Earned Media & PR Metrics

April 2023 - March 2024

% of Top 100 Media Coverage

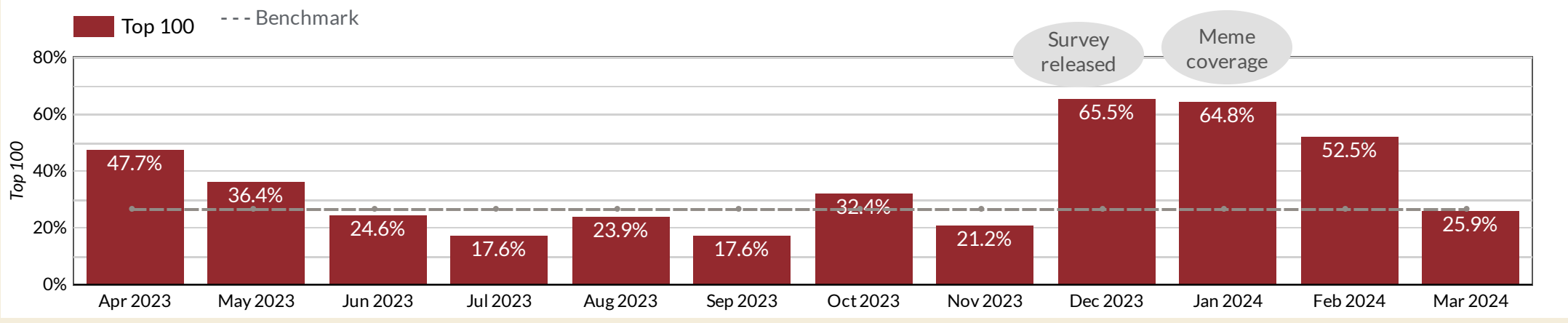
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	35.2%	21.7%	62.1%
Q2	20.6%	4.7%	343.3%
Q3	27.0%	6.7%	302.8%
Q4	54.6%	4.7%	1,073.9%
YTD	34.7%	8.9%	288.6%

Media Quality Score

Quarter	MQS	MQS Benchmark	MQS DIF
Q1	4.21	2.7	55.77%
Q2	4	2.7	48.15%
Q3	4.24	2.7	57.17%
Q4	4.2	2.7	55.56%
YTD	4.2	2.7	55.53%

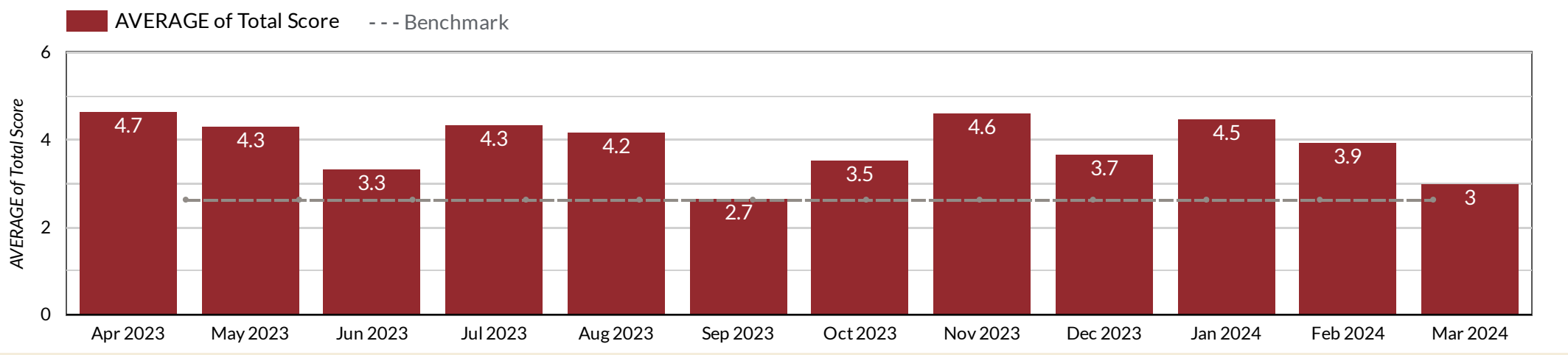
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)



Media Quality Over Time

(Coverage from a Tier 1 Media source)

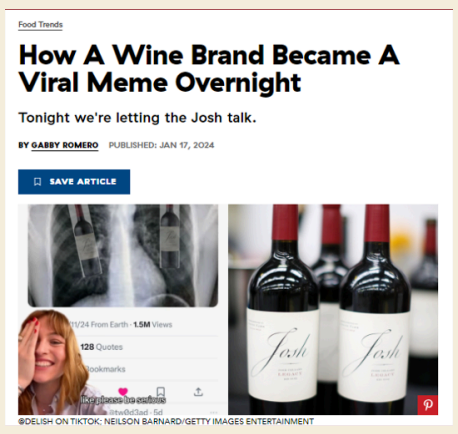


Top Clips of the Year

The New York Times

Molli Barger, who lives in Dallas, personalized wine bottles for her two best friends using Josh Cellars, a company that lets customers make customizable labels. She chose a photo of their dogs. Josh Cellars

delish



Food Trends

How A Wine Brand Became A Viral Meme Overnight

Tonight we're letting the Josh talk.

BY GABBY ROMERO PUBLISHED: JAN 17, 2024

SAVE ARTICLE

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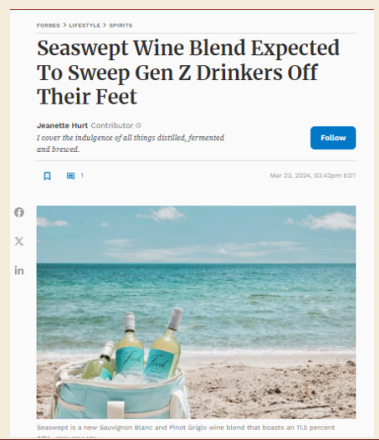
TODAY

The Josh wine meme, explained: 'It's Josh o'clock somewhere'

Live. Laugh. Josh.

Forbes



FORBES > LIFESTYLE > SPIRITS

Seaswept Wine Blend Expected To Sweep Gen Z Drinkers Off Their Feet

Jeanette Hurt Contributor

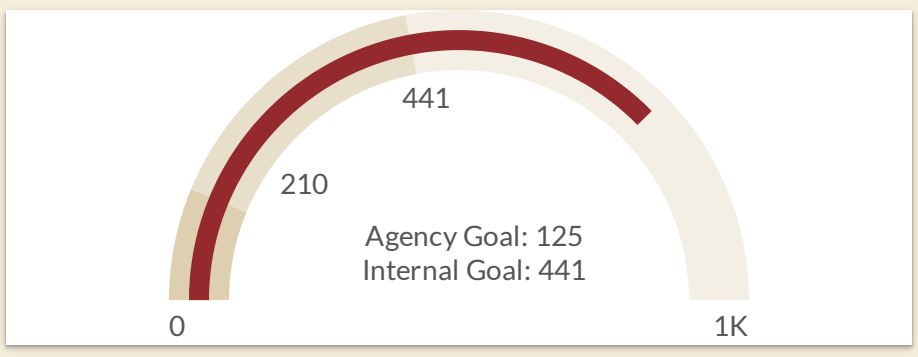
I cover the indulgence of all things distilled, fermented and brewed.

Follow

bon appétit

"Josh Wine Was Viral Long Before the Memes" - Ali Francis

Clip Counter



Quarter	Clips
Q1	193
Q2	97
Q3	289
Q4	174
YTD	753

Organic PR Social Media

Total imp of PR posts: 11,000
Versus last year: 10,000
Growth: +10%

PR social posts this quarter: 6
Versus last year: 4
Growth: +50%

Mentions, Tags, Comments of all organic posts : 2423
Versus last year: 500
Growth: +100%

Avg. engagement of PR posts: 1,000
Versus last year: 500
Growth: +100%