

What is my company's reputation?

How can I learn from those who manage their reputation well?

Join today

ustracker@reputationinstitute.com

US Measurement Tracker & Membership Program

Combine the power of reputation measurement with executive knowledge-sharing



Measurement

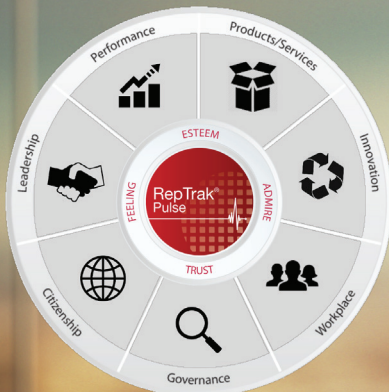
Continuous measurement & benchmarking configured to your goals



Membership

Premier global network of the most senior reputation executives

Measurement



RepTrak® Measurement

**Connects emotional bond
with rational behaviors**

RepTrak® Pulse Score
23 Attributes Analysis
Supportive Behaviors Analysis
Industry Driver Analysis
Brand Alignment Battery
CSR Alignment Battery
Risk Readiness Battery



Reputation Benchmarking

**Compare to top companies
and key competitors**

RepTrak® US Top 10 Index
Select three companies
for comparison*



Stakeholder Engagement

**Understand how your
company delivers against
stakeholder expectations**

Touch Point Analysis
Messaging Effectiveness
Demographic Segmentation
Customer Experience

RepTrak® The gold standard of reputation measurement

Dimensions of Reputation

- Products & Services
- Innovation
- Workplace
- Governance
- Citizenship
- Leadership
- Performance

RepTrak® Pulse



Supportive Behavior

- Purchase
- Recommend
- Crisis proof
- Verbal support
- Invest
- Work

Start tracking

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Tracking Integrity

Survey Methodology
RepTrak® Database
Continuous Measurement
Stakeholders
Statistical Validity
Quarterly Report
Quarterly Workshop

RepTrak® extended deep dive framework configured to your goals
10 years data, KPIs, metrics from 800,000+ ratings per year
2,000 ratings per year, 500 ratings per quarter – CAWI
US general population with prompted familiarity
Unidimensional convergent validity & fit, nomological validity
RepTrak® trend analysis, benchmarking, gap analysis, risk mapping
Expert-led results discussions with your team focused on stakeholder messaging, brand alignment, CSR alignment and risk readiness

Membership



Executive Best Practice Workshops

Idea-sharing with peers

- 3 Meetings annually
- Annual member summit
- Live, member case studies
- Expert-led workshops

Executive Training

Build organizational competencies

- Member-directed research
- Quarterly webinars
- 35+ On-demand courses
- Reputation research library
- On-demand insights from RI executives

“

FedEx connects people and possibilities around the world, linking small businesses to the global marketplace and supporting communities in challenging times. To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day—an outstanding FedEx experience.”

Senior Vice President,
FedEx **FedEx**

Join more than 100
global member companies

Meet some of the members:



MARY KAY



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US TRACKER MEASUREMENT & MEMBERSHIP PROGRAM

“ We believe the (RepTrak®) survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us.”

President and CEO,
The LEGO Group



About Reputation Institute

Reputation Institute is the world's leading reputation research-based consulting and advisory firm. The work of RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage.

RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Forbes-published Global RepTrak® 100, the world's largest study of corporate reputations — as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Pricing

	1 Year	3 Year
US Tracker Measurement & Membership	\$65,000	\$180,000
Add a Company*	\$7,500	\$20,000
Other Programs:		
US Continuous Measurement Tracker Program	\$50,000	\$135,000
US RLN Membership	\$35,000	\$90,000

* Assumes a minimum of 50% prompted level of familiarity