

RepTrak™

the ULTIMATE REPUTATION guide



WE PROUDLY BOAST THE WORLD'S LARGEST REPUTATION DATABASE.

In fact, we've been measuring and monitoring reputation for more than twenty years. Now, we're sharing our insight and techniques.

These factors provide the structure for RepTrak's reputation monitoring platform, providing a Reputation Score on a scale of 0-100. With or without our software and advisory team, you can start assessing and improving your reputation.

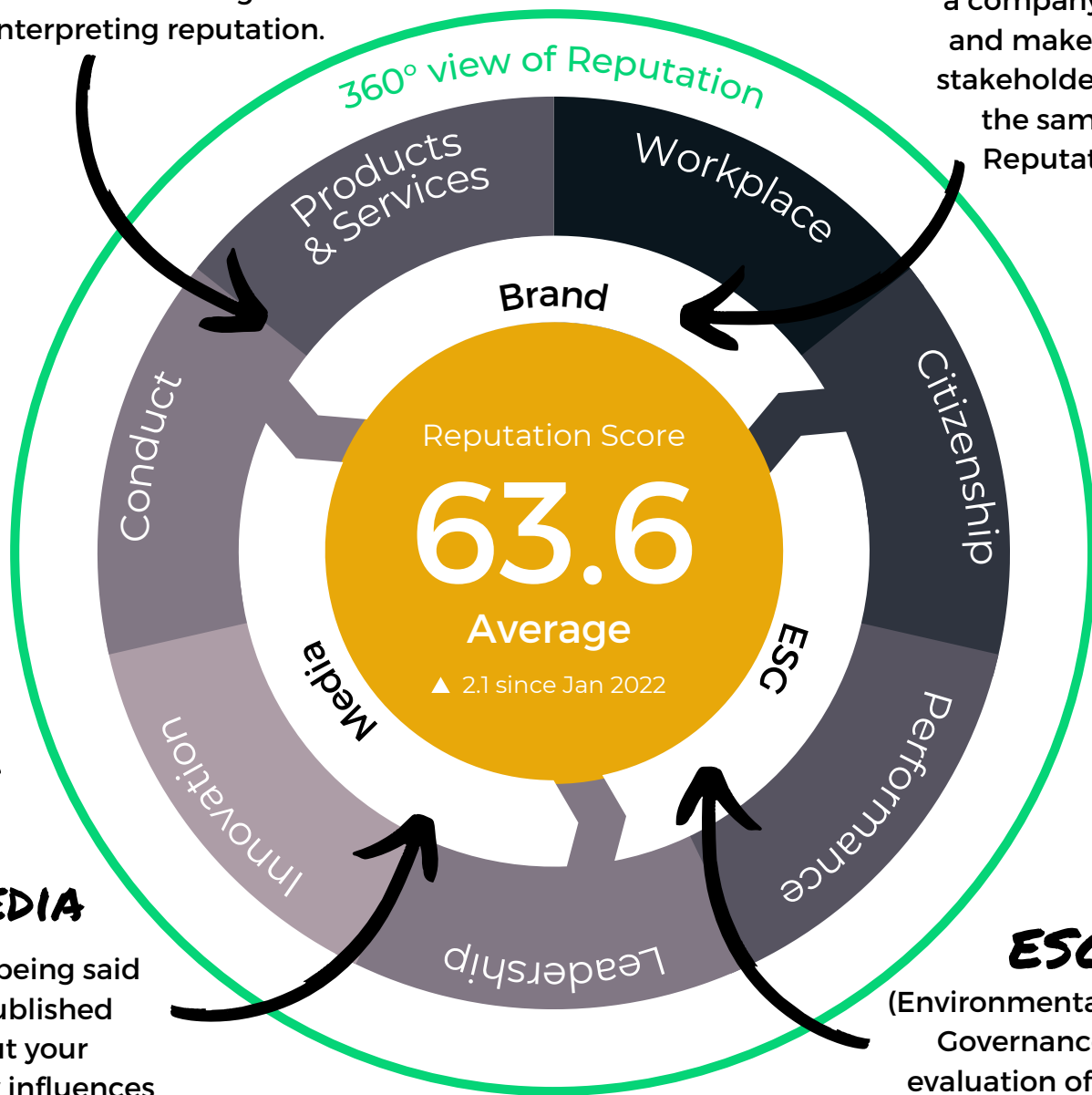
Read our full **Ultimate Reputation Guide** for insights, action lists, and more.

7 DRIVERS OF REPUTATION

These reveal how a stakeholder typically thinks about a company when formulating and interpreting reputation.

BRAND

The unique promise a company crafts and makes to its stakeholders. NOT the same as Reputation.



MEDIA

What is being said and published about your company influences your reputation, and vice versa.

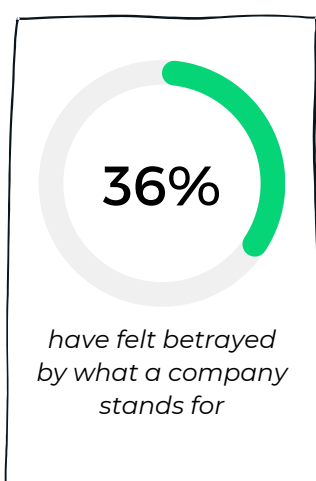
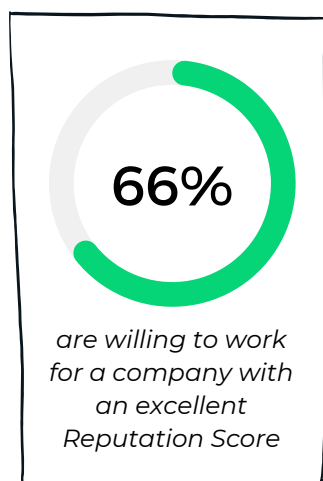
ESG

(Environmental - Social - Governance) is an evaluation of whether an organization is conducting business in an ethical manner.

OUR ACADEMIC ROOTS AND CONTINUOUS MEASUREMENT CONFIRM WHY WE ADVOCATE FOR THESE FACTORS.



In 70% of cases, Media Reputation Scores are a leading indicator to the directionality of the perception Reputation Scores in the following 1-3 months.



Read the full Ultimate Reputation Guide at RepTrak.com/blog