

Product launch press release template

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FILL-IN TEMPLATE

FOR IMMEDIATE RELEASE

[Headline: company name + product name + key benefit, under 100 characters. Avoid hype words such as "revolutionary" or "groundbreaking."]

[CITY, Country, Month Day, Year] - [Lead paragraph: who is launching what, when it becomes available, and why it matters, in two to three sentences. A journalist should be able to write a story from this paragraph alone.]

[Body paragraph: what the product does, what problem it solves, and who it is built for.]

[Body paragraph: what makes this product different from existing solutions. Include one concrete number if you have one, such as time saved or a performance improvement.]

"[Quote: 30 to 40 words from a company executive, in their own words, on why this launch matters. Keep it natural, not corporate.]" said [Name, Title, Company].

[Availability paragraph: when the product is available, pricing if relevant, and where to learn more.]

About [Company]

[Boilerplate: what the company does, when it was founded, key metrics such as users, revenue or funding, and the company website. Keep this paragraph identical across every release you send.]

Media contact

[Name, Title]

[Company]

[email address]

[phone number]

FOR IMMEDIATE RELEASE

CloudMetrics Launches Real-Time Analytics Dashboard for Growing SaaS Teams

SAN FRANCISCO, United States, March 31, 2026 - CloudMetrics, a business intelligence platform for SaaS companies, today announced the launch of CloudMetrics Live, a real-time analytics dashboard designed to help growing teams monitor key performance metrics without switching between tools.

CloudMetrics Live connects to over 40 popular SaaS tools including Stripe, HubSpot, Intercom and Google Analytics. It aggregates data from these sources into a single dashboard that updates every 30 seconds. Teams can track MRR, churn rate, active users and support tickets in one view.

The product is designed for SaaS companies with 10 to 200 employees that currently rely on spreadsheets or multiple analytics tools to track business health. Early beta users reported saving an average of 5 hours per week on reporting tasks.

"Most SaaS teams piece together data from a dozen different tools just to understand how their business is doing," said Sarah Chen, CEO of CloudMetrics. "CloudMetrics Live gives them a single source of truth that updates in real time. No more Monday morning scrambles to pull together a weekly report."

CloudMetrics Live is available starting today with plans from \$49 per month. A 14-day free trial is available at cloudmetrics.io.

About CloudMetrics

CloudMetrics is a business intelligence platform that helps SaaS companies track growth metrics in real time. Founded in 2023 and based in San Francisco, CloudMetrics serves over 2,000 companies across 30 countries. For more information, visit cloudmetrics.io.

Media contact

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How to use this template

1. Lead with the benefit. Start with the problem you solve, not the list of features. "A tool that saves marketing teams 5 hours a week" beats "a product with 12 features."

2. Include real numbers. Specific numbers make the release credible and quotable. "50 percent faster" beats "significantly faster."

3. Keep it under 500 words. A press release is not a blog post. Aim for 300 to 500 words and cut any sentence that does not add new information.

4. Make the quote genuine. Write it the way the person actually talks. A natural quote reads better and is more likely to get picked up.

5. Draft it faster. Use the free PressPilot press release generator to get a solid first draft, then customize the quote and the numbers.

Need a first draft fast? Generate one in minutes with the free press release generator at presspilot.io/tools/press-release-generator.