Craft Press Releases (and all PR Content) From the Journalist's POV

December 12, 2013

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Using Statistics & Data to Provide Context
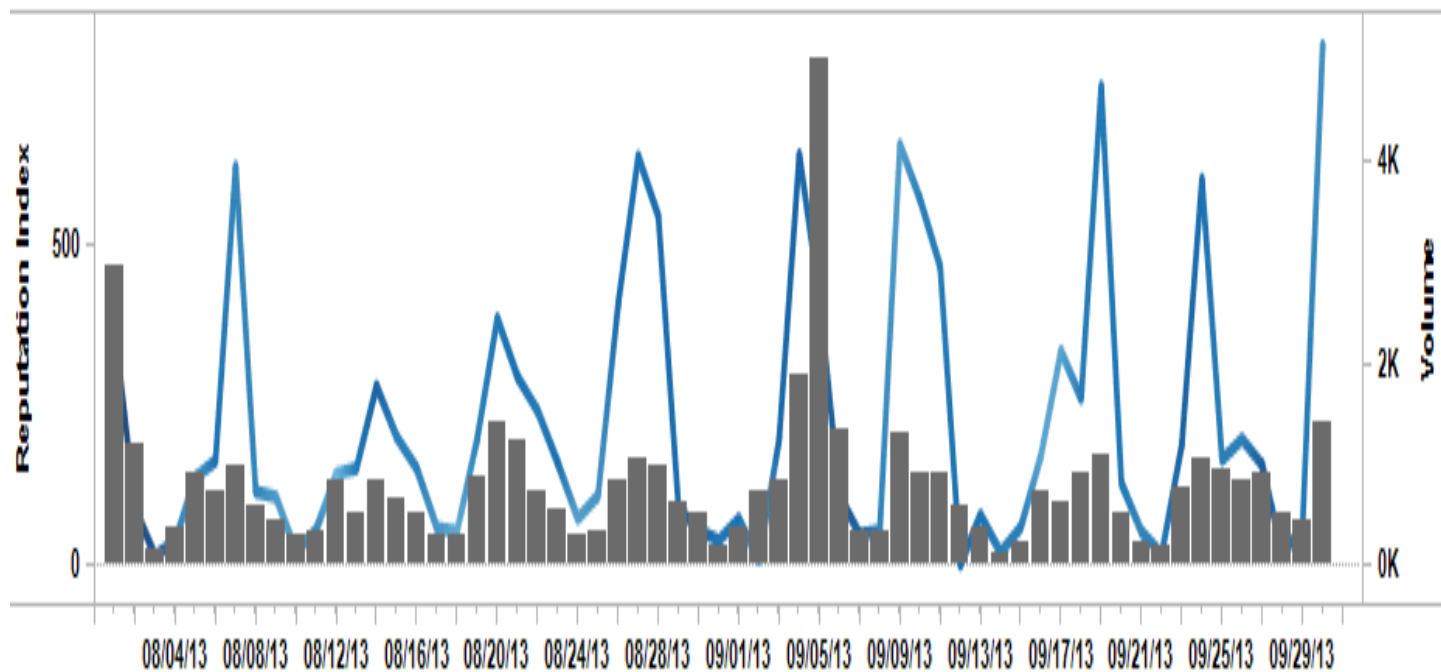
ADP® Mobile Solutions App Surpasses 1.5 Million Users

Includes Over 1 Million App Downloads from Apple® iTunes and Over 450K App Downloads from Google Play

ROSELAND, N.J. – November 5, 2013 – ADP®, a leading global provider of Human Capital Management (HCM) solutions, today announced its ADP Mobile Solutions app surpassed 1.5 million users. The number includes over one million app downloads from Apple® iTunes and over 450,000 app downloads from Google Play. Available in 35 countries and 27 languages, the ADP Mobile Solutions app has become increasingly popular due to its ease-of-use and convenience. It is consistently ranked in the top ten free business apps in both Apple® iTunes and Google Play.

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Using Statistics & Data to Provide Context

- **Coverage**

- **Reputation**

- **Interviews**

- **Awards**

- **Sales**

ADP Reputation Over Time - with National Employment Report
08/01/13 - 09/30/13

Using Statistics & Data to Provide Context

ADP National Employment Report: Private Sector Employment Increased by 130,000 Jobs in October

ROSELAND, N.J. – October 30, 2013 – Private sector employment increased by 130,000 jobs from September to October, according to the October *ADP National Employment Report*®. Broadly distributed to the public each month, free of charge, the *ADP National Employment Report* is produced by ADP®, a leading global provider of Human Capital Management (HCM) solutions, in collaboration with Moody's Analytics. The report, which is derived from ADP's actual payroll data, measures the change in total nonfarm private employment each month on a seasonally-adjusted basis. September's job gain was revised down from 166,000 to 145,000.

Using Statistics & Data to Provide Context

Total U.S. Nonfarm Private Employment: 188,000
 By Company Size

Small businesses:		**84,000**
1-19 employees		54,000
20-49 employees		31,000
Medium businesses:		**55,000**
50-499 employees		55,000
Large businesses:		**49,000**
500-999 employees		12,000
1,000+ employees		37,000

By Sector

Goods producing	27,000
Service providing	161,000

Industry Snapshot

Construction	21,000
Manufacturing	1,000
Trade/transportation/utilities	43,000
Financial activities	13,000
Professional/business services	40,000

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ADP

Short, Hype-free Sentences

- With built-in security and convenience, the ADP Mobile Solutions app gives employees all the tools needed to access their HR information.
    - What it does

- Employees can easily download the app in seconds, log in to access their HR information, and begin using it as an integral component of their work day, wherever that day takes them.
    - Function and benefit

- "We're very excited by how quickly the mobile app is growing as the global workforce becomes more mobile,"
    - Fast-growing, global trend

- "In May of this year we reached one million users. In just the past five months, we've added another half a million."
    - Shows pace of growth

- "The intuitive user experience has been one of the keys to rapid adoption."

ADP

Key Concepts

- Using stats and data

  o Always explore where data and/or statistics can help you tell a story

  o Make sure the relationship is clear and logical

  o Look for opportunities where data and statistics can BE the story

- Writing in short, clear sentences

  o Focus on "FFB's"

  o Pick no more than three key points for the entire release

  o Use the fewest words possible and give concepts in "bites"

<p style="text-align:center">Don't forget to actually talk with journalists</p>