VALUE 4|9

COMMUNICATIONS CONTROLLING SERVICE

IMWF INSTITUT — Faktenkontor Group — EXCELLENCE CREATES VALUE

.com|panion — DATA DRIVEN EXCELLENCE

OUR 4 STEPS FOR DATA-BASED COMMUNICATION CONTROL.

Communications controlling for better communication.

1

BRINGING SILOS TOGETHER & ACHIEVING STRATEGIC GOALS TOGETHER.

All channels at a glance, sorted by thematic focus with a focus on strategic goals.
No more silo optimization or apple-and-orange comparisons that cause confusion at the micro level.

2

CONSERVE RESOURCES AND GAIN TIME FOR REAL INSIGHTS.

Individually prepared results for Comms Managers, Newsrooms or Content Teams from all communication data. No more XLS or PPT with data from a wide variety of tools.

3

USE PROVEN METHODS & GET BETTER FASTER.

Make better decisions based on scientifically sound analyses and successful reporting in practice. No more confusing jungle of key figures or lengthy KPI projects.

4

INFORM MANAGEMENT WITH RELEVANT DATA AND PROVE SUCCESS.

Evaluate content PERFORMANCE and communication IMPACT and anchor them sustainably in the strategy. No more campaigns without proof of success and no more communication briefings without goals.

WE SUPPORT TEAMS & DECISIONS.

We develop methods, refine data, analyse correlations and deliver results.

Content **PERFORMANCE**

Media **REPUTATION**

VALUE 4|9

Media **TOPICS**

Brand **VALUE**

HOLISTIC CONTROL OF COMMUNICATION

A systematic approach. Top level controlling. Four modules. Individual analyses & output formats.

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Communications controlling across 4 impact levels with 9 KPIs

Content PERFORMANCE

What **performance** do we achieve in owned media?

- Topics & campaigns across all platforms
- Content categorization via AI topic modeling
- Data integration via API or file import

for Content- & Channel-Teams

Media TOPICS

In which **topics** are we mentioned?

- Analysis by topic across all earned media
- Content categorization via AI topic modeling
- Share of Voice in the Competitive Field

for Newsrooms

Media REPUTATION

How is our media **reputation** evolving?

- in 5 Reputation Dimensions
- Visibility & Sentiment
- compared to the competition

for Comms Management

Brand VALUE

What **value** do we do we achieve with our communication?

- Proof of effectiveness for the corporate brand
- Financial Measure for Proof of Value Added
- Procedure ISO 10668 certified

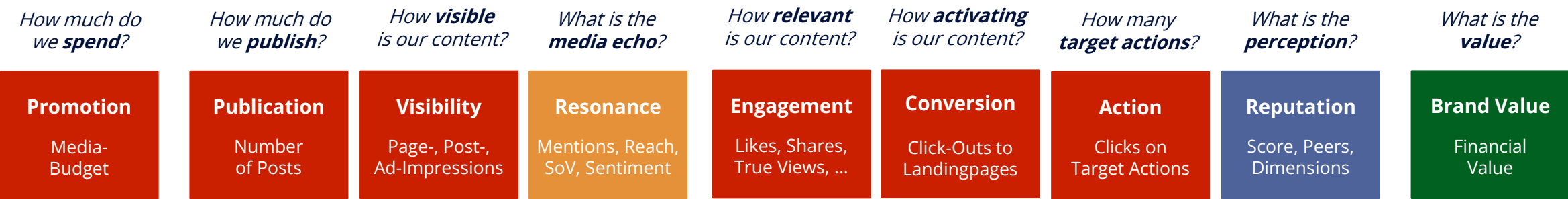*for Top Management*

Management.COCKPIT

OUR KPI-FRAMEWORK
simplified, universal, focused, operationalised
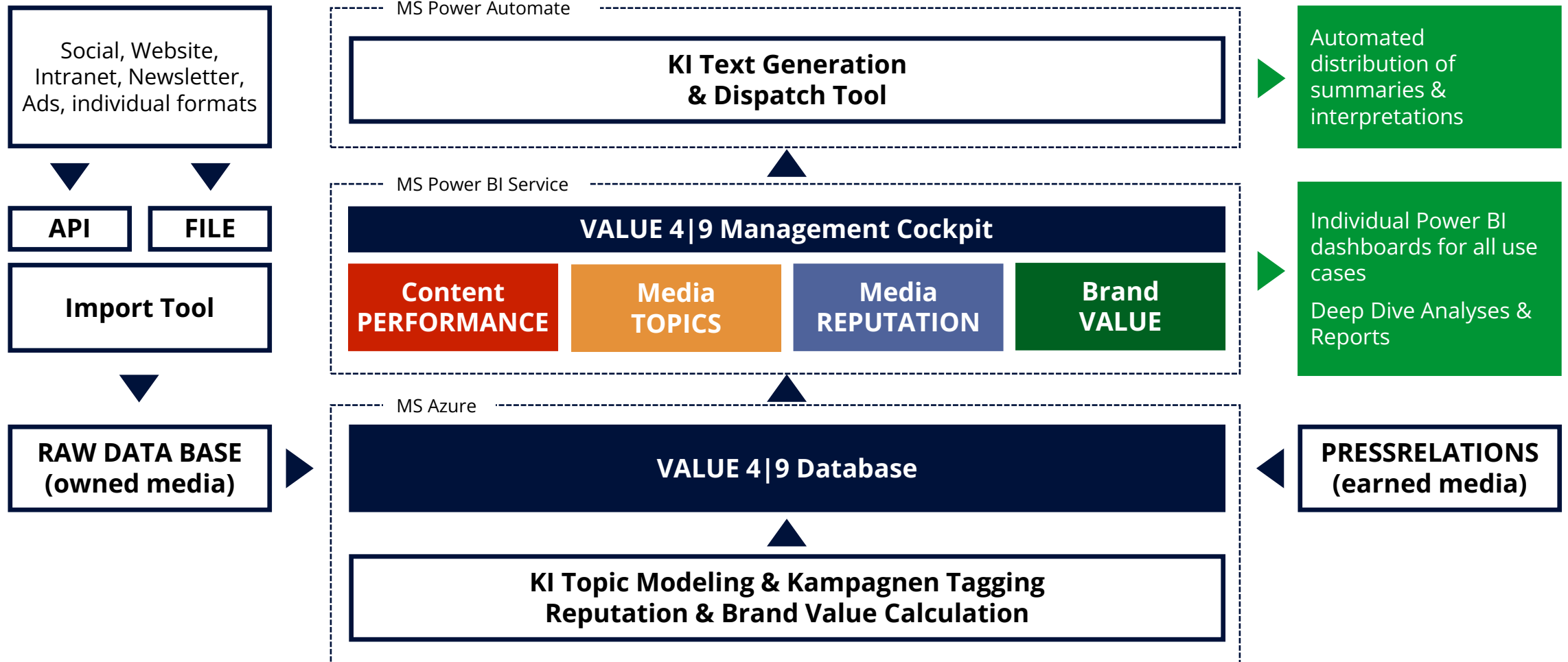
We map all **levels of effectiveness** ...

| INPUT | OUTPUT | OUTCOME | OUTFLOW |

... with all **relevant perspectives**.

PERSPECTIVES
Companies | Topics | Channels | Campaigns | Business-Units | Regions | Languages

How much do we **spend**?	How much do we **publish**?	How **visible** is our content?	What is the **media echo**?	How **relevant** is our content?	How **activating** is our content?	How many **target actions**?	What is the **perception**?	What is the **value**?
Promotion	**Publication**	**Visibility**	**Resonance**	**Engagement**	**Conversion**	**Action**	**Reputation**	**Brand Value**
Media-Budget	Number of Posts	Page-, Post-, Ad-Impressions	Mentions, Reach, SoV, Sentiment	Likes, Shares, True Views, …	Click-Outs to Landingpages	Clicks on Target Actions	Score, Peers, Dimensions	Financial Value

Comparison with **Goals** or **Benchmarks** (internal / external).

ISO 10668

In accordance with the International Controller Association

OUR VALUE 4|9 DATA FACTORY

Standardized data processing. Individual analysis. Flexible output formats.

Social, Website, Intranet, Newsletter, Ads, individual formats

API

FILE

Import Tool

RAW DATA BASE (owned media)

MS Power Automate

KI Text Generation & Dispatch Tool

MS Power BI Service

VALUE 4|9 Management Cockpit

Content PERFORMANCE

Media TOPICS

Media REPUTATION

Brand VALUE

MS Azure

VALUE 4|9 Database

KI Topic Modeling & Kampagnen Tagging Reputation & Brand Value Calculation

Automated distribution of summaries & interpretations

Individual Power BI dashboards for all use cases

Deep Dive Analyses & Reports

PRESSRELATIONS (earned media)

VALUE 4|9 MANAGEMENT COCKPIT
Top Level Communications Controlling

Content
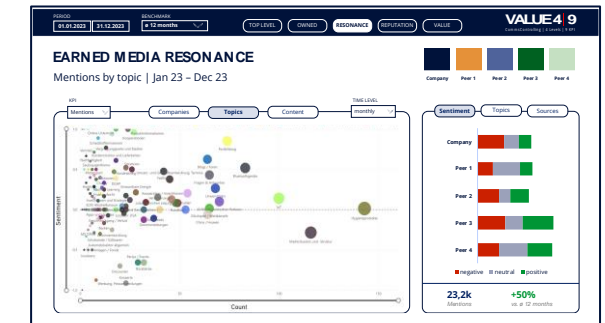PERFORMANCE

Media
REPUTATION

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Media
TOPICS

Brand
VALUE

VALUE 4|9 MANAGEMENT COCKPIT

The reporting service for MarComm decision-makers, along all 4 impact levels with 9 KPIs.

INTEGRATION PLATFORM FOR PAID, OWNED & EARNED MEDIA

- Provides **transparency** into the performance of communications by topic, campaign and channel.

- Provides **evidence of the impact** of communications on issue resonance, reputation and financial value contribution.

- Enables data-driven **control** of communications for all stakeholders, including senior management, newsrooms, editorial, content and channel teams..
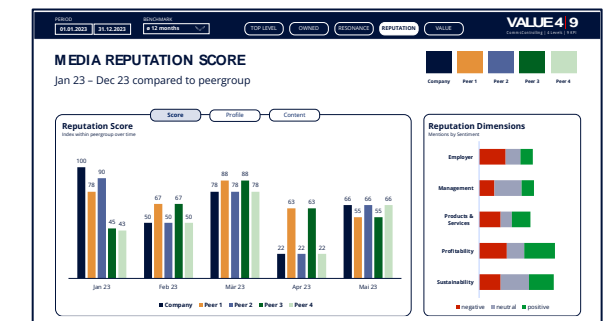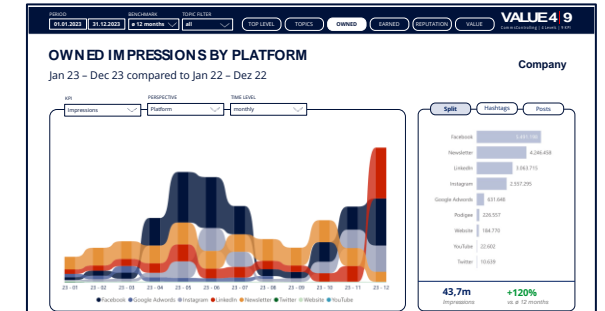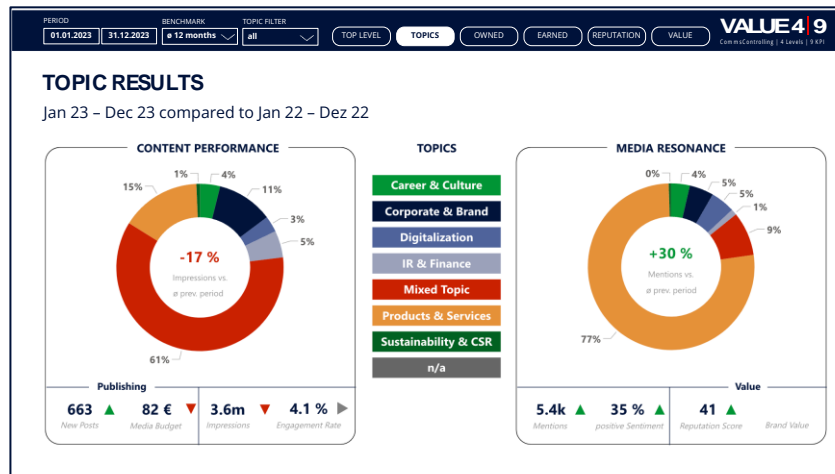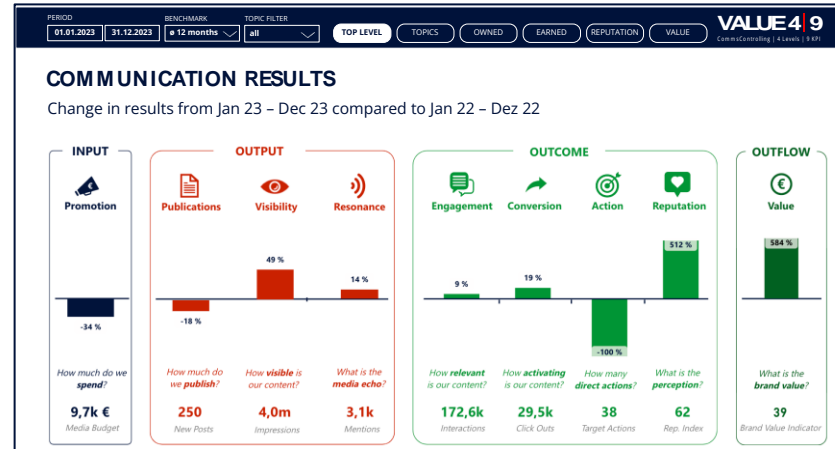
VALUE 4|9 MANAGEMENT COCKPIT

AI-generated email summaries of key findings in text form.

Dear [Company]-Team,

This is a brief summary of your media performance over the past month (01/06/2024-30/06/2024) compared to your 12-months average. Please note, that this update is fully automated and AI generated.

Earned Media Resonance

Your outcome has been **good** because both key performance indicators show positive trends. **Media Mentions** (2,572 | **+4%**), **Reputation Score** (91.9 | **+54%**). The two topics with the most media mentions are **IR & Finance** (676 | **+1%**) and **Corporate & Brand** (569 | **-15%**).

[Company] received a total of **2,572** media mentions. The sentiment analysis shows **21%** positive and **5%** negative mentions. Compared to its peers, [Company] has significantly more mentions, with an increase of **+85%** over the average peer mentions, ranking it **1st** among its competitors. The top two of other peers with the most mentions are **[Peer 1]** (1,920 mentions) and **[Peer 4]** (679 mentions).

Owned Media Performance

Your output has been **challenging** because overall there was a decrease in **Impressions** (383,336 | **-49%**), even though **Interactions** (12,032 | **+28%**) increased. Both **New Posts** (40 | **-20%**) and **Media Budget** (1,875 € | **-27%**) decreased. The most impactful topics were **Career & Culture** (375,363 | **+85%**) and **IR & Finance** (358,657 | **+264%**).

On the platform analysis, **LinkedIn** showed a significant increase in **Media Budget**(**+240%**) which led to substantial increases in both **Impressions** (**+267%**) and **Interactions** (**+26%**). Conversely, **Instagram** experienced drastic reductions across all metrics with a complete elimination of the **Media Budget** (**-100%**), leading to a severe drop in **Impressions** (**-96%**) and **Interactions** (**-77%**). These trends highlight significant shifts in resource allocation and engagement across platforms.

For further information please check your VALUE 4|9 dashboard **here**.

Best regards, your VALUE 4|9-Team

Your own media channels (LinkedIn, Website, Facebook, Instagram, YouTube) are updated monthly and analyzed in comparison to your media performance over a 12-month average. Our topic model links your posts to standard categories (Corporate & Brand, Products & Services, Career & Culture, Sustainability & CSR, IR & Finance und Digitalisation) and also analyzes them in comparison to the 12-month average. Your earned media resonance and reputation are analyzed in comparison to your peer group ([Company], [Peer 1], [Peer 2], [Peer 3], [Peer 4]).

VALUE 4|9 MANAGEMENT COCKPIT

Our standard setup serves the most common use cases and can be flexibly expanded.

REPORTING & ANALYSES

- **Top Level View** across all impact levels and KPIs.
- **Topic Results of** Content Performance (owned) and Media Resonance (earned) by topics.
- **Owned Media** Performance by channel and topic down to the individual post level.
- **Earned Media** Topics against competitors incl. sentiment down to the statement level.
- **Media Reputation** in 5 reputation dimensions against competitors.

€2,900 PER MONTH

(€3,900 with brand value according to ISO10668)

BASIS SETUP

- 5 owned platforms (social/web)
- Content tagging by standard topics and campaigns
- Media monitoring (English) incl. competitors
- Daily earned media data updates
- Power BI dashboard with 5 reports (incl. 5 user accesses)
- AI-generated email summaries

OPTIONS

- Integration with other own platforms
- Content tagging by individual categories
- Analysis of other languages or competitors
- Individual Topic Model
- Integration Print / trade magazines
- User interface customisation
- Additional user access

CONSULTATION AND INTERPRETATION

We provide continuous advice, analyse on an ad hoc basis, develop recommendations for action.

CONSULTING SERVICES

- **Continuous support** in the application of reporting dashboards and analysis methods.
- **Monthly jour fixe** to interpret results and further develop reporting.
- **Workshop formats** for the development of communication goals, data-based control and implementation of reporting routines in the organization.
- **Deep dive analyses** and ad hoc reports on campaigns, topics and individual issues.

WORKSHOP FORMAT

- **Decision support:** Decision support: Who needs what metrics for what purpose and in what format?
- **Topic & tagging framework:** What issues do we focus on and how do they become visible in the data?
- **Strategic communication objectives**: What are our overarching goals and how can we measure them?
- **Reporting-routines & formats:** How can we embed data-driven governance in the organisation?

AD HOC REPORTS

- Channel and content audits
- Campaign evaluations
- Topic & competitor analyses
- Deep dive content analyses
- Performance and efficiency analyses

PROJECT PROCESS
VALUE 4|9 Communications Controlling Service

KICK OFF	SETUP (2-4 weeks)	REPORTING SERVICE

Webinar (MS Teams, 60 min.)

- Webinar (MS Teams, 60 min.)Impact level model, KPI, database, calculations
- Reporting status quo & goals in your organization
- Selection of owned platforms and earned competitors
- Definition of content tagging campaigns
- Exploration of brand equity calculation parameters
- Explanation of the set-up process

Integration owned channels

- Setup owned platforms (web / cocial incl. paid media)
- Retrospective data integration

Integration Earned Media

- Company and competitor setup
- Retrospective data integration

Setup Reputation & Brand Value

- Data Procurement & Calculations

Providing Dashboard

- Briefing Dashboard (MS Teams, 30 mins)

Self Service Dashboard

- Dashboard accessDaily & weekly updates

Jour Fixe (MS Teams, 30 min.)

- Interpretation of results with IMWF & .companion consultants
- Discussion of individual issues

TRIAL (optional): **€5,000 FOR 2 MONTHS** (Management Cockpit without Brand Value | €10,000 incl. Brand Value)

SETUP OWNED PLATFORMS

HOW TO GIVE US ACCESS TO YOUR SOCIAL AND WEB ANALYTICS

Facebook / Instagram

Add Business-ID **1131323676991128** as „**partner**" to the Ads Manager for each of your fanpages and advertising accounts.

Instagram is already integrated via Facebook access, if it's an Instagram business account.

LinkedIn

Add LinkedIn User **https://www.linkedin.com/in/companion-strategieberatung/** with the role **Contractor** to your fanpages + assign us to your Ad Accounts with the role **Viewer.**

Assignment via **analytics@companion.de**

Google Analytics 4

add Google User **companiero.analytics@gmail.com** to your Google Analytics and Google Ads Accounts.

Set up the required Metrics (Impressions, 30 Sec Views, Goals) by following the instructions of our Setup-Whitepaper for Google Analytics 4.

X (Twitter)

Add „**companion_str**" as „**Ad Manager**" to each of your Twitter accounts and advertising accounts.

Additionally we need to know the **Business ID** of your advertising account.

YouTube

Add **companiero.analytics@gmail.com** as **owner** or **Manager** to your YouTube Account.

Contact

If you have any questions, please contact

Janine Castronovo
castronovo@companion.de
+49 30 / 208 47 41 49

CONTENT PERFORMANCE
Reporting-Service für owned, paid, social

Content
PERFORMANCE

Media
REPUTATION

VALUE
4 | 9

Media
TOPICS

Brand
VALUE

CONTENT PERFORMANCE

For content and channel teams to continuously optimize their own performance.

STANDARDIZED AND REFINED DATA DELIVER MEANINGFUL RESULTS.

- **All digital channels** will be comparable with each other - whether Facebook with a website, LinkedIn with a newsletter or Google Ads with X.

- **Control by topic** across all platforms and channels (e.g. focus topics, campaigns, business units, etc.) becomes possible.

- **Performance and** efficiency of posts, channels, platforms or topics can be optimized based on data.
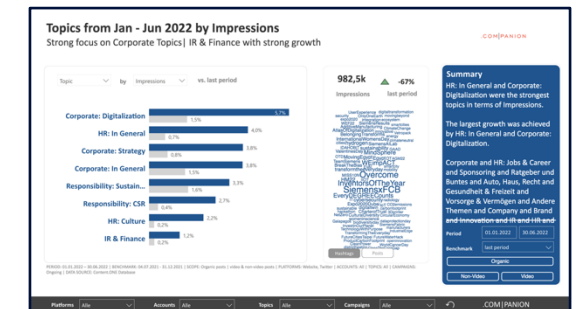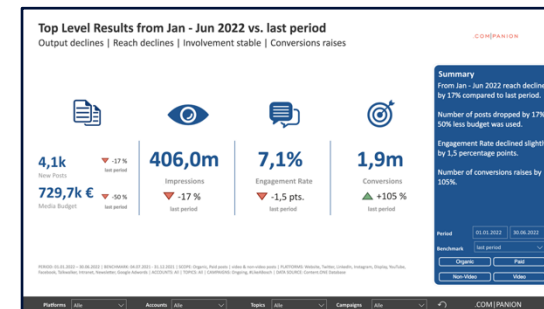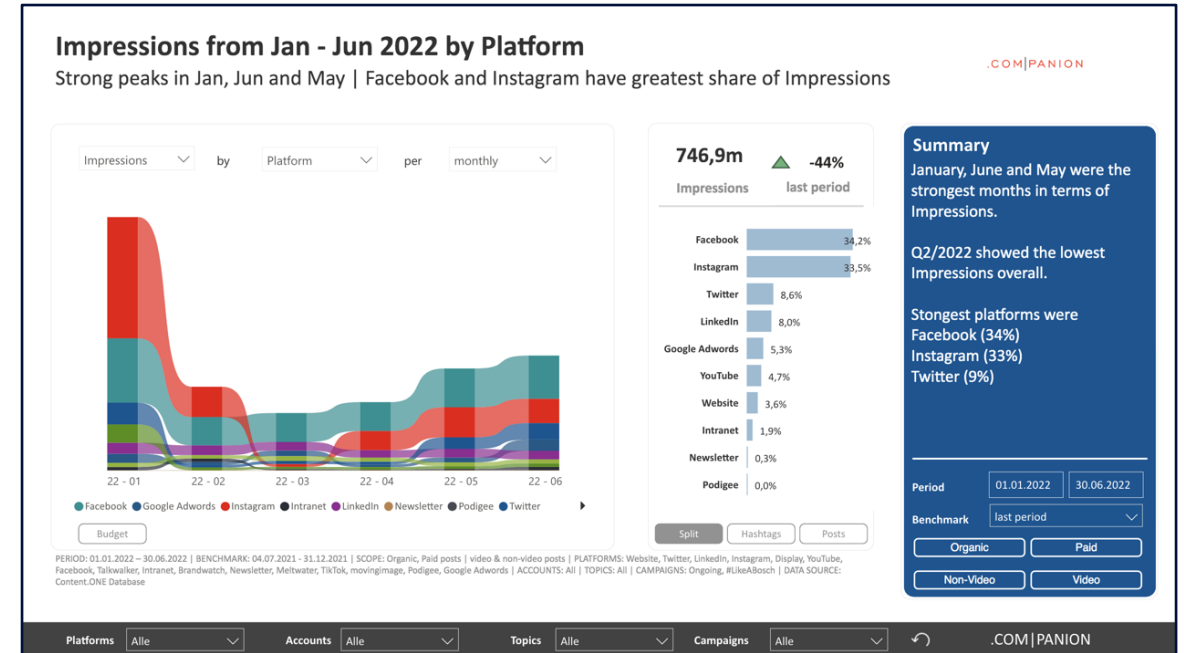
CONTENT PERFORMANCE

Our standard setup serves the most common use cases and can be flexibly expanded.

REPORTING & ANALYSES

- **Top level** view across all channels and topics.
- Performance by channel and topic down to individual post level.
- **Deep dive** analysis across a wide range of KPIs and metrics with extensive filtering options
- **Content evaluation** via universal scoring.
- **Media efficiency** by content, channel and topic.
- **Benchmark** against your own averages across topics, channels and formats.

BASIS SETUP

- 5 Owned Plattforms (social/web)
- Content tagging by standard topics and campaigns
- Weekly data update
- Power BI dashboard with 5 reports (incl. 5 user accesses))
- weekly AI generated summarys by e-mail

OPTIONS

- Connection of other own platforms
- Content Tagging by individual categories
- Customization of the user interface
- Extension with additional reports and analyses
- Individual AI-generated interpretations
- Additional user access

MEDIA TOPICS

Topic and competition monitoring in earned media.

In the topic and trend analyses, the focus of the analysis is not on companies, but on topics – with a different approach depending on the issues:

- In the pure topic analysis, online articles on a given main topic (e.g. customer loyalty) are searched for on the basis of **AI-based text analysis**.

- In **trend topic analysis**, AI-supported topic modeling is used to identify dominant topics for a specific industry or a set of competitors.

In the subsequent **in-depth analysis**, the topic areas (and any sub-topics) are analysed in more detail over time, and the topic radar and the communicative proximity of the companies to the topics are determined.

The **potential topics** are derived from this.
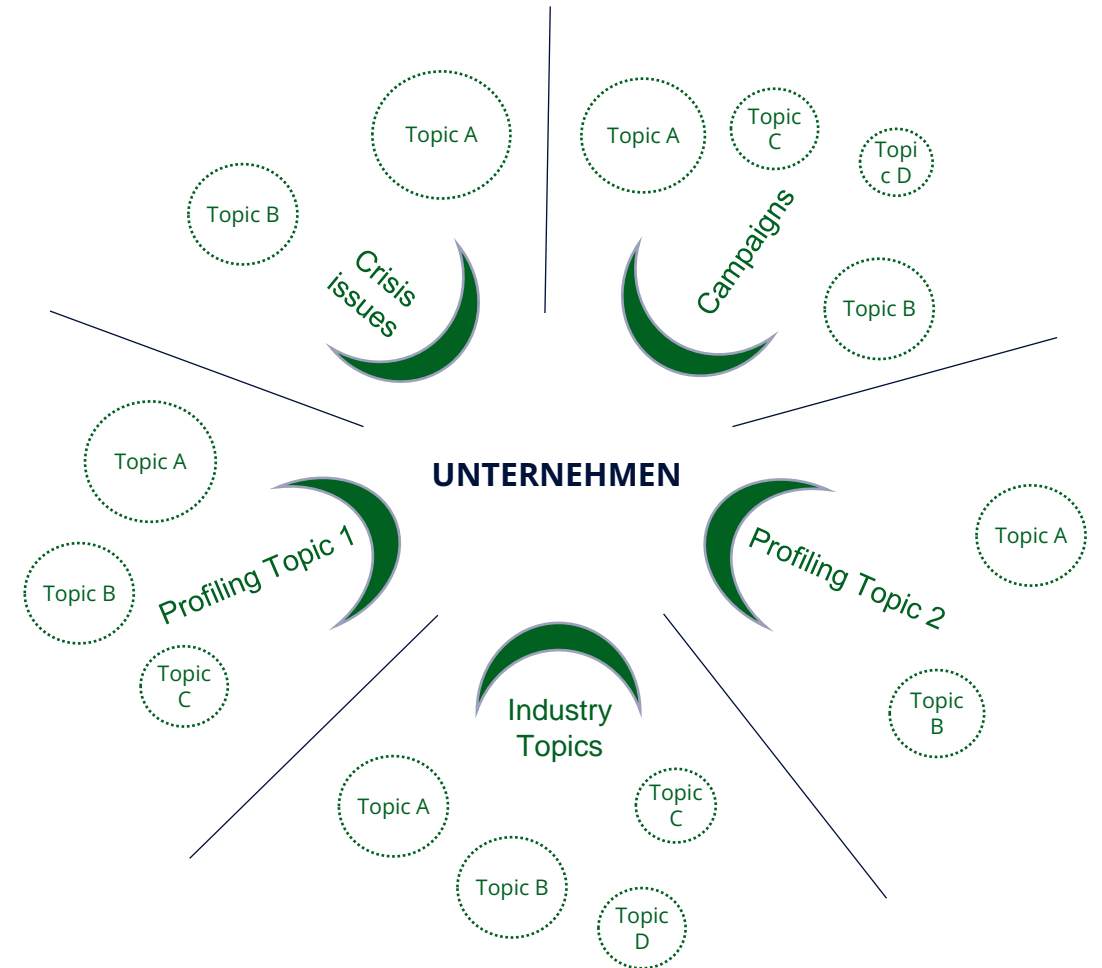
Crisis issues
Topic A
Topic B

Campaigns
Topic A
Topic C
Topic D
Topic B

UNTERNEHMEN

Profiling Topic 1
Topic A
Topic B
Topic C

Profiling Topic 2
Topic A
Topic B

Industry Topics
Topic A
Topic B
Topic C
Topic D

MEDIA REPUTATION

Visibility & sentiment compared to the competition.

Content **PERFORMANCE**	Media **REPUTATION**
Media **TOPICS**	Brand **VALUE**

VALUE
4 | 9
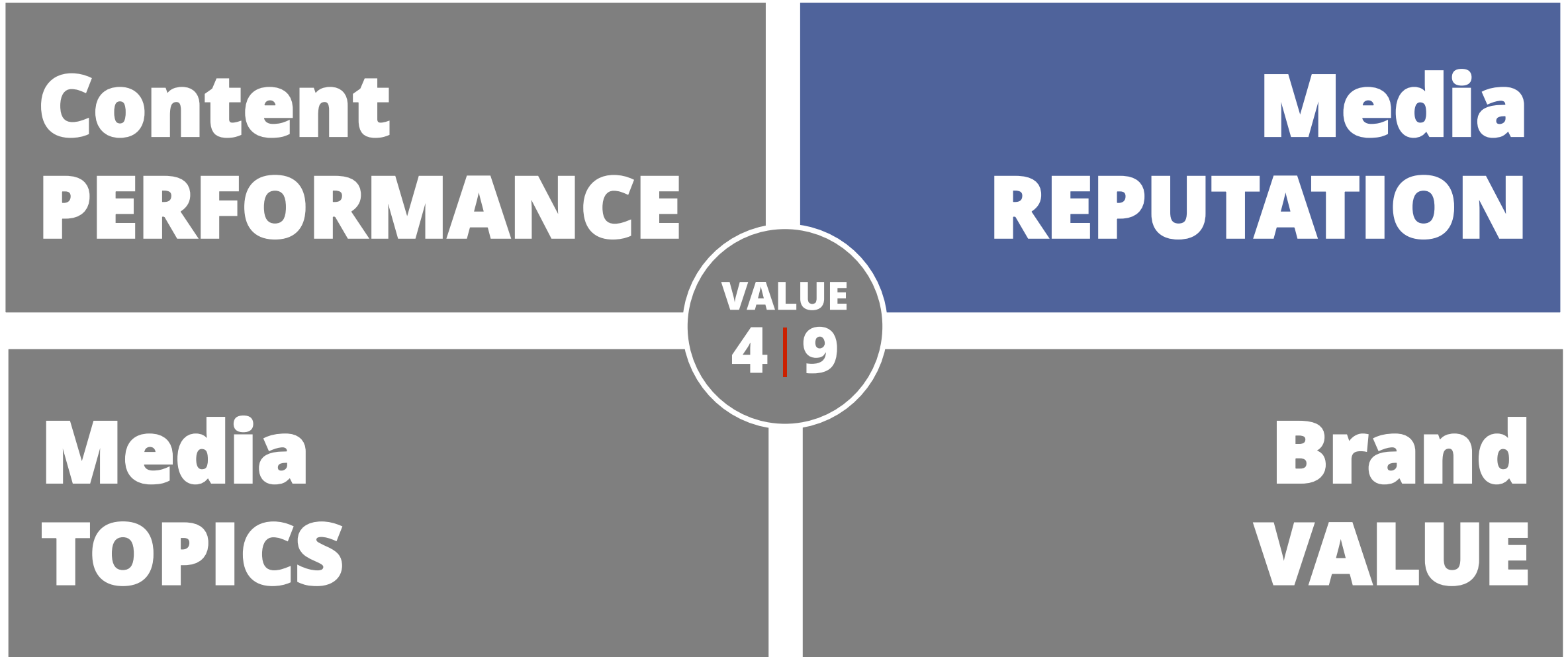
MEDIA REPUTATION

Visibility & sentiment compared to the competition.

Our analyses are based on contributions from millions of freely accessible online earned media sources.

Artificial intelligence works with different tools on three levels.

- Named entity recognition of the companies and people being talked about.

- Recognition of tonality, i.e. whether the topic is being talked about positively, negatively or neutrally.

- Automatic topic recognition to enable targeted thematic analysis.

Over 2 m. posts daily

approx. 27,000 brands and companies as well as approx. 4,000 actors in the political arena

Entity-Matching
Which company or person is mentioned?

Sentiment-Matching
What is the tonality of the text fragment?

Topic-Matching
Which topic is discussed?

Reputation-Value
Key Performance Indicator
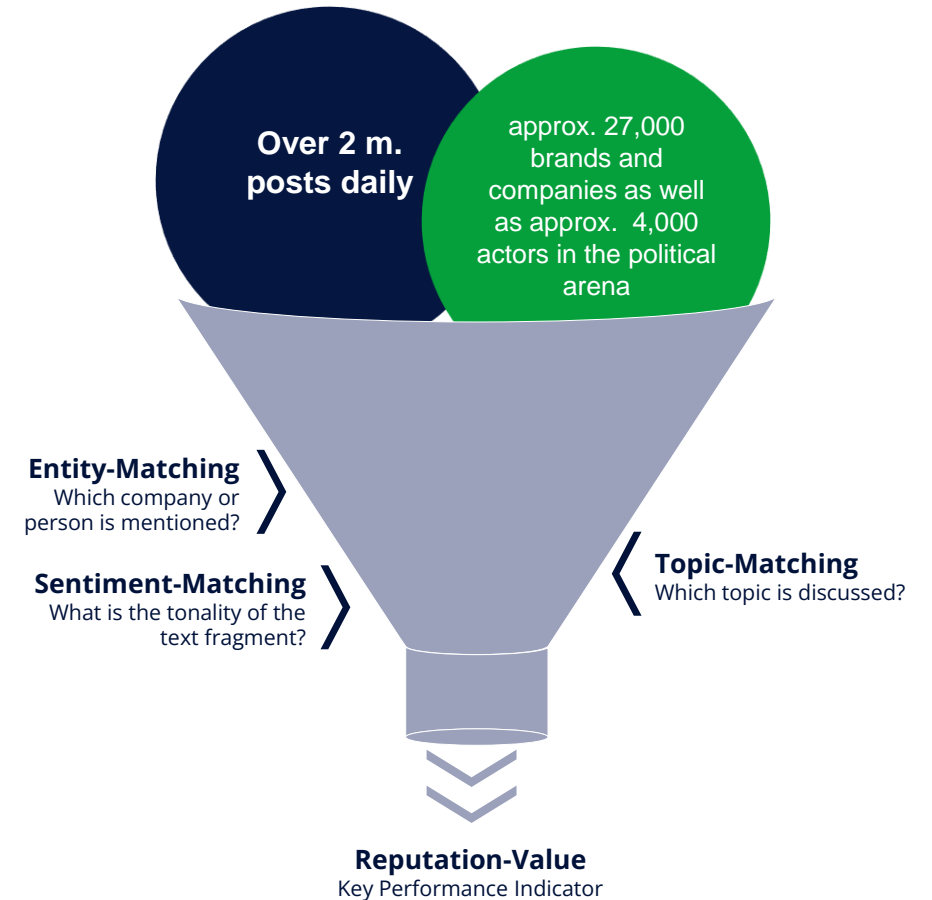
MEDIA REPUTATION
Method

Successful reputation management requires continuous monitoring of the company's reputation so that potential risks can be identified in good time and countermeasures taken.
Because: A company's **reputation** affects all areas of its business and can have a positive or negative impact.
Our reputation analysis is based on the model developed by **Fombrun** and the US market research company Harris Interactive.
It provides a reliable and practical answer to the question of which five dimensions determine a company's reputation.

„*Reputation*
The perception of the brand that gives it strength and drives its value. It is based on the real and perceived performance of products and services and influences the perception and behaviour of stakeholders"Quelle: DIN ISO

Performance through sustainability (ESG)
» Ecological responsibility
» Social responsibility
» Governance responsibility

Employer Performance
» Employee orientation
» Satisfaction at work
» Job security

Product and Service Performance
» Quality
» Value for money
» Innovation

Reputation

Economic Performance
» Risk management
» Competitive advantages
» Profitability

Management Performance
» Understanding of values
» Leadership
» Future orientation
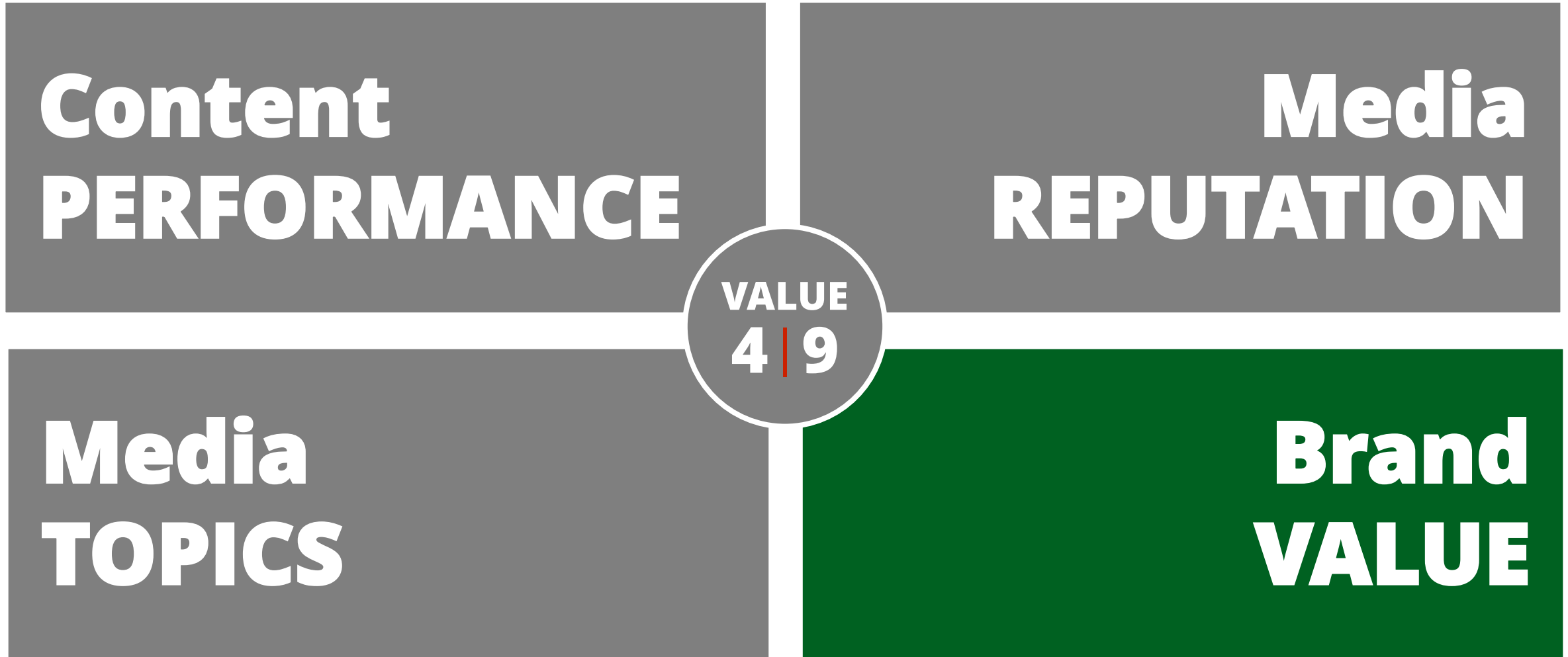
BRAND VALUE
According to international DIN ISO standard 10668

Brand Performance +
Brand Revenue Potential =
Brand Value

„**Brand Value** worth of a brand as an asset for an entity.
Brand value is the capital value of the economic benefits generated by the use of a brand. This is most commonly done as a net present value of the estimated future incremental cash flows generated by the brand for the organisation.The accepted standard for calculating brand value is ISO 10668: Brand Valuation, which recognises 3 broad approaches [market/cost/income approach]. The most commonly used of these is the **income approach**, which has 6 accepted methodologies that use either future revenue or profit estimates to perform the brand valuation.

Brand value is also used interchangeably with brand equity by some ."

Quelle: DIN ISO

1. Measuring brand strength

2. Isolation of brand performance

3. Determination of market return potential

4. Present value calculation

5. Brand Value
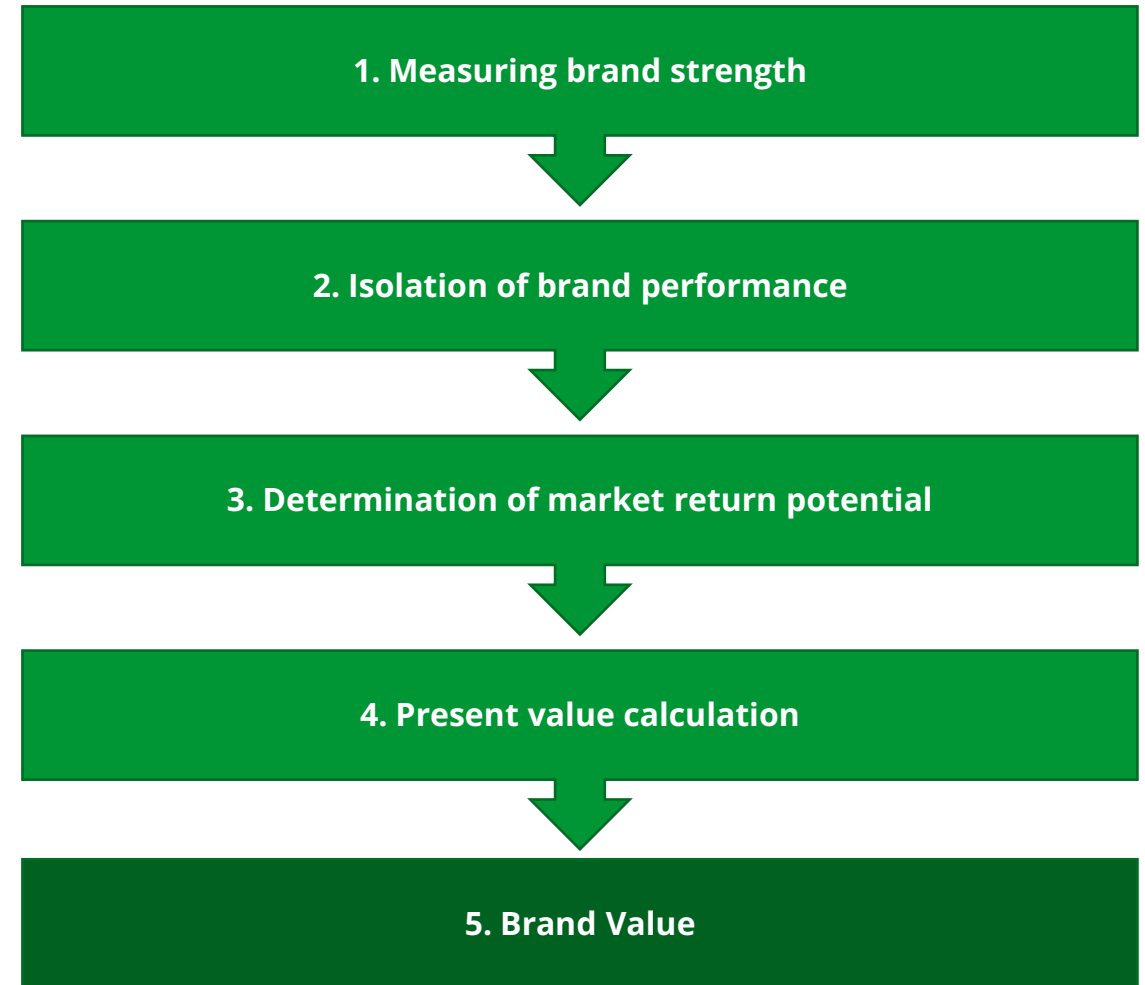
THANK YOU VERY MUCH.

ANDREAS QUEST

andreas.quest@imwf.de

Appointment for consultation

JUSTUS BECKER

becker@companion.de

Appointment for consultation

IMWF INSTITUT | Faktenkontor Group EXCELLENCE CREATES VALUE

.cOM|PANION
DATA DRIVEN EXCELLENCE

VALUE 4|9
MANAGEMENT COCKPIT
LAYOUTS

PERIOD		BENCHMARK	TOPIC FILTER							VALUE 4│9

| 01.01.2023 | 31.12.2023 | ø 12 months | all | TOP LEVEL | TOPICS | OWNED | EARNED | REPUTATION | VALUE | CommsControlling | 4 Levels | 9 KPI |

COMMUNICATION RESULTS

Change in results from Jan 23 – Dec 23 compared to Jan 22 – Dez 22

INPUT

Promotion

-34 %

How much do we **spend**?

9,7k €

Media Budget

OUTPUT

Publications

-18 %

How much do we **publish**?

250

New Posts

Visibility

49 %

How **visible** is our content?

4,0m

Impressions

Resonance

14 %

What is the **media echo**?

3,1k

Mentions

OUTCOME

Engagement

9 %

How **relevant** is our content?

172,6k

Interactions

Conversion

19 %

How **activating** is our content?

29,5k

Click Outs

Action

-100 %

How many **direct actions**?

38

Target Actions

Reputation

512 %

What is the **perception**?

62

Rep. Index

OUTFLOW

Value

584 %

What is the **brand value**?

39

Brand Value Indicator

TOPIC RESULTS

Jan 23 – Dec 23 compared to Jan 22 – Dez 22

CONTENT PERFORMANCE

1%
4%
15%
11%
3%
5%

-17 %
Impressions vs.
ø prev. period

61%

TOPICS

Career & Culture
Corporate & Brand
Digitalization
IR & Finance
Mixed Topic
Products & Services
Sustainability & CSR
n/a

MEDIA RESONANCE

0%
4%
5%
5%
1%
9%

+30 %
Mentions vs.
ø prev. period

77%

Publishing

663 ▲	**82 €** ▼	**3.6m** ▼	**4.1 %** ▶
New Posts	Media Budget	Impressions	Engagement Rate

Value

5.4k ▲	**35 %** ▲	**41** ▲	
Mentions	positive Sentiment	Reputation Score	Brand Value

OWNED IMPRESSIONS BY PLATFORM

Jan 23 – Dec 23 compared to Jan 22 – Dez 22

Company

KPI	PERSPECTIVE	TIME LEVEL
Impressions	Platform	monthly

Split | Hashtags | Posts

Platform	Impressions
Facebook	5.491.198
Newsletter	4.246.458
LinkedIn	3.063.715
Instagram	2.557.295
Google Adwords	631.648
Podigee	226.557
Website	184.770
YouTube	22.602
Twitter	10.639

x-axis: 23 - 01, 23 - 02, 23 - 03, 23 - 04, 23 - 05, 23 - 06, 23 - 07, 23 - 08, 23 - 09, 23 - 10, 23 - 11, 23 - 12

Legend: ● Facebook ● Google Adwords ● Instagram ● LinkedIn ● Newsletter ● Twitter ● Website ● YouTube

43,7m
Impressions

+120%
vs. ø 12 months

PERIOD		BENCHMARK	TOPIC FILTER						VALUE 4|9
01.01.2023	31.12.2023	ø 12 months	all	TOP LEVEL	TOPICS	**OWNED**	EARNED	REPUTATION	VALUE

CommsControlling | 4 Levels | 9 KPI

OWNED IMPRESSIONS BY TOPIC

Jan 23 – Dec 23 compared to Jan 22 – Dez 22

Company

KPI	PERSPECTIVE	TIME LEVEL
Impressions	Topic	monthly

Career & Culture • Corporate & Brand • Digitalization • IR & Finance • Mixed Topic • Products & Services • Sustainability & CSR

Split | Hashtags | Posts

Mixed Topic	1.643.807
Career & Culture	1.110.303
Corporate & Brand	961.096
Sustainability & ...	835.219
Products & Servi...	514.781
Digitalization	376.765
IR & Finance	164.404

43,7m *Impressions* **+120%** *vs. ø 12 months*

PERIOD		BENCHMARK	TOPIC FILTER		TOP LEVEL	TOPICS	OWNED	EARNED	REPUTATION	VALUE
01.01.2023	31.12.2023	ø 12 months	all							

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CommsControlling | 4 Levels | 9 KPI

EARNED MEDIA RESONANCE

Mentions by company | Jan 23 – Dec 23

Company Peer 1 Peer 2 Peer 3 Peer 4

KPI

Mentions | Companies | Topics | Content

TIME LEVEL

monthly

x-axis: 23 - 09, 23 - 10, 23 - 11, 23 - 12, 23 - 13, 23 - 14, 23 - 15, 23 - 16, 23 - 17, 23 - 18, 23 - 19, 23 - 20, 23 - 21, 23 - 22

y-axis: 0, 500, 1.000, 1.500, 2.000, 2.500, 3.000

Sentiment | Topics | Sources

Company
Peer 1
Peer 2
Peer 3
Peer 4

■ negative   ■ neutral   ■ positive

23,2k
Mentions

+50%
vs. ø 12 months

PERIOD 01.01.2023 31.12.2023

BENCHMARK ø 12 months

TOPIC FILTER all

TOP LEVEL   TOPICS   OWNED   EARNED   REPUTATION   VALUE

VALUE 4|9
CommsControlling | 4 Levels | 9 KPI

EARNED MEDIA RESONANCE

Mentions by topic | Jan 23 – Dec 23

Company   Peer 1   Peer 2   Peer 3   Peer 4

KPI

Mentions

Companies   **Topics**   Content

TIME LEVEL

monthly

Sentiment

Sentiment   Topics   Sources

Company

Peer 1

Peer 2

Peer 3

Peer 4

■ negative   ■ neutral   ■ positive

23,2k
Mentions

+50%
vs. ø 12 months

EARNED MEDIA RESONANCE

Mentions by topic | Jan 23 – Dec 23

Company | Peer 1 | Peer 2 | Peer 3 | Peer 4

Companies | Topics | **Content**

Sourcetype	Topic	Reputation Dimension	Source	Reach	Sentiment	Virality	Title
Press Release	Medizintechnik	Product and Service	presse.tugraz.at	1,66	positive	0	„Die Forschung ist für mich e
Press Release	Diskriminierung	Product and Service	presse.tugraz.at	1,66	neutral	0	„Die Forschung ist für mich e
Press Release	Medizintechnik	Product and Service	presse.tugraz.at	1,66	positive	0	„Die Forschung ist für mich e
Video	Fonds	Profitability	youtube.com	28,50	neutral	9	12.000€ Dividenden im Septe
Twitter	Endgerät	Product and Service	twitter.com	10,27	neutral	1	agenthomie (1027)
Twitter	Medizintechnik	Management	twitter.com	0,49	positive	0	AllesStephanie (49)
Video	Medizintechnik	Employer	youtube.com	0,53	negative	2	An die Siemens Beschäftigte Dynamowerk LDA und Wider Afraid
Video	Medizintechnik	Product and Service	youtube.com	0,53	negative	2	An die Siemens Beschäftigte Dynamowerk LDA und Wider Afraid
Video	Medizintechnik	Employer	youtube.com	0,53	neutral	2	An die Siemens Beschäftigte Dynamowerk LDA und Wider Afraid
Video	Bahn	Product and Service	youtube.com	3,28	neutral	7	Bahnübergang Birkungen, Be

Sentiment | Topics | Sources

Company
Peer 1
Peer 2
Peer 3
Peer 4

■ negative ■ neutral ■ positive

23,2k
Mentions

+50%
vs. ø 12 months
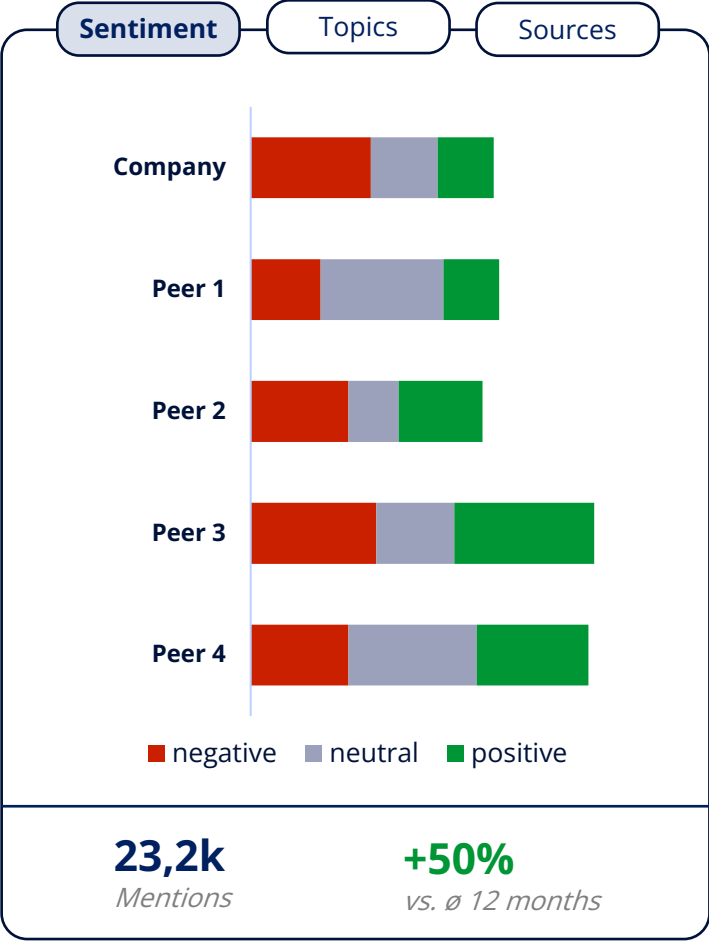
MEDIA REPUTATION SCORE

Jan 23 – Dec 23 compared to peergroup

Company **Peer 1** **Peer 2** **Peer 3** **Peer 4**

Score   Profile   Content

Reputation Score
Index within peergroup over time
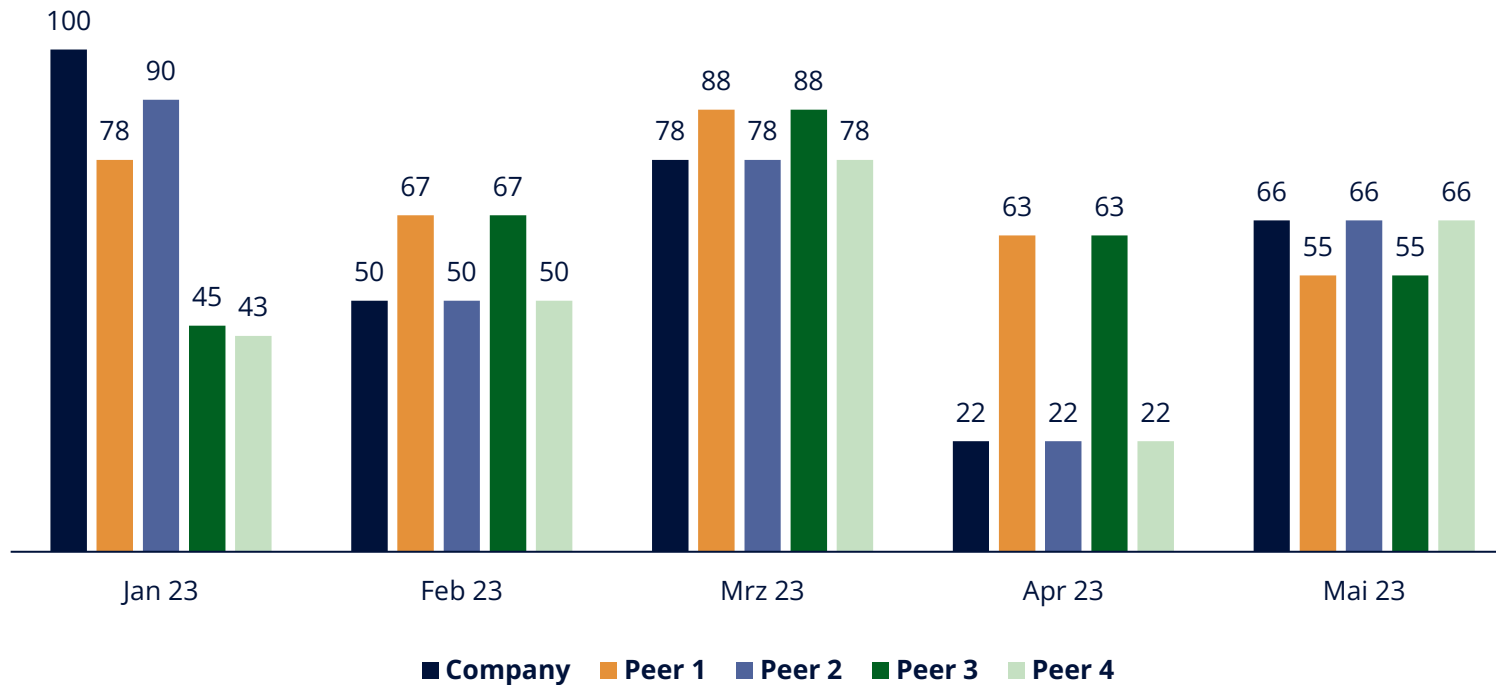
■ **Company** ■ **Peer 1** ■ **Peer 2** ■ **Peer 3** ■ **Peer 4**

Reputation Dimensions
Mentions by Sentiment

Employer
Management
Products & Services
Profitability
Sustainability

■ negative ■ neutral ■ positive

MEDIA REPUTATION PROFILE

Mentions Jan 23 – Dec 23 compared to peergroup

Company   Peer 1   Peer 2   Peer 3   Peer 4

Score   **Profile**   Content

Reputation Profile
Mentions of all Reputation Dimensions by Sentiment

	Company	Peer 1	Peer 2	Peer 3	Peer 4
positive	123	775	123	775	123
neutral	1.234	3.432	2.345	4.312	2.345
negative	234	776	111	776	111

Reputation Dimensions
Mentions by Sentiment

Employer
Management
Products & Services
Profitability
Sustainability

■ negative   ■ neutral   ■ positive

BRAND VALUE

Company
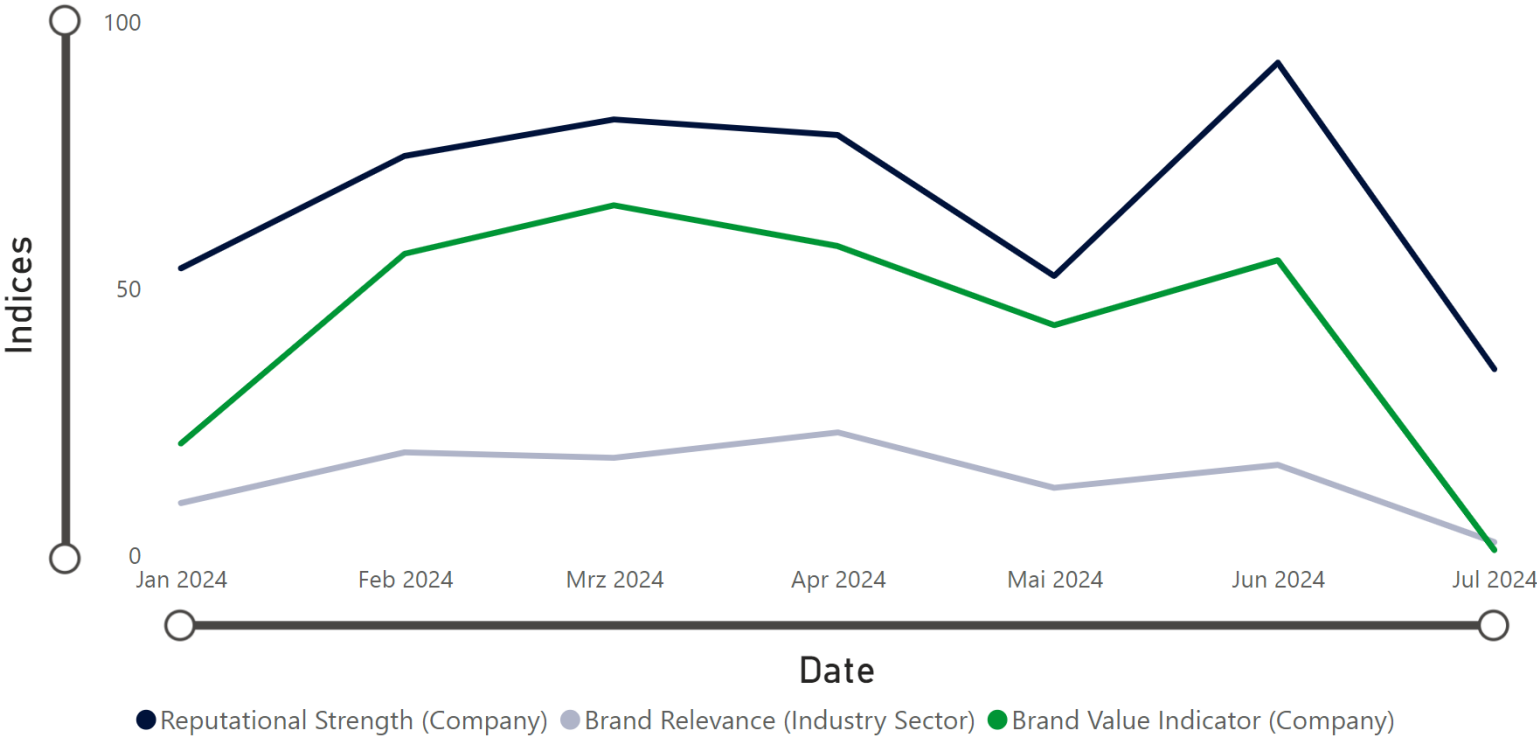
Example: Underlying calculations based on industry sector

Brand Value and Strength Indices

Indices within peergroup over time

● Reputational Strength (Company) ● Brand Relevance (Industry Sector) ● Brand Value Indicator (Company)

Brand Value

Indicative overview of the development during the years:

Year-Month	Brand Value Indicator
2024-07	1,02
2024-06	55,30
2024-05	43,14
2024-04	57,95
2024-03	65,60
2024-02	56,51
2024-01	20,98

10668 ISO certified values of the annual Brand Value:

1.856

Mio. €

(2023)

PERIOD		BENCHMARK	TOPIC FILTER						
01.01.2023	31.12.2023	ø 12 months	all	TOP LEVEL	TOPICS	OWNED	EARNED	REPUTATION	VALUE

VALUE 4|9
CommsControlling | 4 Levels | 9 KPI

GLOSSARY

Definition of KPIs and METRICS.

Company

LEVEL	KPI	METRIC	MEDIA	MEANING	DESCRIPTION
Input	Publication	New Posts	Owned Media	How much do we publish?	Number of published posts
Input	Promotion	Media Budget	Owned Media	How much do we spend?	Amount of paid media budget
Output	Visibility	Impressions	Owned Media	How visible is our content?	Sum of visual contacts
Output	Engagement	Interactions	Owned Media	How appealing is our content?	Sum of interactions (any interaction delivered by digital platforms plus True Views an...
Output	Engagement	Engagement Rate	Owned Media	How appealing is our content, in rel...	Sum of Interactions devided by sum of Impressions
Output	Engagement	True Views (Videos)	Owned Media	How relevant is our content?	Video views with a minimum viewtime of 30 seconds or complete views if video leng...
Output	Engagement	30 Sec. Views (Websites)	Owned Media	How relevant is our content?	Website page views with a minimum viewtime of 30 seconds (metric counts in Engag...
Output	Conversion	Click Outs	Owned Media	How activating is our content?	Sum of click outs or Link Clicks to websites (metric counts in Engagements metric, no...
Output	Conversion	Conversion Rate	Owned Media	How activating is our content in relat...	Sum of click outs to websites devided by sum of Impressions
Outcome	Action	Target Actions	Owned Media	How activating is our content on our...	Sum of target actions on websites (must be set up in the analytics tool)
Outcome	Action	Action Rate	Owned Media	How many target actions do we achi...	Sum of target actions on websites devided by sum of Impressions
Outcome	Resonance	Mentions	Earned Media	How much media coverage do we h...	Sum of earned media mentions
Outcome	Resonance	Reach	Earned Media	How many people can we potentially...	Sum of potential reach of all earned media mentions
Outcome	Resonance	Engagements	Earned Media	How relevant is the media coverage i...	Sum of social engagements in earned media mentions
Outcome	Resonance	Sentiment	Earned Media	Are we perceived positively/ negativ...	Sum of earned media mentions in clusters of positive / neutral / negative sentiment

SEARCH

Search