

COMPANY  
LOGO

# Sample Client

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CONTENT ATTRIBUTION REPORT  
Q1 2017

CREATED BY HARVEST EXCHANGE



# CONTENT PERFORMANCE SUMMARY

Q1 2017

This is how your content performed on Harvest in Q1 2017.

23

NUMBER OF POSTS

1.8

POSTS PER WEEK

49,773

IMPRESSIONS

2,803

OPENS

## POST TYPE SUMMARY

PERCENT OF TOTAL



### WHITEPAPER

Post describes firm performance and general summaries. Title or content contains "white paper."

29%

7%



### VIDEO

Post contains an embedded or linked video. Title or content contains "video."

14%

17%

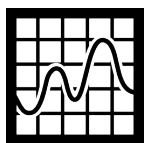


### ARTICLE

Most general post format. Mostly text but may also contain images.

48%

75%



### INFOGRAPHIC

Post consists mainly of large image or infographic. Title or content contains "infographic."

9%

1%

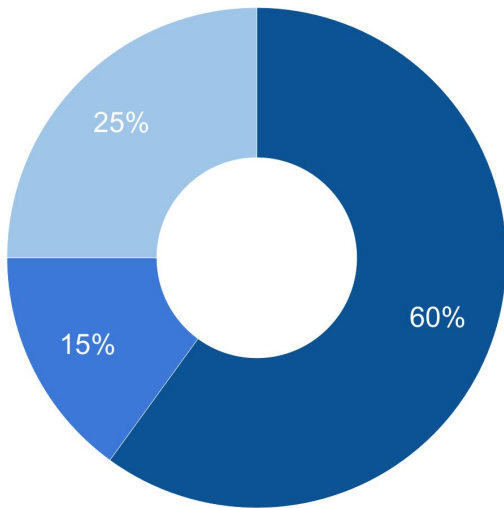
POSTS

OPENS

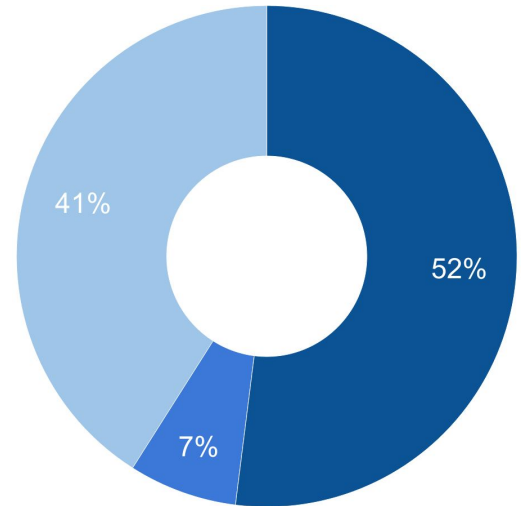


This is a breakdown of your content by type to evaluate broad interest and impact to overall open rates.

## Post Contribution



## Open Contribution



- Asset Class
- Macro
- Thought Leadership



### ASSET CLASS

Content used to describe asset classes. Includes fixed income, commodities, alternatives, etc.



### MACRO

Content used to describe global trends. Includes posts with “global” and “macro” in the title



### THOUGHT LEADERSHIP

The most general content type. Miscellaneous thoughts and investment advice.

### PERCENT OF TOTAL

60%

52%

15%

7%

25%

41%

POSTS

OPENS



# CONTENT BREAKDOWN BY POST

Q1 2017

#	POST	TYPE	OPENS	% OPENS	READER ATTRIBUTION
1	How Does Corporate Debt in Emerging Markets Stack Up	AC	660	23.6%	
2	How Will Trump Affect the Economy	TL	365	13.0%	
3	Bond Obligations for Pensions	AC	338	12.0%	
4	The Fed Enigma Wrapped in Mystery	TL	285	10.2%	
5	How Does Hedge Fund Divestment Affect State and Local Government Pensions?	TL	260	9.3%	
6	January 2017 Global Macro Outlook	AC	168	6.0%	
7	Will the Fed Wade Into the Deep End of the Pool?	TL	158	5.6%	
8	What is Liability Driven Investing?	TL	130	4.6%	
9	How will the Dutch Elections Impact EU Stability?	AC	123	4.4%	
10	The Focus on Financial Deregulation and Credit Markets	AC	93	3.3%	
11	How Do Rising Interest Rates Affect Muni Fundamentals?	AC	35	1.2%	
12	March 2017 Global Macro Outlook	M	25	0.9%	
13	Winter is Coming to the Bond Market	AC	25	0.9%	
14	A Strategy for Coping with Rising Premiums	TL	18	0.6%	
15	These Asset Classes May Provide Protection as Volatility Rises	AC	18	0.6%	
16	Where Will the Wheel Stop in the Bond Market?	TL	15	0.5%	
17	Can Global Fixed Income Investors Capitalize on Rising Muni Rates?	AC	15	0.5%	
18	Europe is More Simple than it Seems	AC	15	0.5%	
19	Trump and Fed Align Expectations	AC	13	0.4%	
20	How Do Corporate Taxes Affect Corporate Debt	TL	13	0.4%	
21	This is how 2017 Will Stack up to 2016	AC	13	0.4%	
22	Some Thoughts from a Plane	TL	13	0.4%	
23	SMA's Provide Additional Opportunities for Investors	TL	10	0.4%	
			Total	2,803	100%

% Institutional % Retail % Individual



This is a breakdown of ABC's top post to evaluate potential drivers of success.

## SAMPLE POST TITLE

### How Does Corporate Debt in Emerging Markets Stack Up

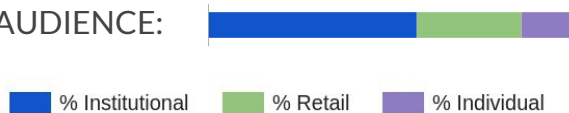
PUBLISHED ON: **Mar 2, 2017**

POST TYPE: **Article**

CONTENT TYPE: **Asset Class**

OPENS: **660**

AUDIENCE:



## KEY INSIGHTS

### HAS ATTACHMENT

Posts with PDF attachments generated **XX%** more opens over the past year.

### TITLE LENGTH: 11

Post titles are generally 7-18 words long on harvest and average XX opens. 70% of posts in that range have titles >11 words.

### TOPIC


Fixed Income and Emerging Markets were a top 10 category of interest in Q4 and interest increased in both institutional and retail in Q1 2017 by 5.6% overall.\*

COMPANY LOGO

[Sample Client](#)

This is a sample client for demo purposes only.

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## How Does Corporate Debt in Emerging Markets Stack Up

March 2, 2017

The corporate debt of nonfinancial firms across major emerging market economies quadrupled between 2004 and 2014. At the same time, the composition of that corporate debt has been shifting away from loans and toward bonds. Although greater leverage can be used for investment, thereby boosting growth, the upward trend in recent years naturally raises concerns because many financial crises in emerging markets have been preceded by rapid leverage growth.

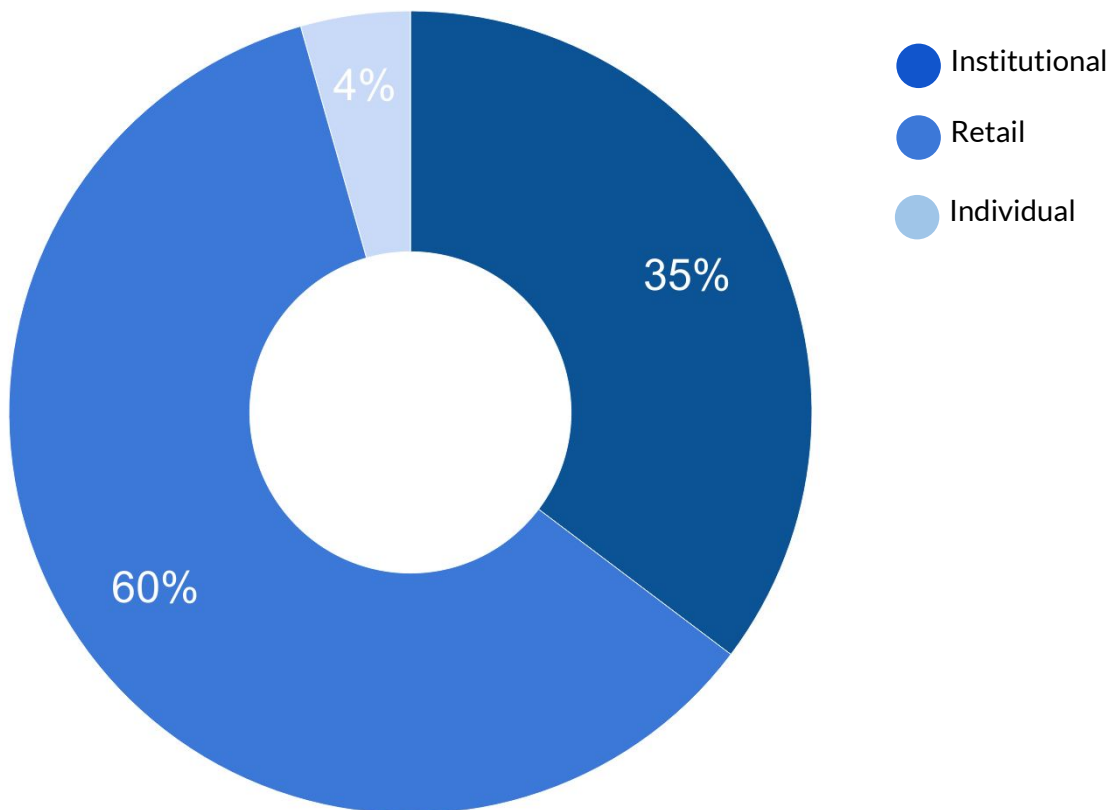
🏠 ↑ ↓ Page:  – + Automatic Zoom »



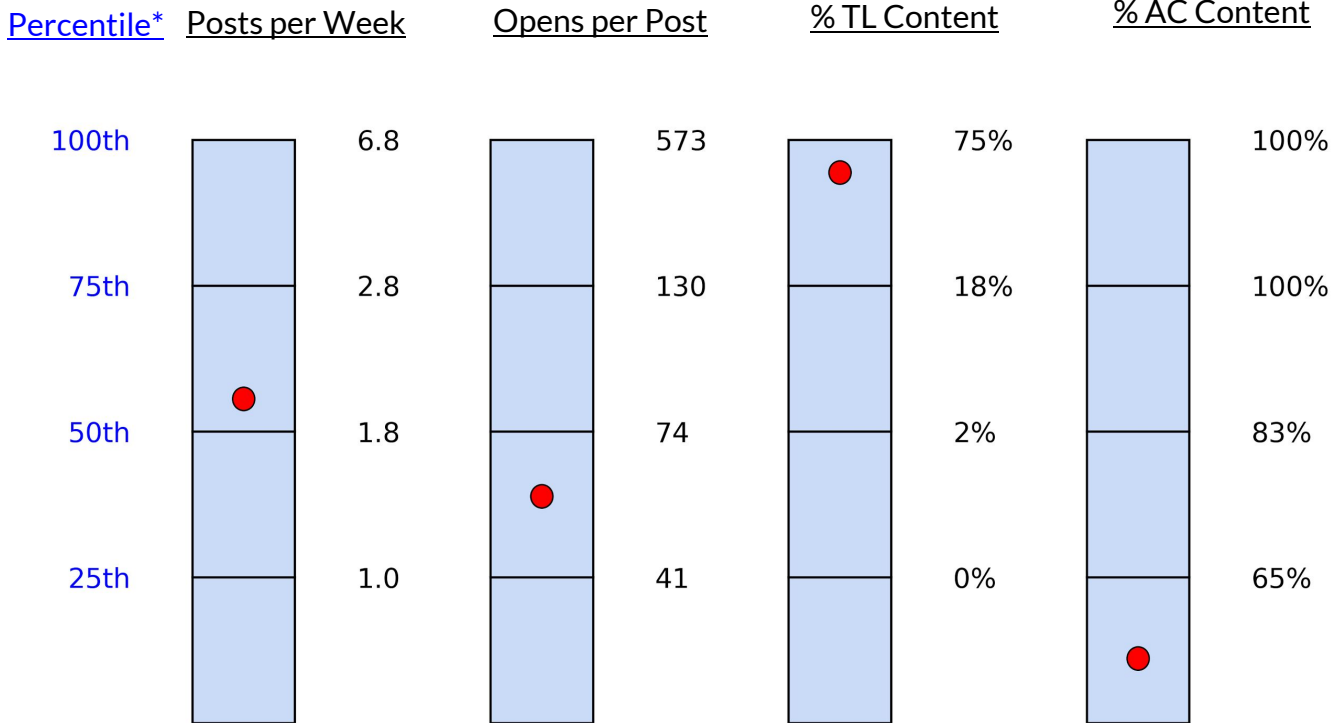
\*Source: Harvest Q1 2016 Retail & Institutional Reading Trends Report



This is a summary of all content opens by broad reader type.



## VERSUS COMPARABLE PEER UNIVERSE



MEDIAN      CLIENT ●

POSTS PER WEEK

1.8      1.9

OPENS PER POST

74      49

% THOUGHT LEADERSHIP CONTENT

2%      43%

% ASSET CLASS CONTENT

83%      52%

\*Peer Group based on 19 managers of similar size and product set. Custom peer groups and reporting available for an additional fee

