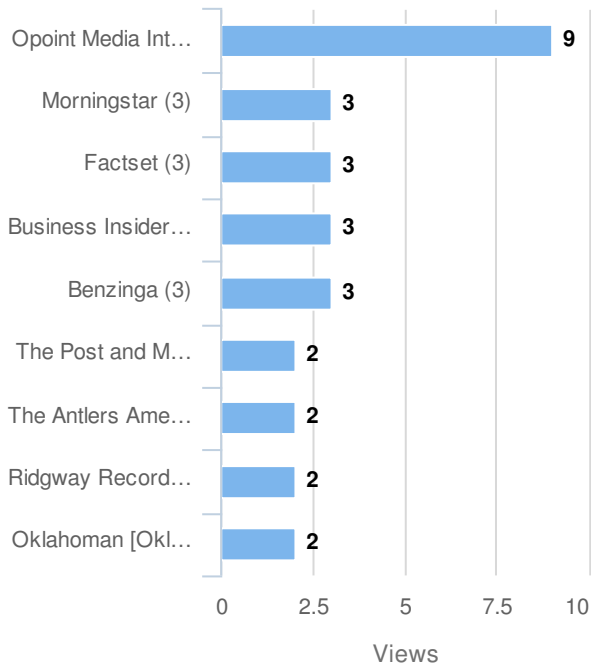
## Release Views

### Release Views Over Time



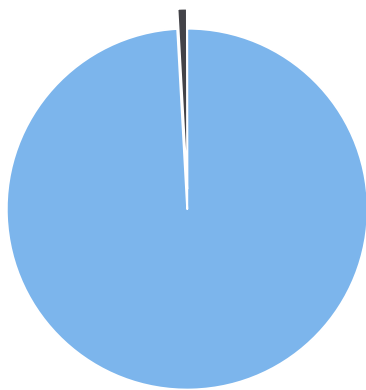
## Views on Partner Sites

## Top 10 Sites



## Traffic to PR Newswire Properties

### Type of Views



■ Desktop Views  
■ Mobile/Tablet Views

### Views

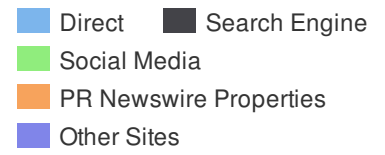
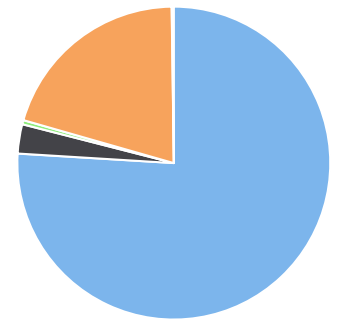
Type	Views
Desktop Views	916
Mobile/Tablet Views	8
<b>Total Views on PR Newswire Properties</b>	<b>924</b>

## External Traffic Sources

Understand how viewers found your release.

Source Type	Source	Instances
Direct		702
Direct	Direct	702
∨ Search Engine (1)		28
<b>Total</b>		<b>924</b>

Source Type	Source	Instances
Search Engine	Google	28
∨ Social Media (1)		4
Social Media	Twitter	4
∨ PR Newswire Properties (1)		188
PR Newswire Properties	pnewswire.com	188
∨ Other Sites (2)		2
Other Sites	owler.com	1
Other Sites	mma.pnewswire.com	1
<b>Total</b>		<b>924</b>



# Audience

## Overview

IEWS FROM IDENTIFIED AUDIENCES **3**

AP & INFLUENCER LIST RECIPIENTS **167**

Organization Views **3**

Wire Distribution / AP Outlets **167**

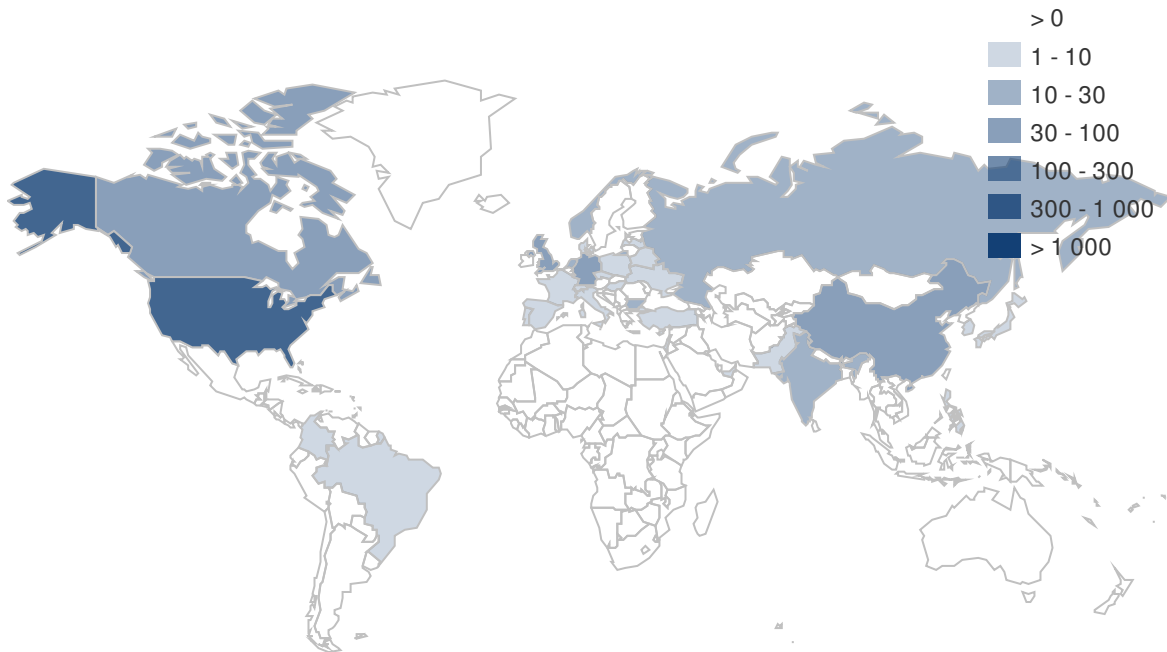
## Audience Summary

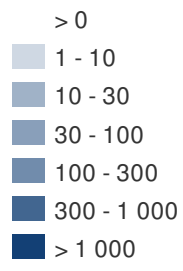
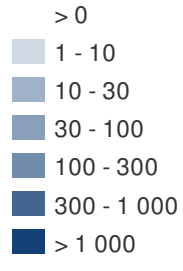
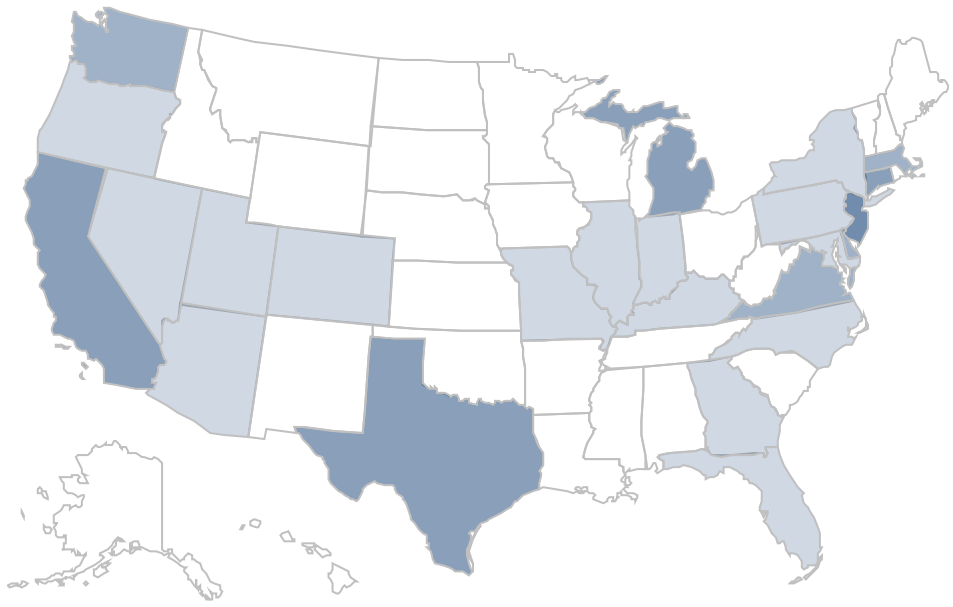
### Geo-segmentation

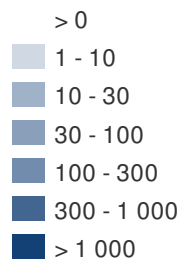
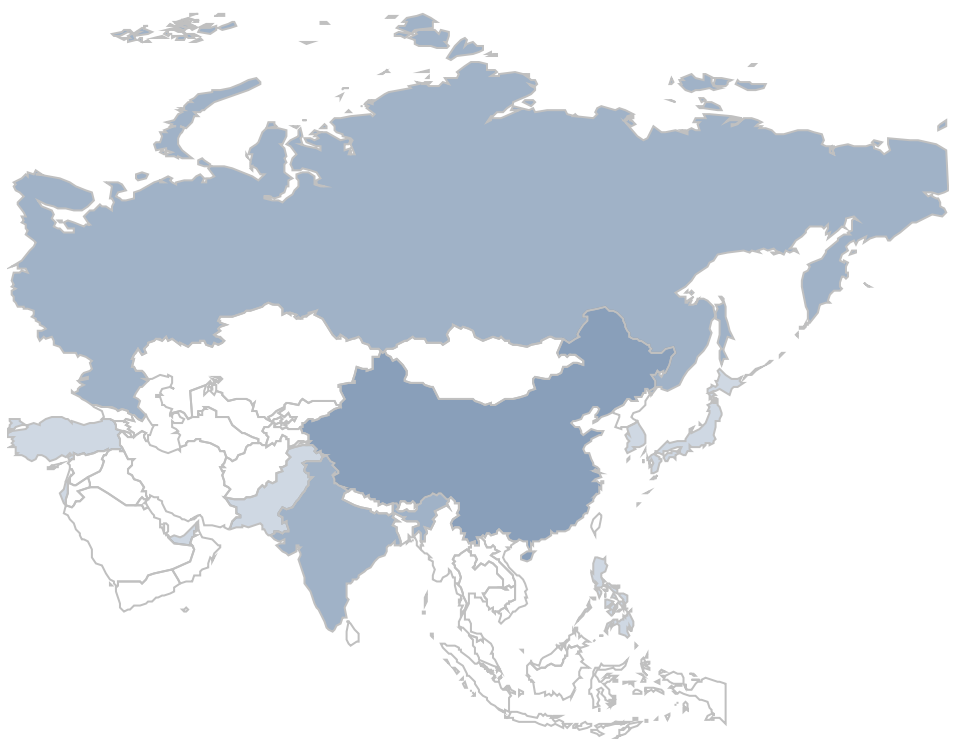
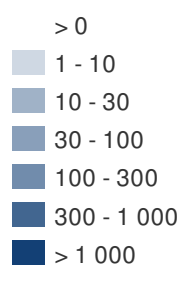
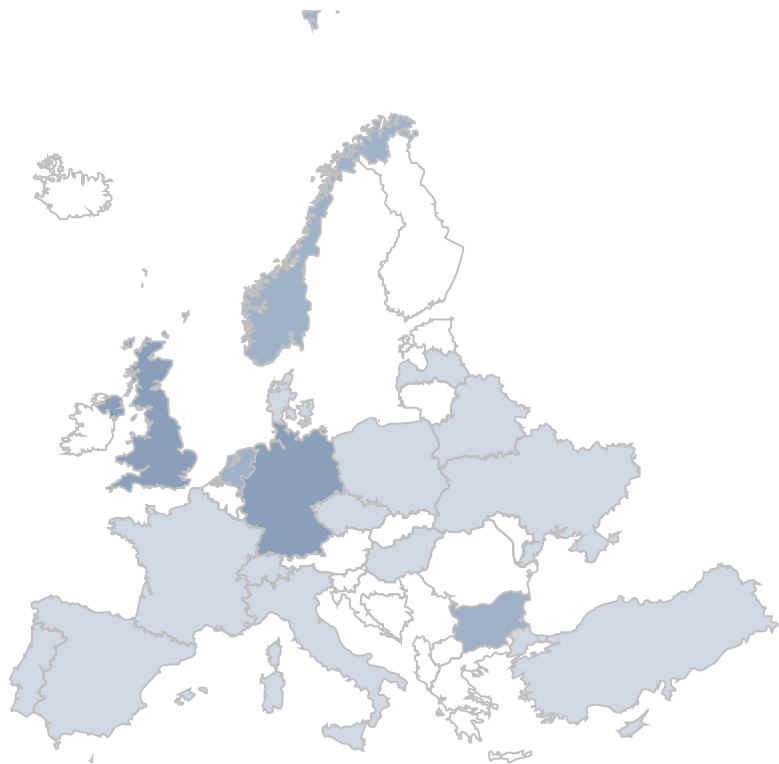
See where views of your release originated. Hover over map to see totals by location.

Select a region:

World View











## Audience Details

### Organization Views

See which organizations have viewed your release

Organization	Headquarters	Visitor Location	Parent Organization	Industry	Views
MOMIT SRL	Viale Enrico Forlanini 23 20134 , Italy	ITALY			1
TransIP B.V.	Netherlands	NETHERLANDS			1
Information Handling Services	15 Inverness Way East , United States	UNITED STATES	IHS Inc	Software & Internet	1
<b>Total</b>					<b>3</b>

## Associated Press Outlets

Every PR Newswire U.S. wire newswire includes targeted distribution to the Associated Press, an essential global news network that delivers content to an extensive set of media platforms and formats. The list below represents the outlets you reach via this partnership.

Outlet Name	City	State	Newsline	Type	Audience
Yahoo Inc.	Sunnyvale	CA	Pennsylvania newswire	Online	10,030,975 Visitors per Month
WENJ-FM	Trenton	NJ	Pennsylvania newswire	Radio	1,040,000 Broadcast Audience
WKXW-FM	Trenton	NJ	Pennsylvania newswire	Radio	1,040,000 Broadcast Audience
PhillyVoice	Philadelphia	PA	Pennsylvania newswire	Online	626,222 Visitors per Month
WHYY-FM	Philadelphia	PA	Pennsylvania newswire	Radio	529,400 Broadcast Audience
WPVI-TV	Philadelphia	PA	Pennsylvania newswire	Television	416,976 Broadcast Audience
KYW-TV	Philadelphia	PA	Pennsylvania newswire	Television	360,277 Broadcast Audience
WXPH-FM	Philadelphia	PA	Pennsylvania newswire	Radio	339,500 Broadcast Audience

<b>Outlet Name</b>	<b>City</b>	<b>State</b>	<b>Newsline</b>	<b>Type</b>	<b>Audience</b>
WXPN-FM	Philadelphia	PA	Pennsylvania newsline	Radio	339,500 Broadcast Audience
WPHT-AM	Philadelphia	PA	Pennsylvania newsline	Radio	327,400 Broadcast Audience

# Engagement

## Overview

TOTAL ENGAGEMENT ACTIONS

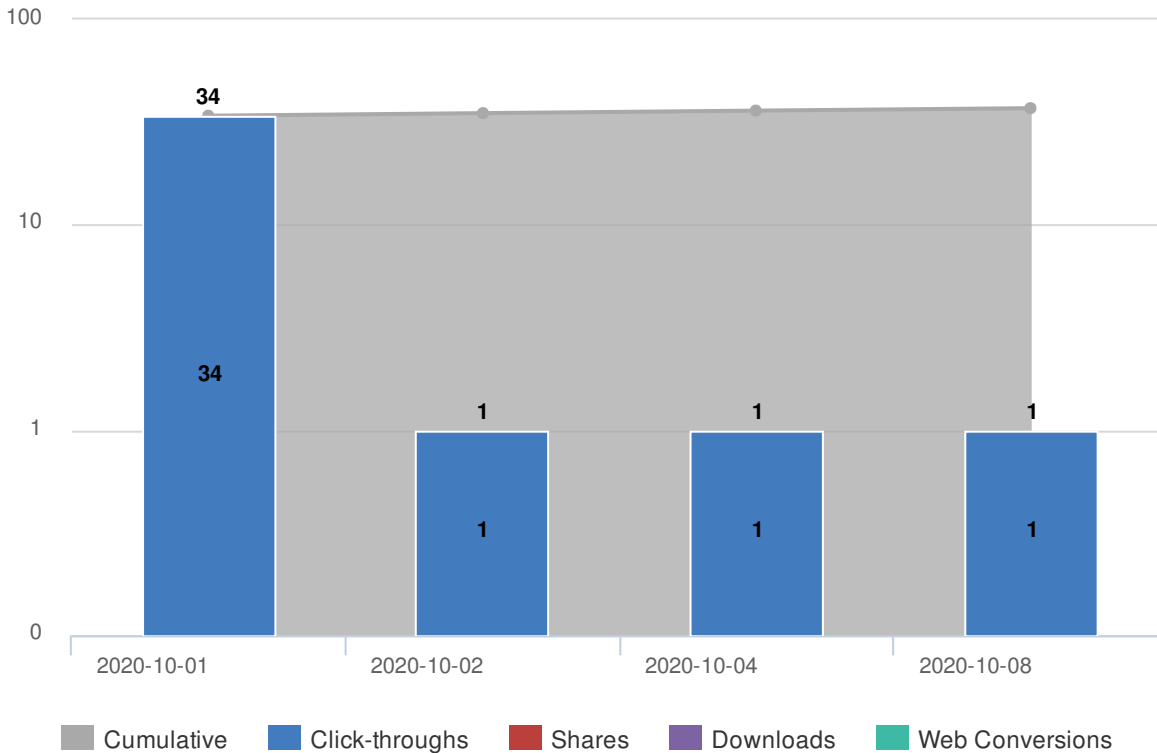
37

**Click-throughs**

37

## Engagement Timeline

See when your audience engaged with your release.



## Engagement Details

A break down of click-throughs, shares and other engagement actions.

### Click-throughs

The number of times your release sent visitors to the pages you linked to

URL	Click-throughs
<a href="http://www.carsshades.com/">http://www.carsshades.com/</a>	37
<b>Total</b>	<b>37</b>