

**FOR IMMEDIATE RELEASE**

## **REPUTATION INSTITUTE LAUNCHES NEW GLOBAL REPUTATION TRACKER SERVICE STARTING IN THE U.S. MARKET**

***Reputation Tracker provides faster feedback and deeper insights for companies and benchmarking against competitors***

**BOSTON, MASSACHUSETTS (August 3, 2015)** – Reputation Institute is launching a new Reputation Tracker service based on the RepTrak® framework to provide companies with continuous measurement and quarterly reports on their corporate reputations. The service launches today in the United States, with global expansion in late 2015.

“With a global, 24-hour news cycle and the rapid pace of business change, the management and measurement of corporate communications initiatives now has to move faster than ever,” said Jamie Bedard, CEO of Reputation Institute. “Our new tracking service gives our clients the immediate feedback they need, along with the in-depth analysis that comes from the RepTrak® measurement framework.”

The US Reputation Tracker is the largest continuous reputation measurement service ever in North America. Clients receive in-depth quarterly reports, Key Performance Indicators, and benchmarks along with quarterly results workshops that address key issues such as Brand Alignment, the Return on Reputation, CSR Alignment and Reputation Risk to regularly track company progress. Included in the service is the ability to benchmark against the 10 most reputable companies in the U.S. as well as three competitors, with additional companies available for a nominal fee.

The new service is built on the foundation of Reputation Institute’s RepTrak® – the deepest normative reputation database in the world and the gold standard of reputation measurement and benchmarking. RepTrak® provides companies with the insight to understand the emotional connection that key stakeholders have with their company and the logical reasons for those connections. Companies leverage the RepTrak® database for insight into historical reputation data for the past 10 years and hundreds of thousands of ratings from the general public for in-depth market segmentation by demographic.

For more detailed information about the new US Reputation Tracker, visit [www.reputationinstitute.com/services/us-tracker](http://www.reputationinstitute.com/services/us-tracker).

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## About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. 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 Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com/>

### Further information

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