



Reputation Wrapped 2024



**98% of RepTrak clients
logged into the
platform this year**

We knew you were cool



**Stakeholders were
more invested in
sustainability than
ever before**

Let's hear it for ESG



**The general public
placed the **most value**
on opinions of those
who **interact directly**
with your company**

(Such as customers and employees)



AI continued to grow in familiarity, but regulation and privacy concerns still troubled stakeholders

Address and educate your stakeholders on how AI is used at your company



When assessing quality, consumers prioritized **reliability** as the top indicator

Pst... Focus on reliability to
foster trust



Companies that prioritize
Reputation and **Trust** are
better equipped to turn
positive perceptions into
consumer action

Do we sense a comprehensive approach?



Dive into more 2024 insights on our blog

[Learn more](#)

We have much to look forward to this year...