

User Guide

RepVault

2021

Index of Contents

1. Welcome to RepVault
2. What Drives RepVault
 - Our data
 - Taxonomies
 - Metrics
3. RepVault Insights
 - Profile page
 - Comparison page
 - Trends page
 - Taxonomy & Portfolio Creation
4. RepVault Notes
5. RepVault ENBs



Welcome to RepVault

RepVault has been designed to give you an executive-ready overview of your company's reputation and monitor the issues you most care about from an industry and stakeholder perspective. Our data driven insights can be shared easily with colleagues allowing you to deliver impact across the entire organisation.

RepVault will allow you to effectively:

- Monitor reputation performance in real-time
- Keep a close eye on emerging issues
- Benchmark performance against peers/competitors
- Track all critical stakeholders; including NGOs and regulators
- Understand trends to identify opportunities or potential indicators for reputational risk

Some of our customers already using RepVault:



What drives RepVault?

Our data



1 million+ sources
monitored

30 million documents
processed through the
platform on a daily basis



Online & social media
(+ broadcast add-on)

International, national,
regional and trade
publications



6-12 months of data
available on a rolling basis

Global coverage in English
(+ languages add-on)



4000+ pre-defined
topics for fast set up

3000+ stakeholders
monitored, including NGOs
and regulatory bodies)

What drives RepVault?

Metrics



Impact

Impact ensures your strategic decisions are based on reliable and engaging data insights.

Our proprietary impact algorithm allows us to identify the most prominent conversations shaping your organisation's reputation. It has been designed to provide you with insight into only those articles and postings that are noteworthy, automatically sifting out articles with low audience levels and/or little focus.

Impact is based on the **credibility** of the source, the **audience reach** and the **relevance** of an article to a particular company and topic. The impact score reflects the reality that not all coverage is equal. The overall impact score on any single day reflects the sum of impact scores across all coverage.



Sentiment

Sentiment allows you to assess the tonality of the conversation around your organisation and determine whether it is positive, neutral or negative. Comparing yourself against your peers will allow you to determine whether you stand out from the crowd or whether you are on trend with the broader industry.

Unknown sentiment indicates that the system is unable to classify an article (non-English content primarily).

Our proprietary sentiment algorithm is based on a widely used industry standard neural network that has been trained to predict the correct results for large data sets. Note that any sentiment classification system contains a margin of accuracy, so results should be seen as an indication of the tonality of the overall conversation.

What drives RepVault?

Taxonomies

- Polecat's taxonomies allow us to structure all data we ingest and hone in on the topics and issues that matter the most to you.
- We look for specific keywords that are clustered into broader topics and drivers, all of which are stored on Polecat's servers taking away the need for you to store keyword collections and topic subsets.
- Our pre-built taxonomies allow you to quickly focus on the key drivers for your industry (Energy, Healthcare or FMCG) or broader areas of interest (Reputation, ESG and Risk).
- We have thousands of curated topics available that allow us to quickly shape our taxonomies so they are in line with your bespoke business priorities.



Getting started

Navigation and filtering options

Move from one page to another to analyse your profile, compare your performance against your peers and look at longer term trends.

Click the **Taxonomy**, **Filters** or **Date Range** drop downs at the top of the Profile Page to access the Navigation Panel. This will allow you to further filter the data through different lenses.

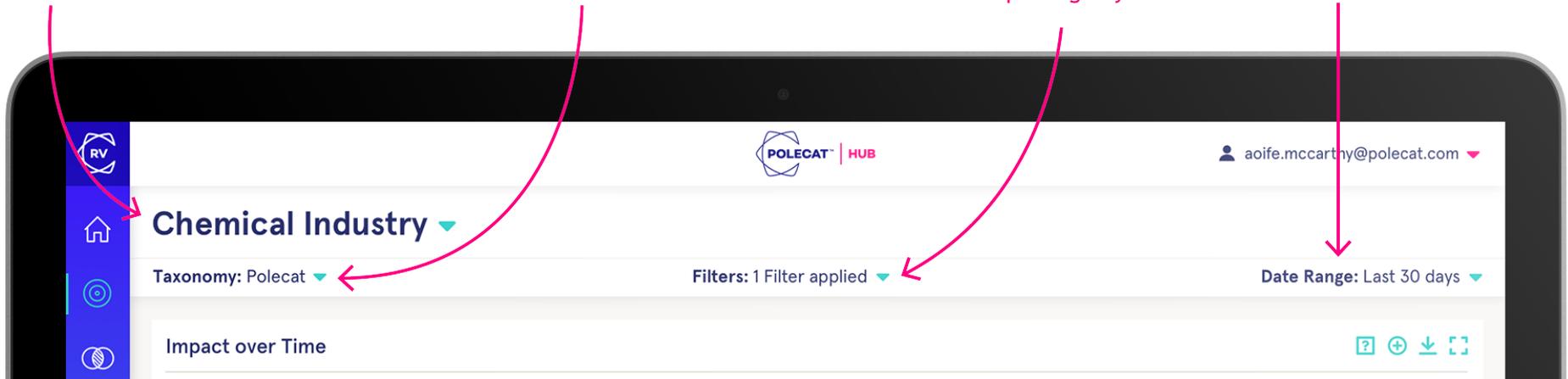
Note that the charts visible in the RepVault platform are fully interactive and displayed in real-time. All datapoints are clickable, allowing you to look at the data behind each chart and click through to the underlying articles or posts.

Company/Stakeholder: choose the organisation or grouping of organisations you want to analyse.

Taxonomy: quickly view your taxonomies & their respective drivers. You can filter the page by selecting a specific driver (or click 'All Drivers' for an all-up view).

Media type, Sentiment and Geography: look at online or social media separately and filter by healthy, neutral or unhealthy sentiment. Also look for specific location mentions. You will find a language filter under this section depending on your license.

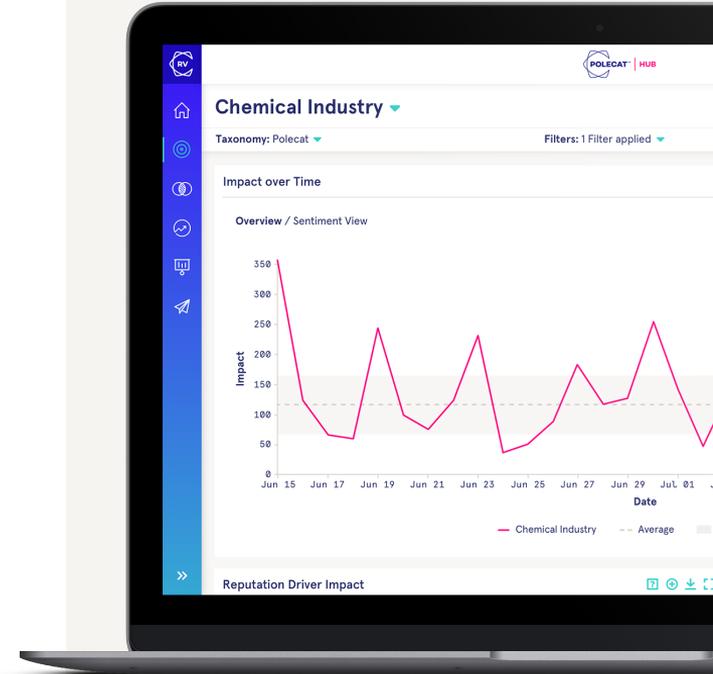
Date range: look at all the data over the past 180 days or focus the charts on a specific date.



RepVault Pages

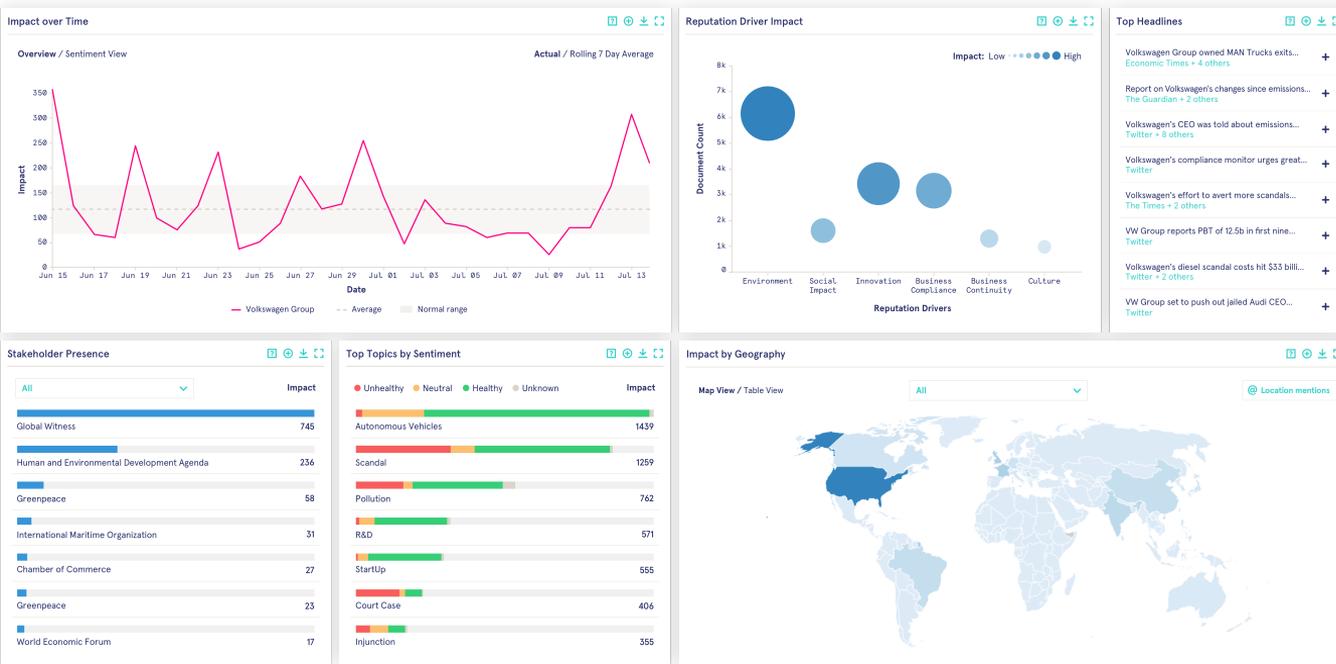
Your profile

- The profile page is about your organisation.
- The timeline will allow you to quickly understand whether key stories about your organisation are occurring within a 'normal range' or are having a more significant impact. Filter by sentiment to see whether peaks are positive or negative.
- The reputation driver impact chart will provide you with your reputational fingerprint and insight into the topics you are most associated with. Look at top topics by sentiment to further assess the tonality of the conversation around these topics.
- Our stakeholder presence chart will allow you to identify the key stakeholders for your organisation, based on a pre-set list of thousands of regulatory bodies, NGOs, trade associations and other relevant organisations. Click on the dropdown menu to take a closer look at individual groups.
- The world map shows you the impact by the location mentioned in the conversation or where the content originates. There is also a global and US States view.
- **Note: look at the top headlines ranked by impact if you don't have time to analyse each chart in detail (remember to set the correct date range for your purposes).**



RepVault Pages

Your profile: Use Case



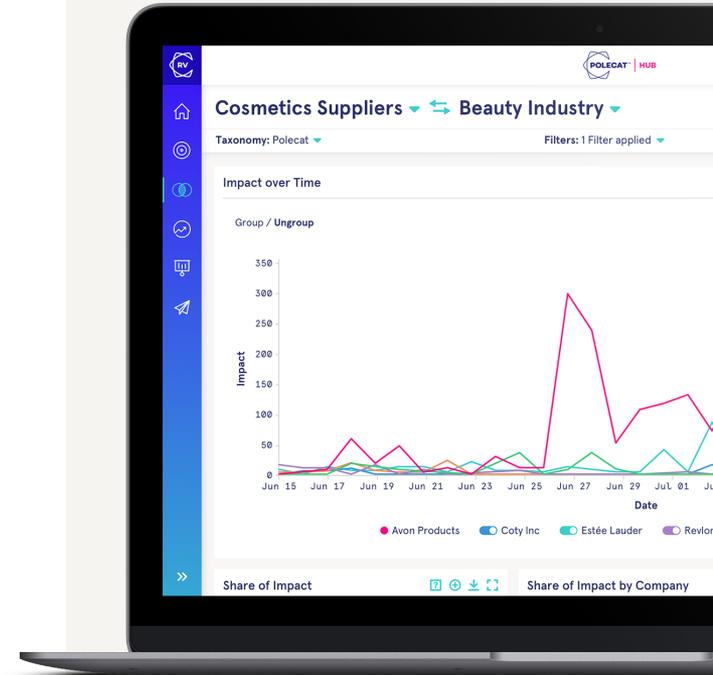
Our customers use this page to get insight into the main stories about their organisation, both positive and negative, and how this shapes their overall reputational profile.

All organisations we work with are also looking at the stakeholders they are most associated with and why, to help them further refine their stakeholder engagement strategies.

RepVault Pages

Competitor Benchmarking

- The comparison page will allow you to get insight into how your organisational profile compares to your peers.
- You will recognise the timeline, which now includes insight into the average impact for the selected competitor (group). Click into the data to get insight into the articles generating impact for your competitors.
- The share of voice chart and the associated breakdown by organisation will provide you with a view on the coverage you are getting versus your peers (100% being the total conversational impact for you and the competitor (group) you selected).
- The last chart on the comparison page will allow you to determine what your impact is around your key topics in comparison to your peer set. Click on the opposing arrows to switch the view and get insight into how you perform on the top topics for your competitor (group).
- **Note:** that on the top right corner of some of our charts, you can either ungroup or filter by sentiment for further analysis.

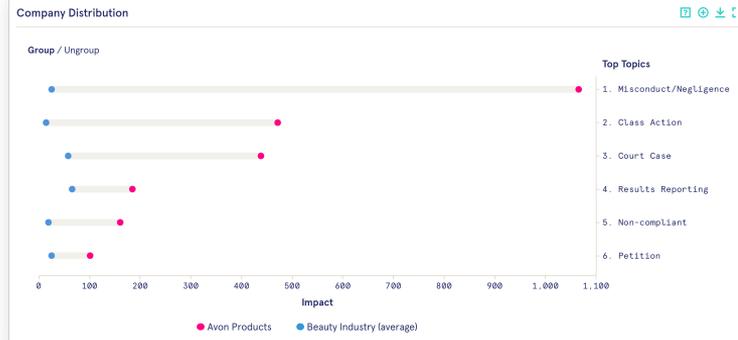
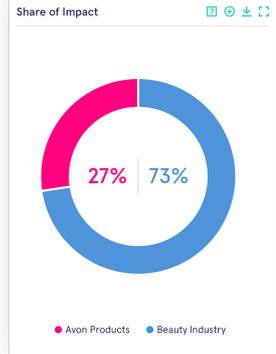
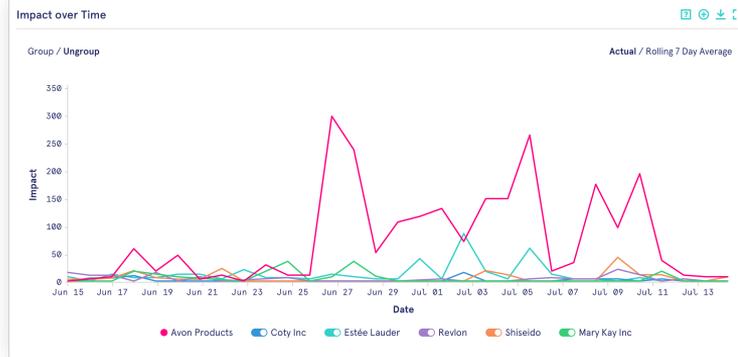


RepVault Pages

Competitor Benchmarking: Use Case

Our customers use the comparison page to assess whether:

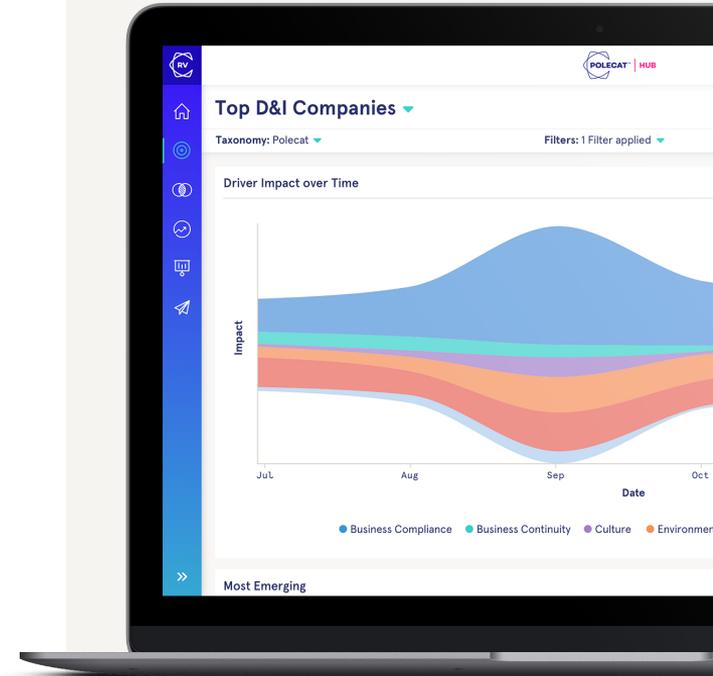
- Their peers are similarly impacted by key publications
- How much of the overall content around a particular topic or set of topics is about them versus competitors
- They are on or off trend when it comes to positive/negative sentiment
- To identify positioning around specific themes and identify whitespace



RepVault Pages

Trends Analysis

- You will be able to use the trends page to assess how stable your reputational profile is over time. Moving your cursor over the lines will show the percentage that each driver has in terms of impact over the selected time period.
- The bottom charts allow you to view the most emerging and most diminishing topics for your organisation. Select a competitor (group) to identify the most emerging and diminishing topics within your industry.
- Note: Adjust the view to look at different months by changing the date range. The charts are ranked by the incline/decline in the final time period, as highlighted by the darker shading.



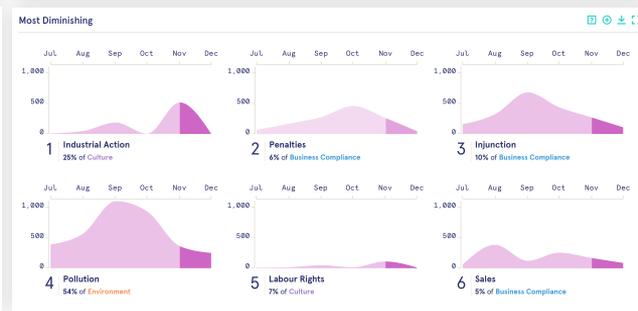
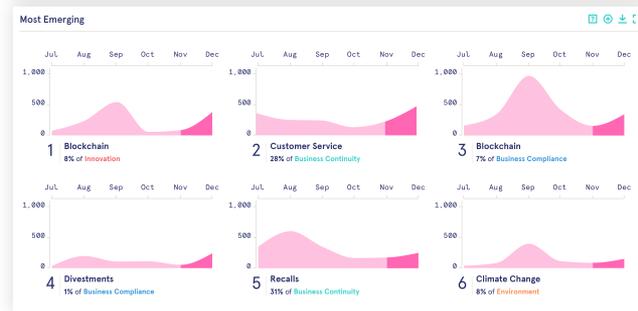
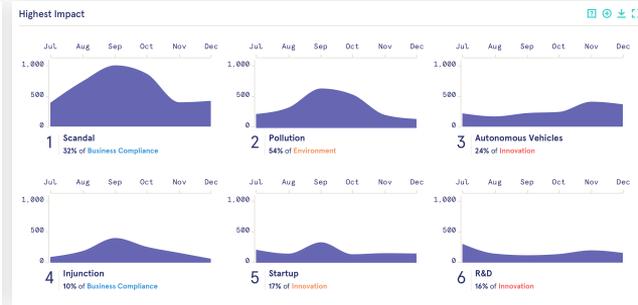
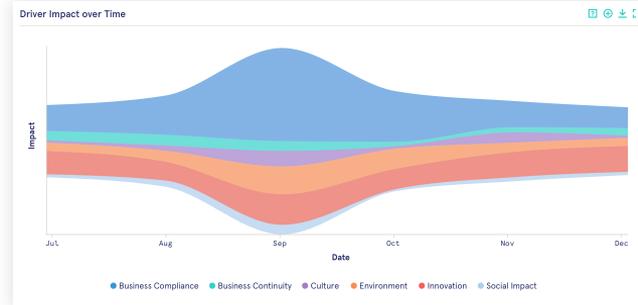
RepVault Pages

Trends Analysis: Use Case

Our customers use the trends page to effectively plan and prioritize communications and engagement strategies around moving reputation topics.

It allows them to understand whether they have been able to positively shape what they are known for or, conversely, whether there are any negative topics that they have become associated with that need to be addressed.

Most RepVault users will further look at the top emerging topics by selecting an industry portfolio to get insight into what key issues are coming up for their peers to anticipate potential risk.

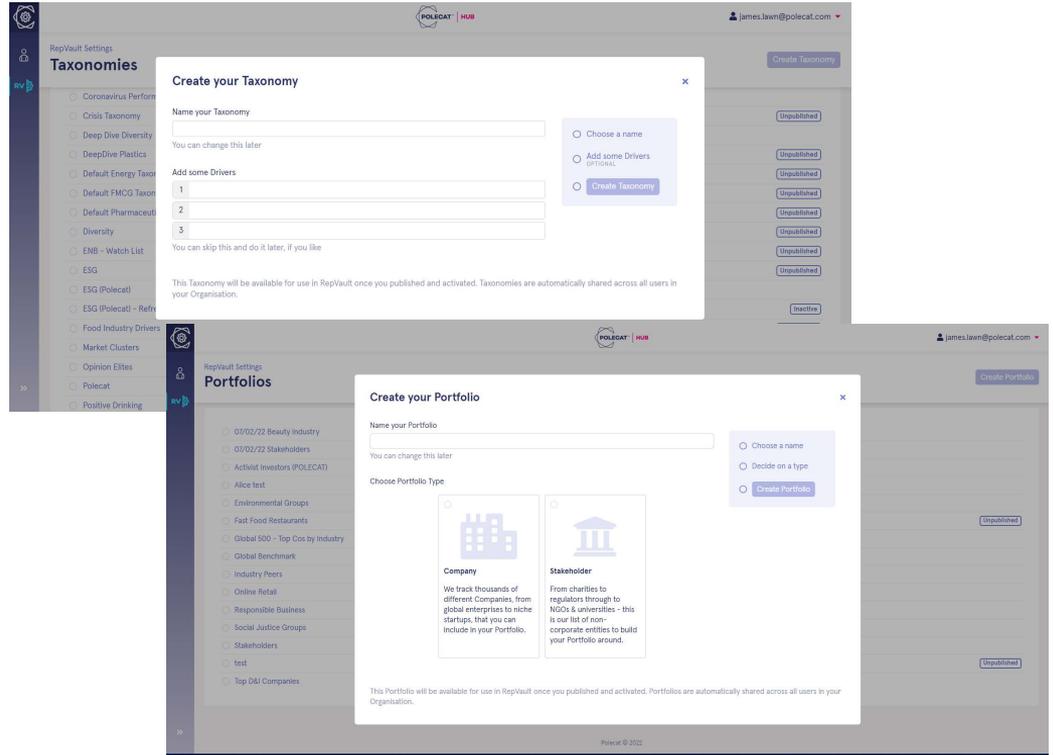


RepVault Taxonomy & Portfolio Creation

For your custom requirements

Create your own portfolios and taxonomies to ensure you're able to quickly and easily track the things that matter to you and your industry.

Choose from our comprehensive list of curated Companies, Stakeholders and Topics or speak to your Customer Success Manager about adding custom entities.



RepVault Notes

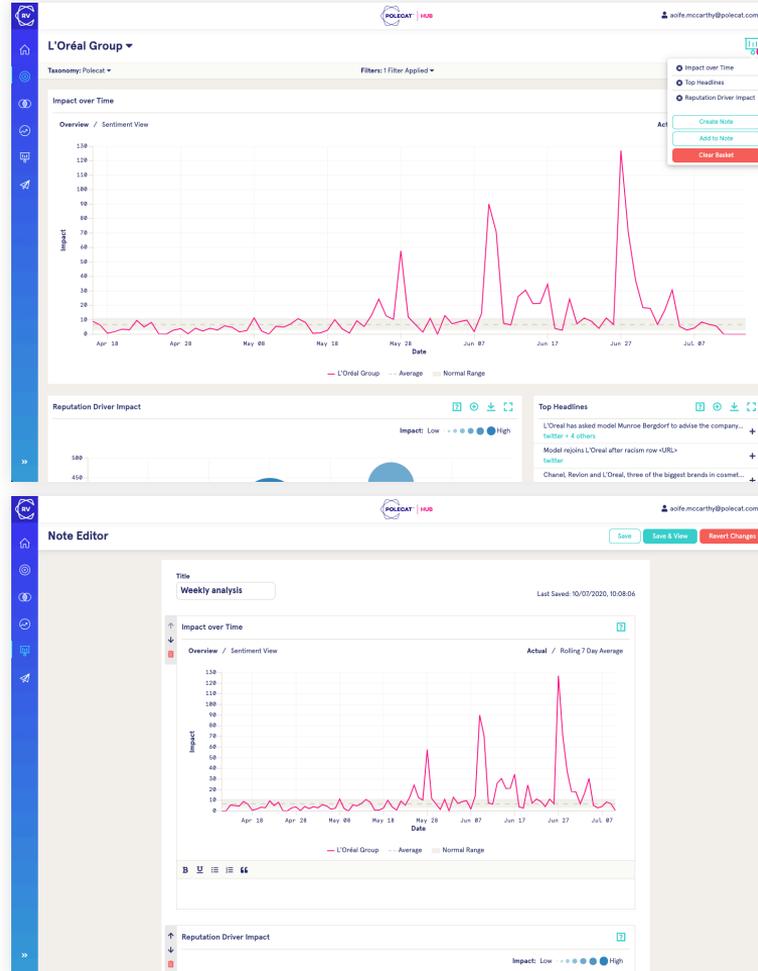
Curate and share insights

RepVault Notes enables customers to quickly and easily share interactive insights and analysis directly from within RepVault.

By clicking on the  sign on the top right corner of each chart, you will be able to select the insights you want to share. Existing Notes can be accessed from the left-hand navigation bar.

Once you have selected your insights you can easily generate a Note and add your own analysis before sending it on to a colleague.

The recipient of the Note doesn't require a login and the notification goes straight to their email inbox, allowing them to access your interactive report.



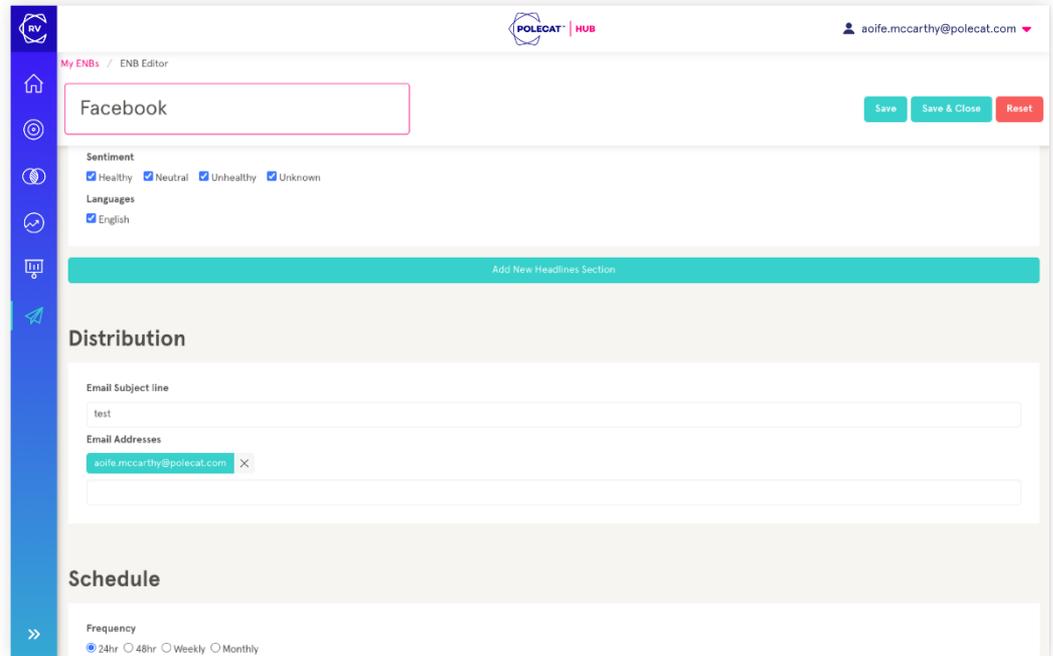
RepVault ENBs

Manage your personal news briefs

With RepVault ENBs you can create your own news briefs that will be delivered straight to your inbox, allowing you to stay on top of the most impactful news.

Based on your RepVault set-up you can select the topics you want the news brief to cover and the organisation(s) it should focus on. Additional filtering options also allow you to select the sources (e.g. online or social) and languages to be covered. There is also the option to add specific location mentions such as countries or US States. If you want to monitor only negative content, our sentiment algorithm can be used to filter the news brief even further.

You control who it is sent to, how often (e.g. daily or weekly) and at what time it goes out.



The screenshot displays the 'ENB Editor' interface for a news brief titled 'Facebook'. The interface includes a top navigation bar with the 'POLECAT | HUB' logo and a user profile 'aofie.mccarthy@polecat.com'. A left sidebar contains navigation icons. The main content area is divided into several sections:

- Header:** A text input field containing 'Facebook' and three buttons: 'Save', 'Save & Close', and 'Reset'.
- Sentiment:** A section with four checkboxes: 'Healthy', 'Neutral', 'Unhealthy', and 'Unknown', all of which are checked.
- Languages:** A section with one checked checkbox: 'English'.
- Buttons:** A teal button labeled 'Add New Headlines Section'.
- Distribution:** A section with two input fields: 'Email Subject line' (containing 'test') and 'Email Addresses' (containing 'aofie.mccarthy@polecat.com').
- Schedule:** A section with a 'Frequency' label and three radio buttons: '24hr' (selected), '48hr', 'Weekly', and 'Monthly'.

Other functionalities & support



Help

Selecting the question mark icon will open a text box which provides an explanation of what the insight / data is showing you.



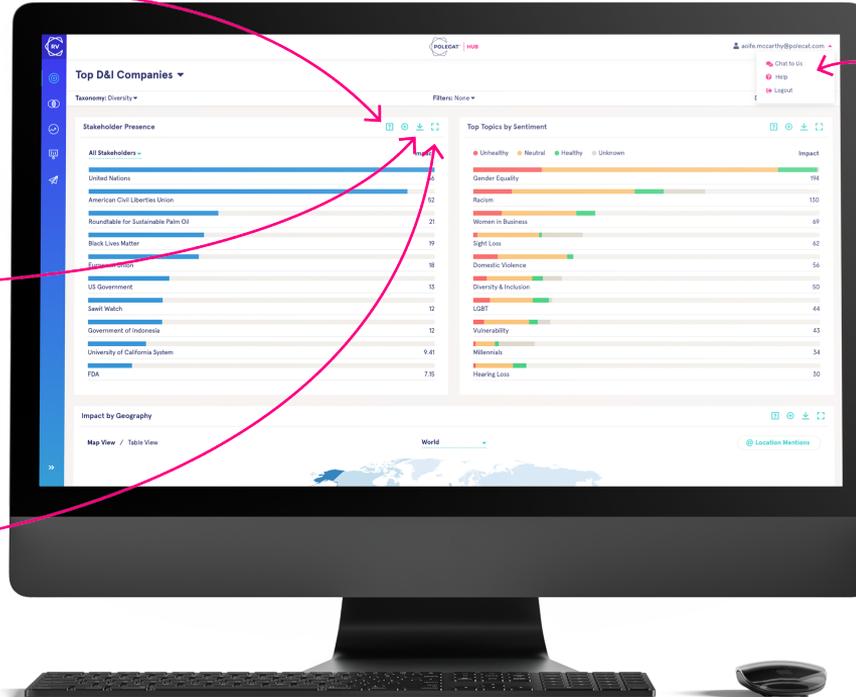
Download

You can download any insight within the platform by selecting this icon - this will give you the option to download the data as a PNG file or as an Excel file.



Expand

This expands the insight that you are viewing to allow closer analysis of the data.



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Visit our help page for more detailed information



<http://help.polecat.com>