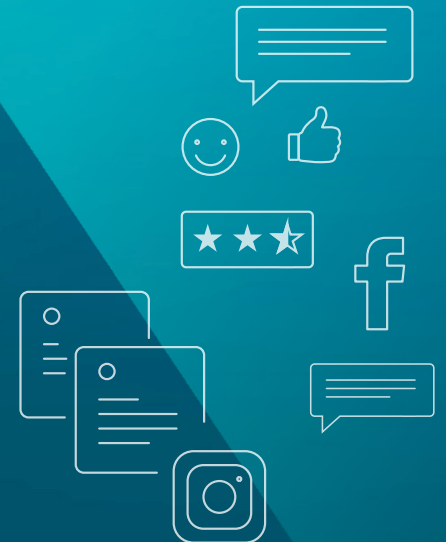


GUIDE

# Understanding Reputation Score

Your guide to better business performance



# Understanding Reputation Score: Your Guide to Better Business Performance

Today's marketing leaders are tasked with more than ever before. Not only do they have to plan and execute their team's campaigns and initiatives, but they are increasingly tasked with connecting their outputs with top-level organizational goals – the most important of which being revenue.

**While many tools and systems offer metrics that matter for marketing practitioners, they often fall short of delivering insights that marketing leaders are now being asked to provide.**

Not to mention, many marketing tools only deliver data – how many clicks, how many leads, etc. – but few answer the most important question: “so what”? Without understanding what your data means and what the next best step is, marketing leaders are often left with more questions than answers.

**With Reputation, that's not the case. We provide a comprehensive evaluation of all factors affecting your reputation**, such as search impressions, social engagement, unresponded reviews and so much more.

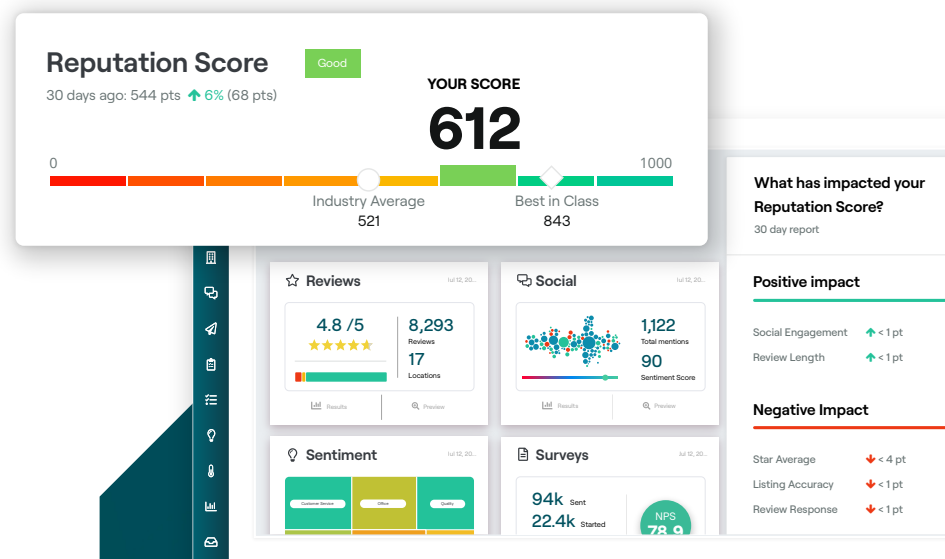
**This holistic approach consolidates your vast consumer data into one impactful metric, our patented Reputation Score.**

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# 01 What is Reputation Score?

Reputation Score is a leading performance indicator that gives marketing leaders a single metric to track their brand's online reputation.

- **Comprehensive Insights:** Beyond tracking, it provides detailed customer feedback, identifying areas for improvement at brand, regional, and location levels based on your specific needs.
- **Deeper Insights than NPS or Star Ratings:** Reputation Score surpasses the limited scope of NPS or star ratings, offering a more profound understanding of your brand's perception among consumers.
- **Actionable Recommendations:** In addition to insights, it goes further by offering tailored recommendations, empowering businesses to enhance various aspects of their online reputation and overall impact on top-level goals. Changes in Reputation Score and top-level metrics such as sales, lead generation, and foot traffic.
- **Proven Correlation:** Countless analyses conducted with Reputation customers demonstrate a strong correlation between changes in Reputation Score and top-level metrics such as sales, lead generation, and foot traffic.



## The Power of Unified Feedback

By consolidating disparate channels and feedback sources into Reputation, we are uniquely positioned to provide a reliable measure of business performance, surface trends and opportunities for improvement, and even recommend actions to increase your score and drive greater success across your organization.

# 02

## Why Reputation Score Matters

We've spent years fine-tuning Reputation score to ensure it is consistently aligned with the factors that matter most not just to your marketing team, but to your business's top-line goals. As more businesses continue to rely on Reputation Score, we continue to hear more businesses finding a near-perfect correlation between increases in Reputation Score and increases in Sales, leads, and even foot traffic. As marketing leaders continue to be pressed to tie their efforts to ROI, Reputation Score continues to uniquely deliver the insights necessary for marketers to claim and hold their rightful seat at the revenue table.

Let's take a look at some examples from Reputation customers that trust Reputation Score as a barometer for their performance online:

- **An aggregated study of three leading car manufacturers** show's a direct correlation between year-over-year (YoY) changes in Reputation Score and YoY revenue. Dealerships whose Reputation Scores rose between 50 and 150 points saw a +2.4% increase in revenue, while dealerships that increased their Reputation Score by >150 points saw a nearly 8% increase. Conversely, dealerships whose Reputation Scores dropped by at least 50 points saw a 2.7% decrease in YoY revenue.
- **A leading hospitality group** found a perfect correlation between Reputation Score and foot traffic across their locations, and now uses Reputation Score to forecast foot traffic on an ongoing basis. **This is only made possible by the recommendations generated by Reputation** to continually improve the customer experience at each location.
- **Auto servicing brand KwikFit** identified that locations with Rep Score above 800 grew sales +6.3%, while all other locations grew at an average of 4.0%.

### Revenue Increase

**+150pts = ↑10%**

The world's leading auto brands who raise their Reputation Score by 150 points increase sales up to 10%

**As the data shows,** Reputation Score is tightly aligned to meaningful business value, including increasing revenue, driving efficiencies that decrease costs, and improving risk mitigation.

**Marketing leaders** that count on Reputation Score and, most importantly, turn its insights into action are able to solidify their team's value across the organization.

# 03

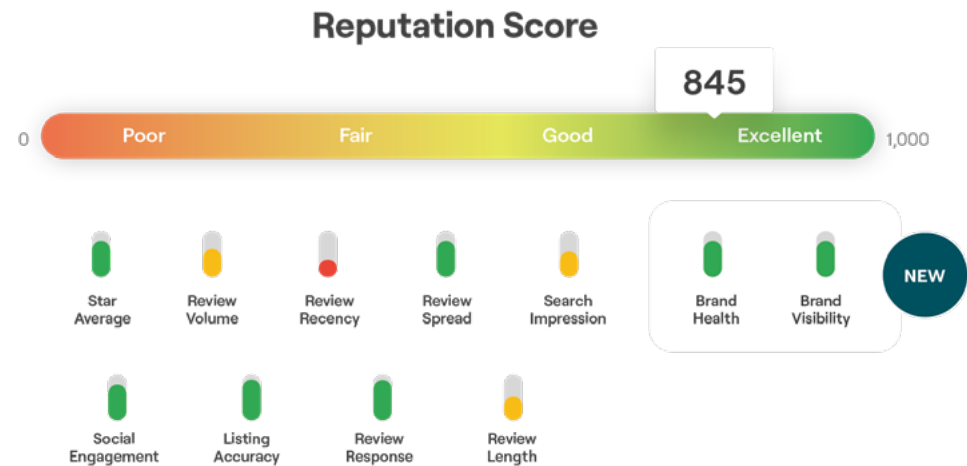
## What Factors Make Up a Reputation Score?

To calculate Reputation Score, Reputation leverages AI to dig into publicly available data across the web. Then we assess your business's performance across a variety of important online areas like your visibility, engagement, and sentiment. We roll up all those factors into a single, easy-to-understand metric that provides a comprehensive check of your reputation.

**In one glance, anyone in your business can learn what affects your score, why your business is leading or trailing your competition, and how to improve.**

Here's a quick look at the most important factors that impact a brand's Reputation Score:

- **Business Listing and Directory Presence** — We analyze how accurate and complete your listings and directories are and how easily customers can find you online.
- **Online Reviews** — We assess if you're getting enough reviews, their quality (meaning star rating, written feedback, etc.), which sites those reviews appear on, and if your team is responding frequently enough to that feedback.
- **Social Media Presence** — We evaluate the presence and activity levels on social media channels to gauge how much people engage with your brand online.



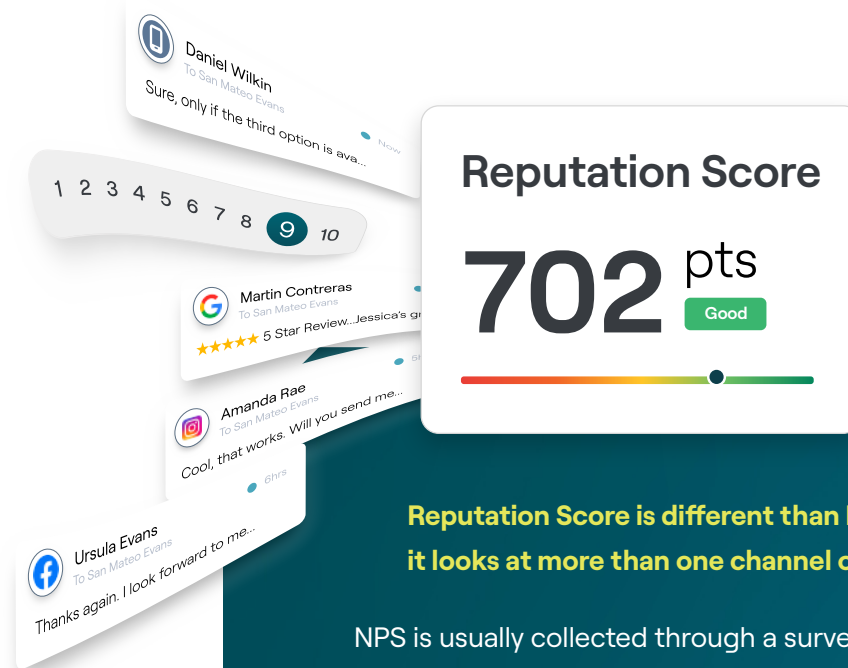
**We leverage sophisticated text analytics to understand customer sentiment** when talking about your business online to surface trends, problem areas, and suggested actions to take to increase your score.

# 04

## How is a Reputation Score Different from a Net Promoter Score?

Historically, Net Promoter Score (NPS) was the gold standard that companies used to judge their performance across vital aspects of their business like customer engagement, brand identity, and overall satisfaction.

- **NPS is effective in measuring** a customer's likelihood to recommend your business, but lacks crucial context around the provided score.
- **While a high or low NPS score** may indicate you're doing something right or wrong, **it's not clear what is working or not working**, and does not give you prescriptive next steps to improve those scores.
- Learn more: [Net Promoter Score & Reputation Score: What's the Difference?](#)



**Reputation Score is different than NPS because it looks at more than one channel of feedback.**

NPS is usually collected through a survey that asks one question at a single moment in time similar to, “How likely are you to recommend our company to a friend, on a scale of 1 to 10?”

Reputation Score, on the other hand, accounts for solicited and unsolicited feedback from various sources at multiple touchpoints which allows you to see true customer sentiment. That way, you have the most complete look at how your company is doing.

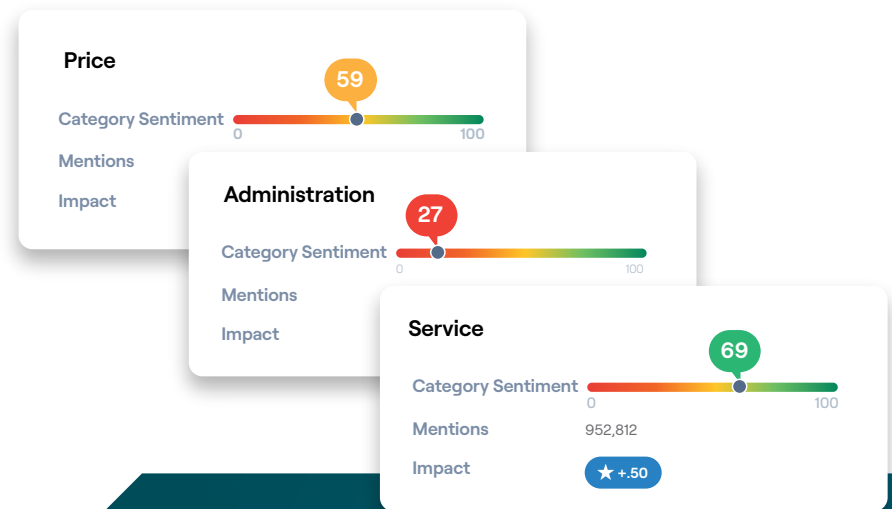
# 05

## How is a Reputation Score Different from Star Ratings?

Star ratings are a helpful indicator of what customers think of your business. However, due to their subjective nature, a star rating does not always provide an accurate representation of sentiment from written comments.

That's because similar to NPS, star ratings measure a single component of a customer's thoughts on your business.

- **Reputation Score is different because it creates additional and unique value** from star ratings. Our algorithm is able to look beyond the stars and aggregate and understand what the reviews actually mean for the business.
- **Customer reviews are an essential component** in getting your business on the first page of search. So the more you understand the specific feedback in your reviews, the better you'll be able to act on that information. That in turn will help you to get more positive reviews.



**In other words, Reputation Score accounts for components that NPS and star ratings simply cannot.**

We go beyond isolated moments of feedback and instead, combine all structured and unstructured feedback about your business in order to provide the most complete view of your brand health and customer satisfaction levels.

# 06

## How Do I Get Started with Reputation Score?

Reputation Score is available to all Reputation customers and can be accessed directly from the platform.

If you are not yet a customer, our team would be more than happy to discuss how we can help drive lasting success across your business. Visit the [Contact Us](#) page to get in touch today.

### About Reputation

Reputation is the only platform that manages consumer feedback from acquisition to loyalty. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve the customer experience. Backed by Marlin Equity Partners, Bessemer Ventures, and Kleiner Perkins, Reputation turns consumer feedback into fuel to grow businesses around the world. Visit [reputation.com](https://reputation.com) to learn more.



# Reputation