

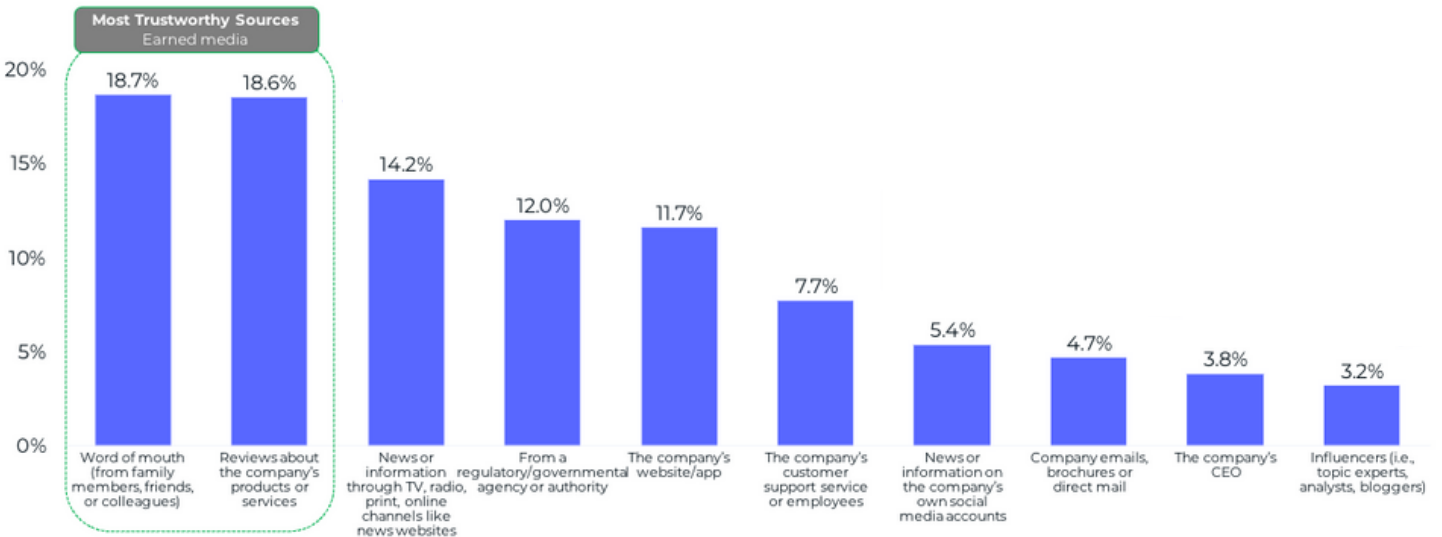
# RepTrak™ Say Something Positive & RECOMMEND

Report

THE  
INFO  
GRAPHIC

WORD OF MOUTH AND REVIEWS ARE CURRENTLY THE MOST TRUSTWORTHY SOURCES OF INFORMATION.

## Q2 2023 MOST TRUSTWORTHY SOURCES OF INFORMATION GLOBAL



Source: RepTrak's 2023 Q2 Current Events Study

BUT REPTRAK DATA INDICATES THAT **WILLINGNESS TO RECOMMENDATION AND SAY SOMETHING POSITIVE** ARE DOWN IN 2023.

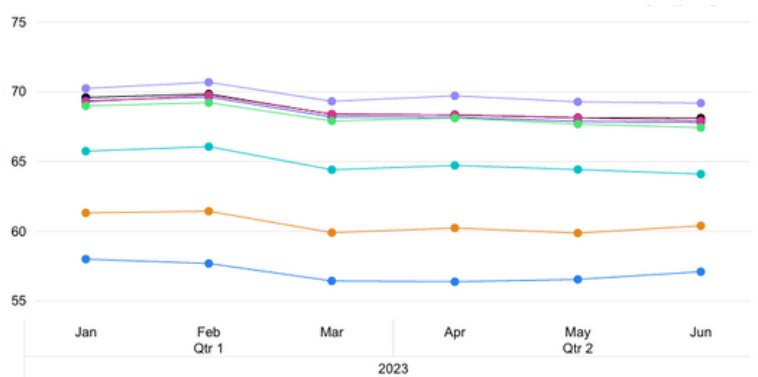
### 2023 BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Reputation Score	68.7	▼0.6
Benefit of Doubt	64.9	▼0.8
Buy	68.5	▼0.6
Invest	60.5	▼1.3
Recommend Products	68.6	▼0.5
Say Positive	69.7	▼0.4
Trust to do the Right Thing	68.2	▼0.5
Work For	57.0	▼1.1

▲▼ Change, but not statistically significant  
▲▲ Statistically significant change

Stakeholders are losing their faith and willingness to interact with their favorite brands.

### BUSINESS OUTCOME SCORES OVER TIME



Source: 2023 RepTrak CRT Data

- Reputation Score
- Buy
- Recommend Products
- Trust to do the Right Thing
- Benefit of the Doubt
- Invest
- Say Positive
- Work For

This decrease is dangerous when recommendation and reputation are distinctly intertwined.

93%

RECOMMEND SCORES AND REPUTATION SCORES ARE 93% CORRELATED

SAY SOMETHING POSITIVE SCORES AND REPUTATION SCORES ARE 95% CORRELATED

95%

TO IMPROVE THESE SCORES, CHECK OUT THIS ADVICE FROM REPTRAK SR. DIRECTOR MARCELA FERREIRA:



**Marcela Ferreira**

Senior Director,  
Advisory (Americans)  
The RepTrak Company

“Perform consistently, nurture relationships, and communicate in a clear and coherent way, highlighting how the company seeks to address stakeholders expectations.”

FOR MORE INSIGHTS AND ADVICE, READ THE FULL REPORT.

READ THE REPORT