

# MEDIA COVERAGE REPORT

March 2021

The logo for hooli, featuring the word "hooli" in a bold, lowercase sans-serif font. A blue swoosh underline is positioned under the "h" and "o", and a blue dot is placed above the "i".

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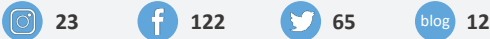
## Table of Contents

# COMMUNICATIONS DASHBOARD

## Activities

Press Releases	4	Media Requests	10
Interviews	3	Media Events	5

## Social Posts



## Summary of Activities

Hooli's activities were focussed on the launch of its diversity campaign, #togetherwewin.

122 media pitches in traditional media, and a series of posts capturing diverse themes were unveiled on Facebook with simultaneous promotions on Twitter and Instagram.

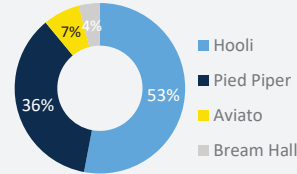
Thought leadership pieces by Elena Mackintosh on the topic of digital transformations and women; David Clark's comments on the future of working from home in a post-pandemic world were picked up by Forbes, The New York Times, CNN and several trade publications. In addition, CSO Marlene Dickinson was quoted on several articles and social posts for her comments on gender pay equity.

## Outcomes

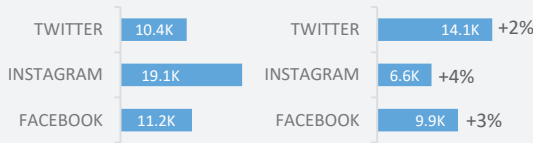
### Mentions

5.2 K Media Mentions  
533 Social Mentions  
3 B Media Impressions  
206 M Social Impressions

### Share of Voice

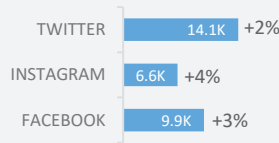


### Social Engagement

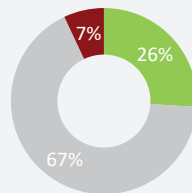


### Social Followers

Percent change vs previous period

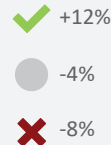


### Media Sentiment



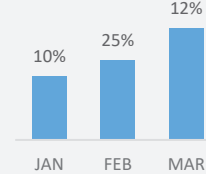
### Sentiment Change

Percentage point change vs previous period



## Impacts

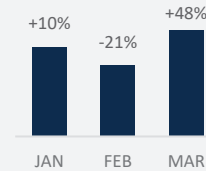
### Awareness



**+12%**

Hooli's thought leadership outreach, launch of the #togetherwewin campaign, and product related coverage all contributed towards increased awareness in this period.

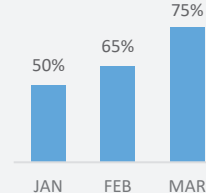
### Engagement



**+48%**

Diversity and gender equity related discussions drew higher engagement this month, and drove growth across social media channels.

### Reputation

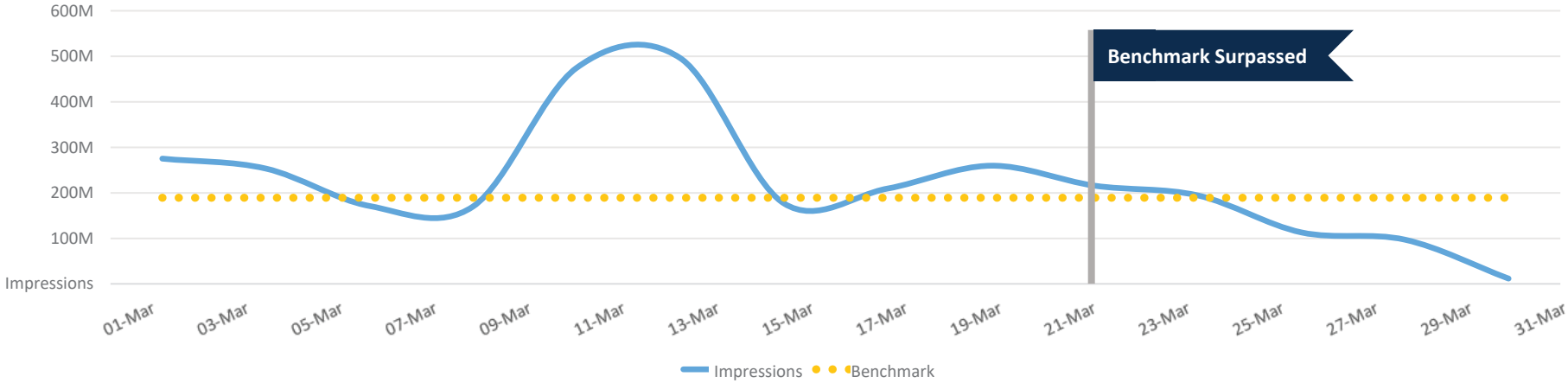


**+75%**

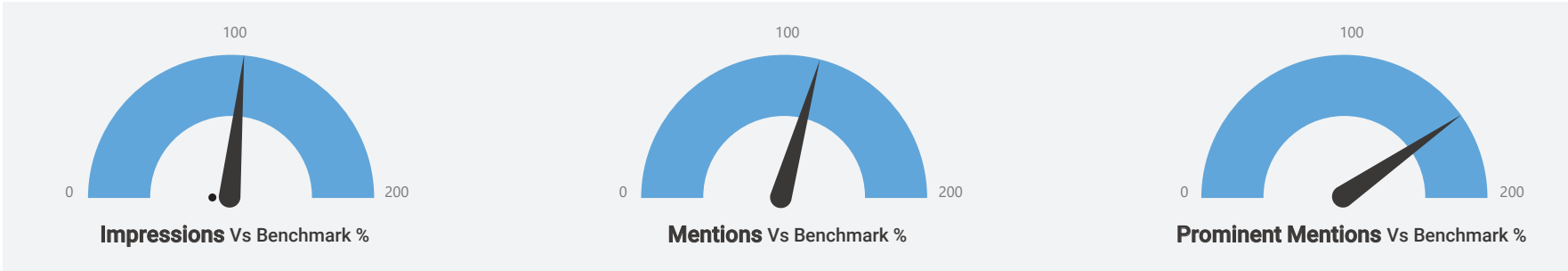
Reputation was boosted by the appearance of senior executives as subject matter experts in digital transformation stories, along with and the month's diversity campaign.

# EXECUTIVE DASHBOARD: COMMUNICATIONS

### Performance Vs Benchmark By impressions

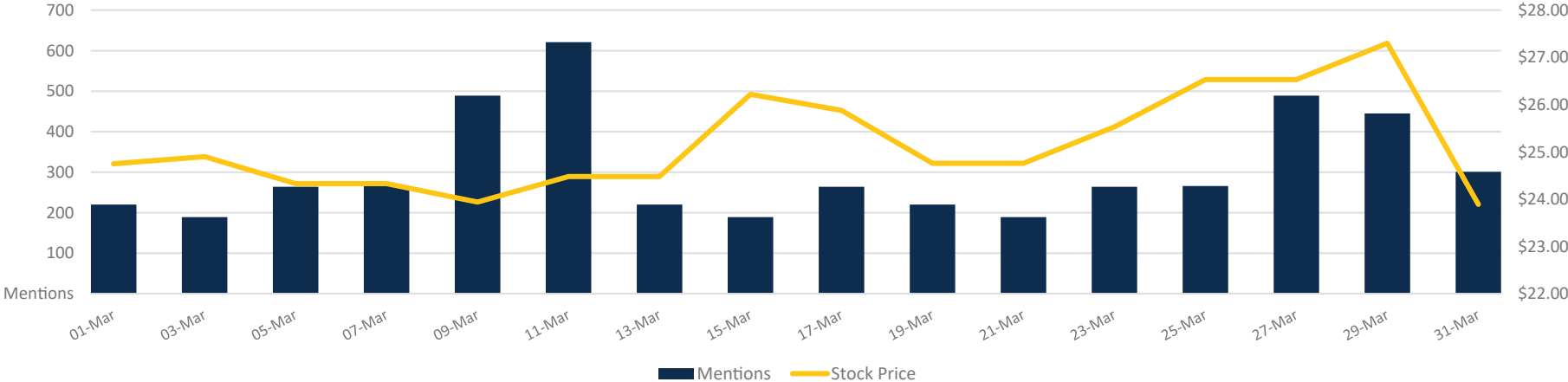


### Performance Vs Benchmark By various KPIs

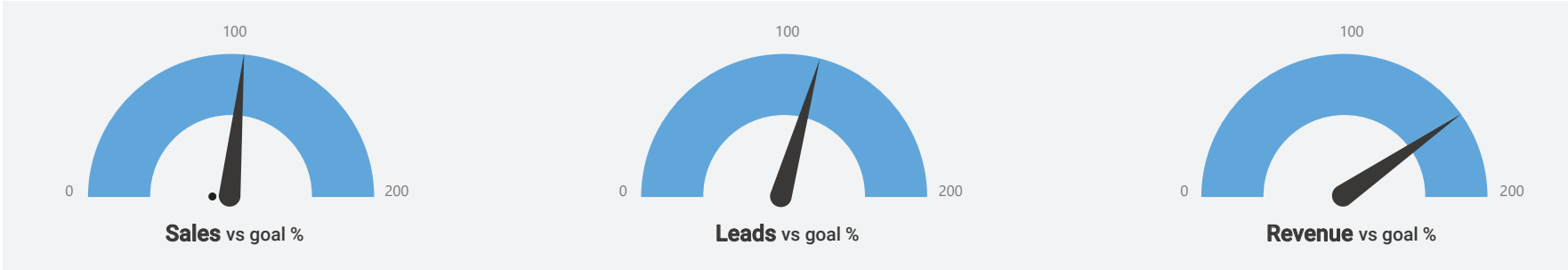


# EXECUTIVE DASHBOARD: FINANCIAL

## Stock Price vs. Mentions



## Performance vs. Goal By various KPIs



# COVERAGE TREND

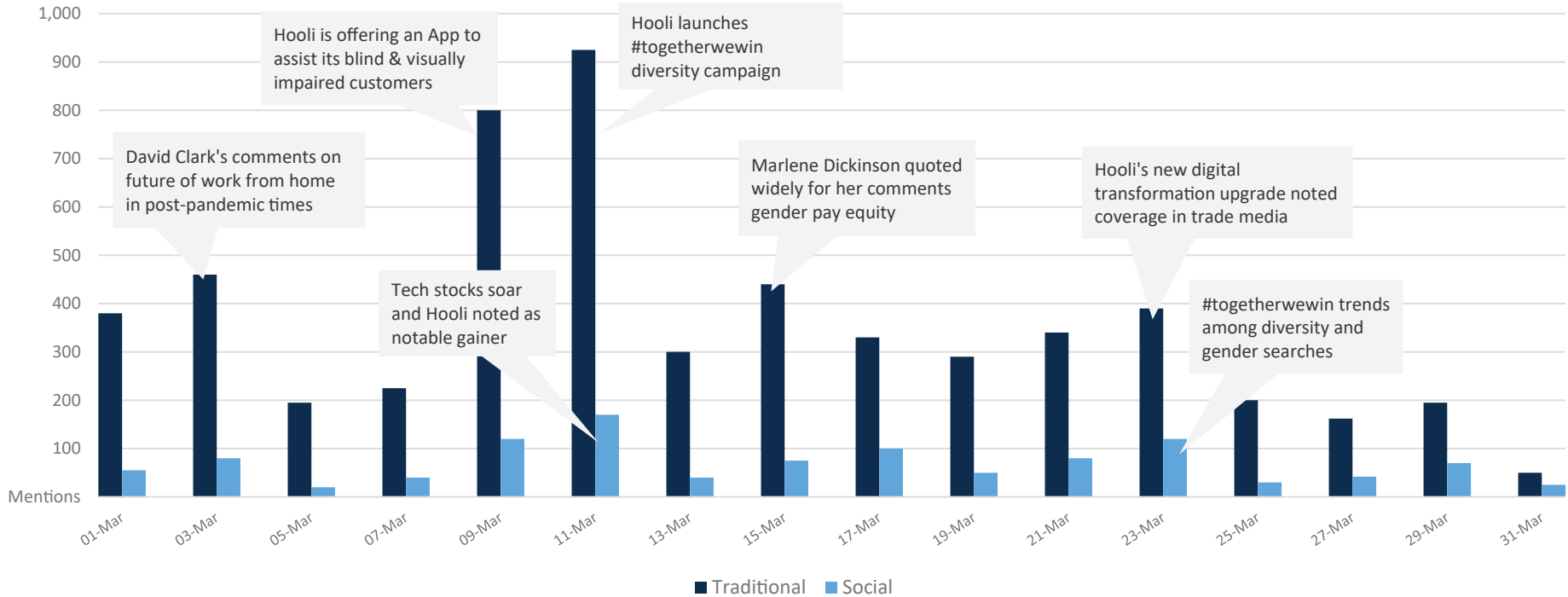
Media Mentions  
**5,202**

Social Mentions  
**533**

Media Impressions  
**3 billion**

Social Impressions  
**206 million**

Prominent Mentions  
**601**

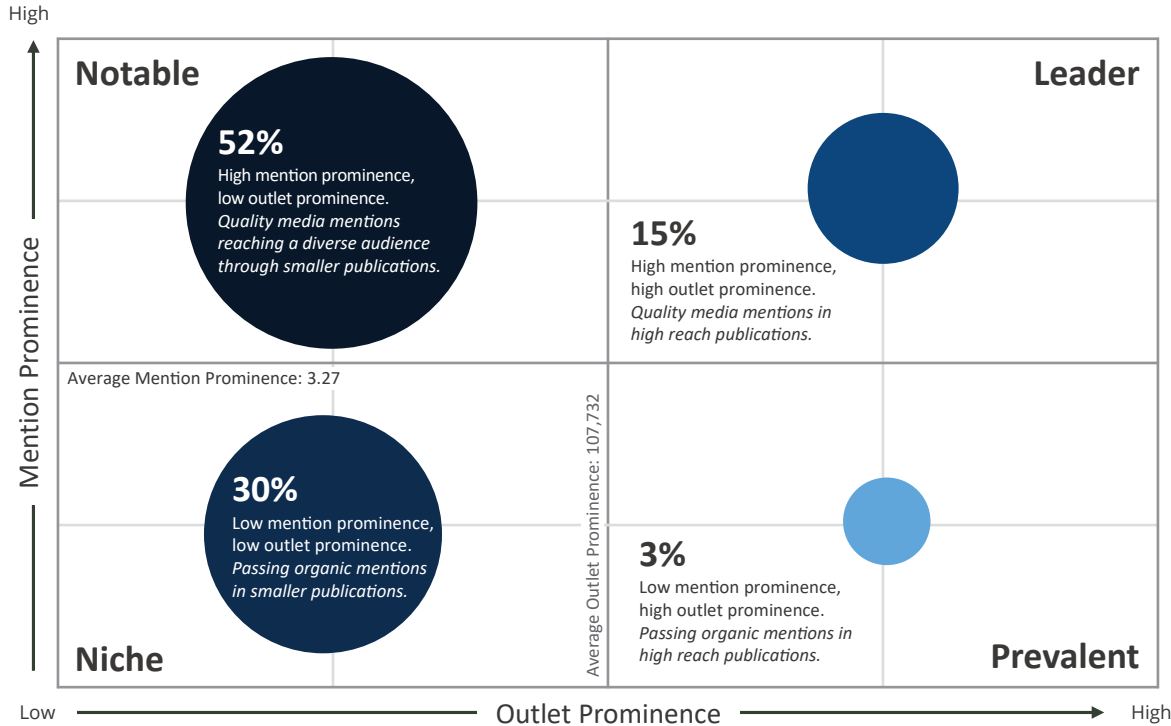


## Key Takeaways

Coverage this month followed the consistent pattern of generating little over 5,000 articles, a trend noted over the last six months. While the majority of the coverage came from passing references to Hooli's products in various industry-focussed articles, amongst the prominent mentions, the proactive communication on the company's foray into diversity leadership was

highlighted. About 25% of the prominent mentions spoke of company's diversity focus. Work from home discussions a growing debate in the media as companies start to reopen offices saw Hooli's thought leaders commenting on the future of work from home. Roughly 65% of the prominent mentions included quote or comment from Hooli spokesperson.

# COVERAGE PROMINENCE



# 67% high mention prominence

## Key Takeaways

Hooli showed a gain in prominence by four percentage points over the previous quarter. This stemmed from Hooli's focussed approach on diversity industry leadership. Elena Mackintosh's comments together with several key women leadership appointments drew significant media attention.

Coverage in notable section was boosted through sustained focus on Hooli's products and industry thought leadership. Hooli executives, more prominently featured in articles discussing digital transformation, tech industry back to work themed articles.

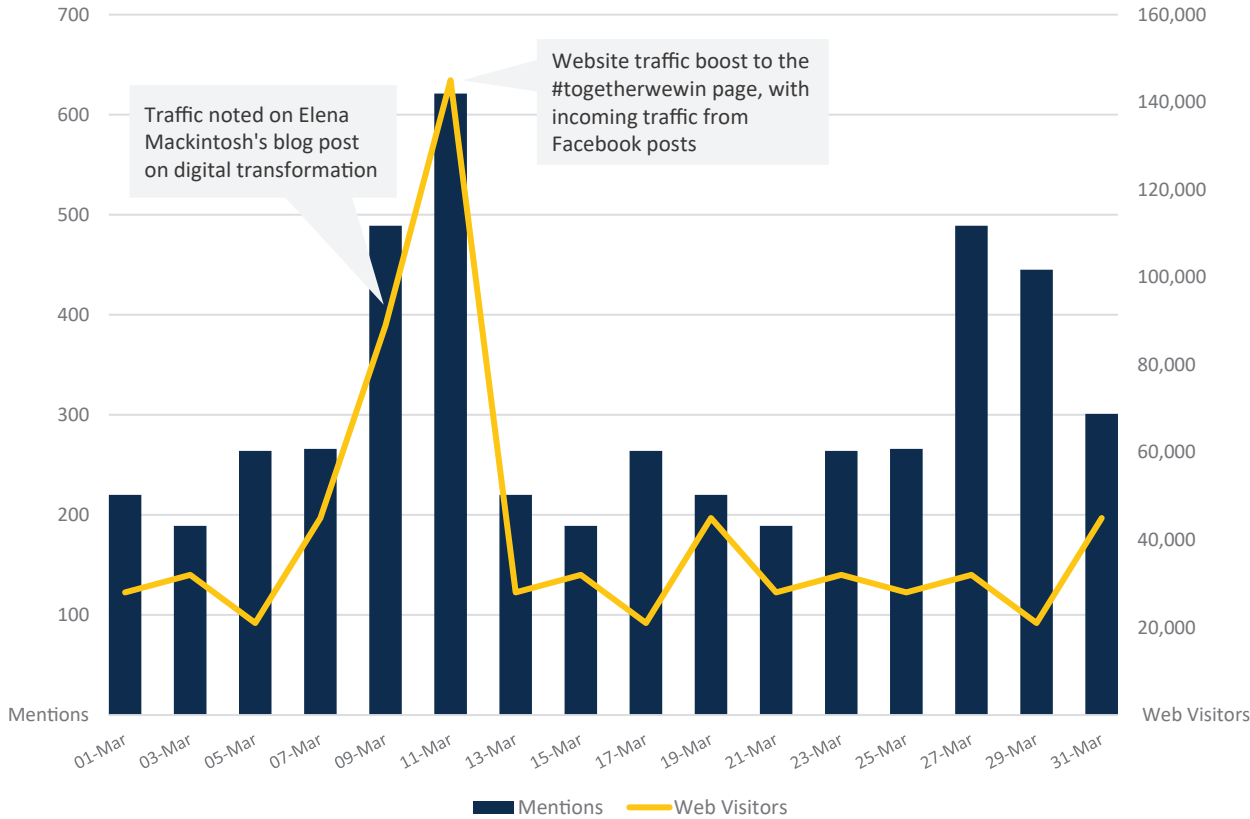
The company's focus on promoting its senior executives as thought leaders is helping the company gain more prominent coverage.

Hooli mentions are divided into four distinct quadrants based on the following metrics:

**Mention Prominence:** a score to rank how focused an article or segment was on Hooli.

**Outlet Prominence:** a score to rank the prominence of the media outlet publishing a Hooli mention.

# COVERAGE AND WEB TRAFFIC



## Key Takeaways

Website traffic noted an increase of 45% over the previous month, with a majority of this increase coming from the #togetherwewin campaign with the page receiving over 200,000 visitors.

### News Event

#togetherwewin and Elena Mackintosh's blog pieces were the two main drivers of new traffic. The product status page also noted a spike in visits from the returning customers following a short outage.

### Outlets

Facebook posts drove the most traffic to the company's new page on diversity. From traditional media sources, The New York Times and Engineers Today were the most notable referral sites.

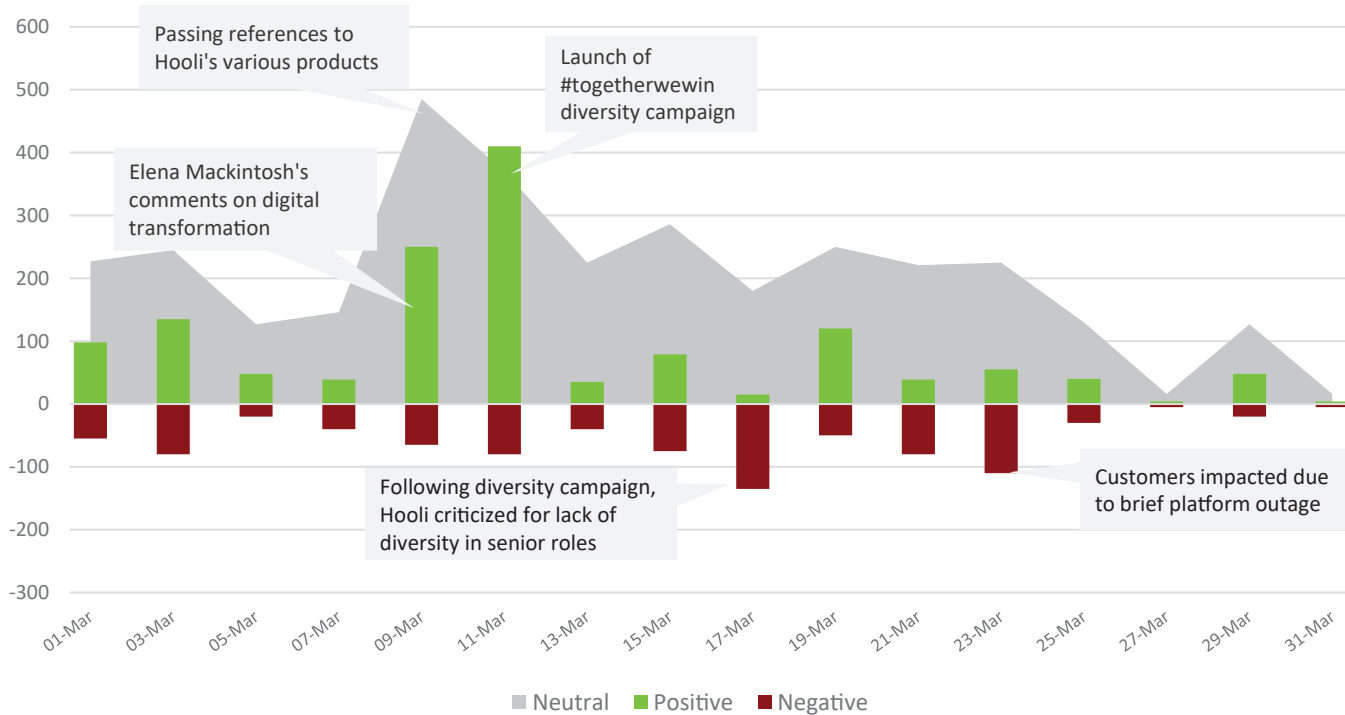
Overall, the company's strategy to focus on diversity in leadership has generated a significant buzz in the media that correlated with a spike in new web visitor traffic and sign-ups. Typically spikes in web traffic also have a higher-than-usual bounce rate. Quite impressively in this case, the bounce rate hardly changed.

The chart above illustrates a comparison of media mentions and web traffic to the primary website.



# BRAND REPUTATION

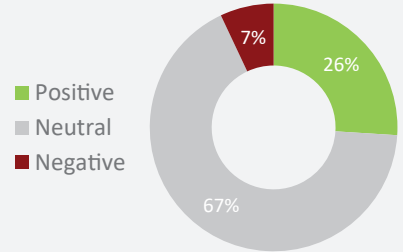
## Sentiment Trend By media mentions



### Key Takeaways

Hooli's focus on diversity created both positive buzz as well as drew some criticism, however this is a good debate and brings out both the conversations within the company, while maintaining the media spotlight. The strategy to keep highlighting the growth of women leadership within the company's ranks will continue to be the focus of the company in the coming months. For this month the positive coverage on diversity outweighed any criticism but a significant margin of 85%.

## Media Sentiment Overall

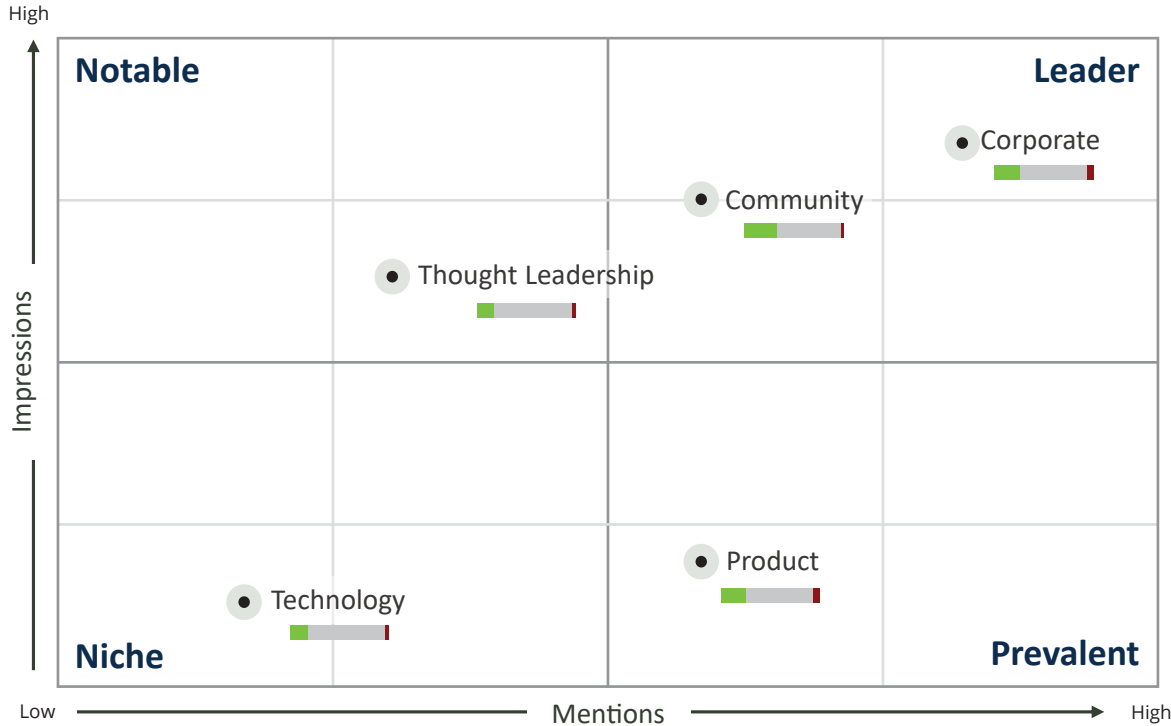


## Sentiment Summary

- Positive Coverage** ✓  
 Launch of the diversity campaign, together with outreach on diversity thought leadership and positive product references.
- Neutral Coverage** ●  
 Reference to Hooli in various industry articles especially trade and aggregator websites
- Negative Coverage** ✗  
 Criticism of company's diversity initiatives in light of the minor representation of women in senior roles. Product downtime impacting customers over a two-day period.

# COVERAGE THEMES

## Key Topics By mentions, impressions, and sentiment



The chart above illustrates topic sentiment and media coverage across the following two variables:  
**Mentions:** The count of media mentions including a brand’s keywords during the reporting period  
**Impressions:** The total potential views of a brand’s mentions during the reporting period

## Key Topics Mentions vs. previous month

▲ +12% mentions

**Community**  
Mentions related to community involvement, diversity, charity and other events in local communities.

▶ -1% mentions

**Corporate**  
Mentions related to financials, executive changes, mergers and acquisitions.

▲ +6% mentions

**Product**  
Mentions related to the company’s products and services.

▼ -3% mentions

**Technology**  
Mentions related to innovation and technology leadership

▲ +4% mentions

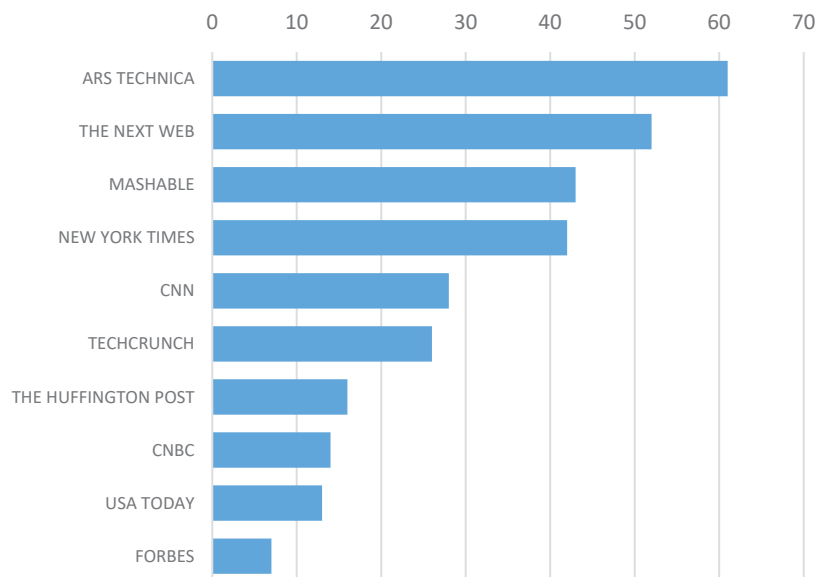
**Thought Leadership**  
Thought leadership campaigns, brand content, op-eds, expert commentary.

## Key Takeaways

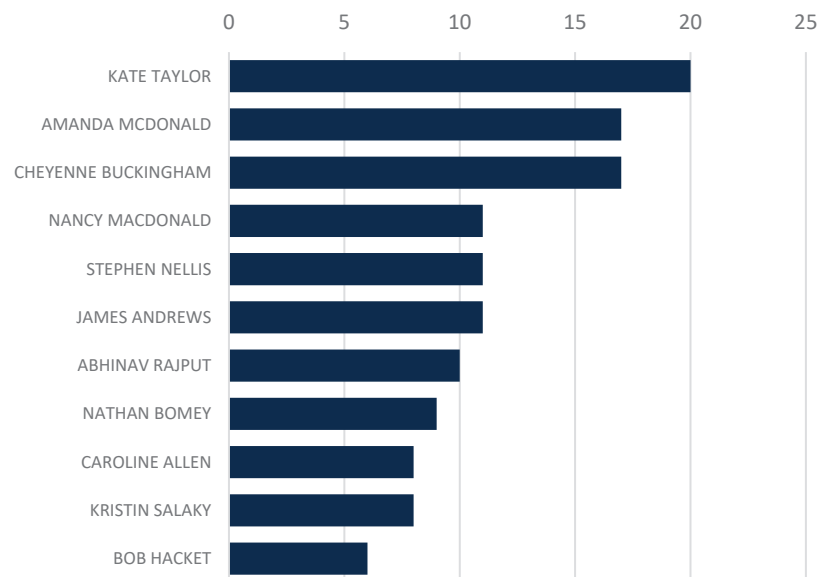
This month saw a major shift in key message positioning arising from the company focus on diversity. Community coverage that included the launch of #togetherwin campaign rose from the Niche to Leader quadrant. Product and Thought Leadership maintained presence in their respective quadrants. Corporate coverage was driven by company profits and dividend payments.

# TOP MEDIA

### Top Outlets By number of articles



### Top Journalists By number of mentions



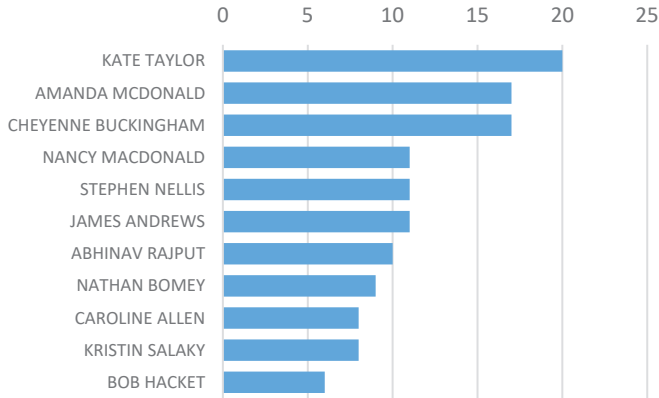
## Key Takeaways

The top outlets this month drew some atypical sources such as USA Today and The Huffington Post, stemming from discussions on diversity and gender related themes which aligned more with the interests of their audiences.

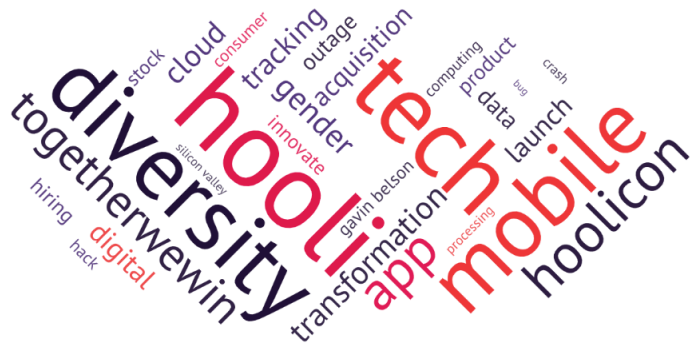
Top authors also brought in engagement from authors who typically do not feature Hooli, this included Nathan Bomey of Associated Press and Bob Hackett of Reuters. Nathan Bomey was also very active on social media mentioning Hooli in 15 original posts on Twitter and Instagram.

# SOCIAL MENTIONS

## Top Influencers mentioning Hooli



## Top Hashtags in posts mentioning Hooli



## Notable Posts mentioning Hooli

**Daniella V. @BellaTweetz**  
The irony is funny! Ordered a @SiliconHBO @piedpiperplc t-shirt and got a #Hooli one instead. Even more ironic that I ordered it on @amazon! 😂  
Now my work costume turned into a scary one: Head of Communications at Hooli! I'm still a #PiedPiper fan for life! #SiliconValleyHBO

**Ryan Charles @reciprocalryan**  
The #hooli banner ads on #webbyawards site are the easter eggs we all needed today. #Webby #webbys #SiliconValleyHBO #SiliconValley

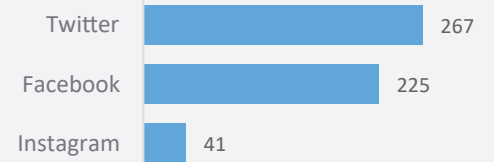
**MarahattaManish @MMarahatta**  
Dope signature ain't it? #hooli mf

top ten  
RANK: 1  
VOTES: 9,986

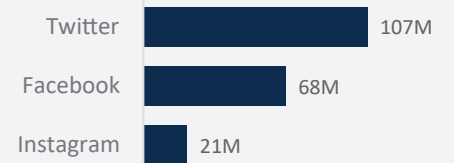
Social Mentions  
**533**

Social Impressions  
**206 million**

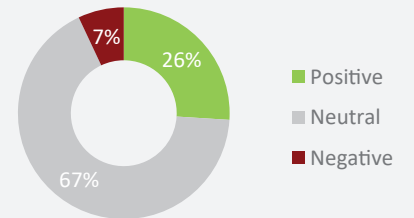
## Mentions by Social Channel



## Impressions of mentions by Social Channel



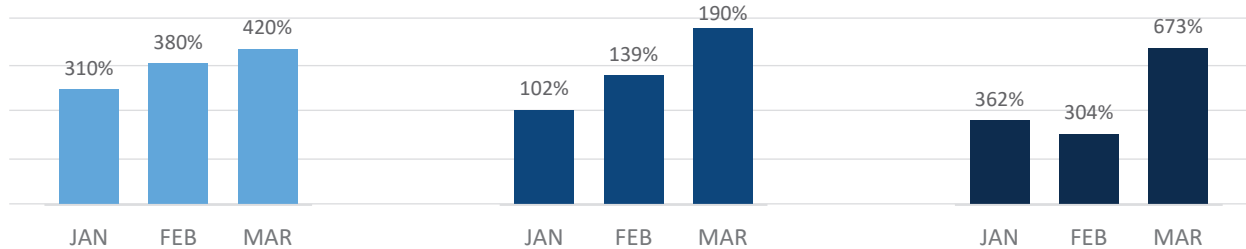
## Social Sentiment



# SOCIAL COMMUNITY ENGAGEMENT

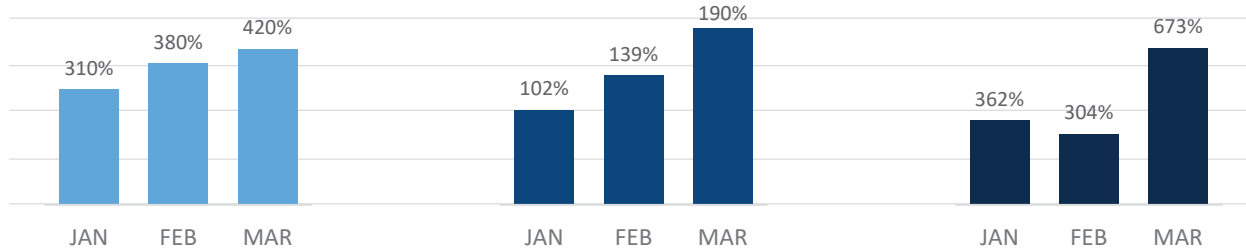
## Amplification Rate

Shares/post ratio



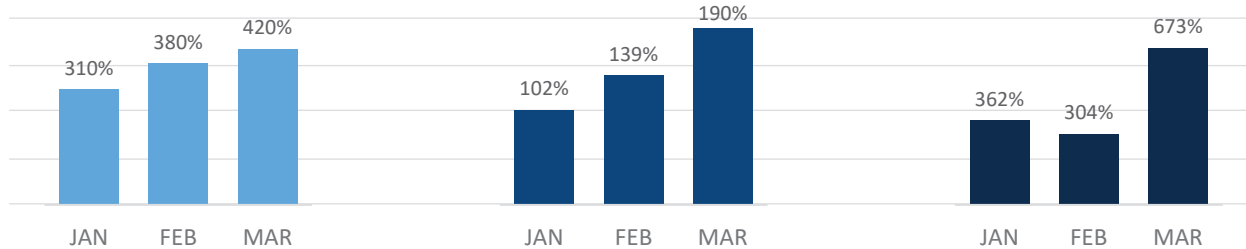
## Conversation Rate

Comment/post ratio

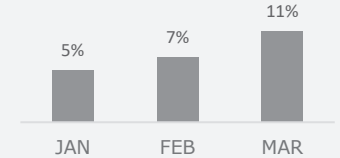


## Applause Rate

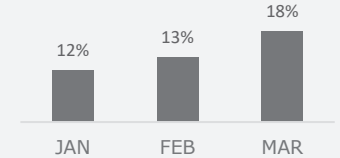
Like/post ratio



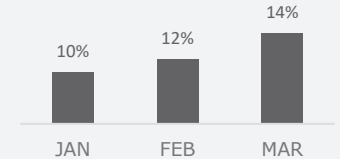
## Twitter Followers



## Facebook Followers



## Instagram Followers



## Most Engaging Content Across social media

[#togetherwewin survey results out, women executives take the burden of constantly proving their worth](#)

March 11, 2021  
Hooli.com

	Facebook Engagement	Twitter Shares	Number of Links	Total Engagement
#togetherwewin survey results out, women executives take the burden of constantly proving their worth	108	78	85	435

[We are sorry about the downtime our customers are experiencing, we should have the fix in place by 2pm today](#)

March 15, 2021  
Hooli.com

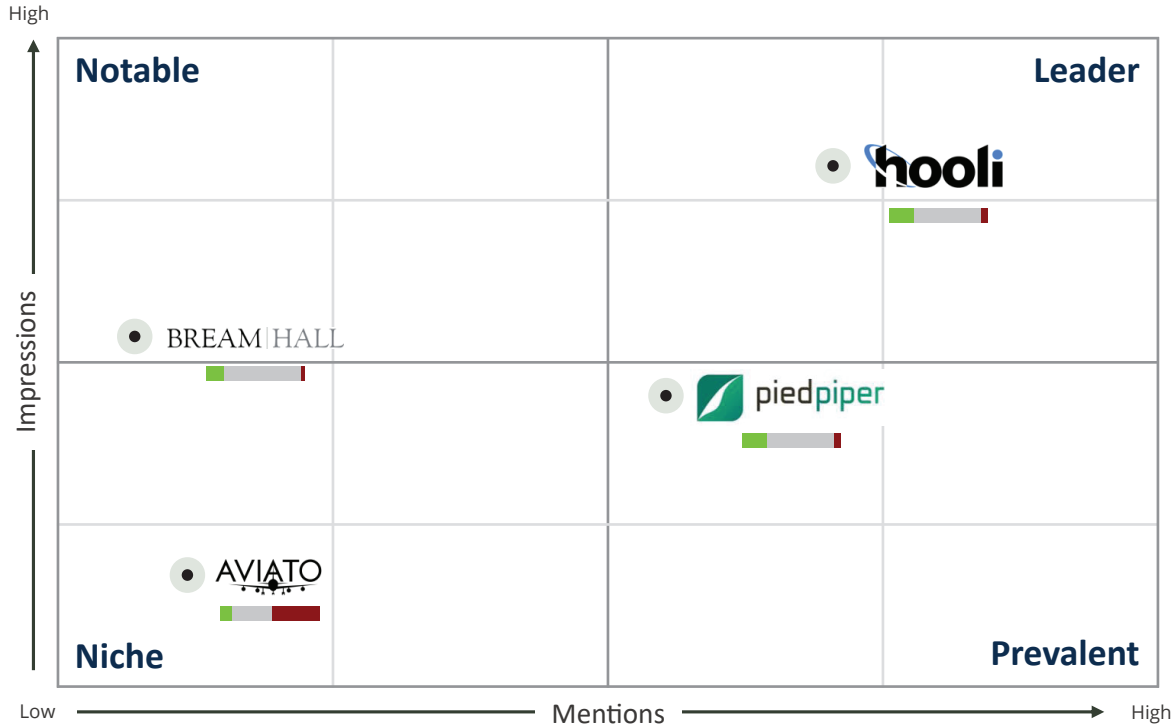
We are sorry about the downtime our customers are experiencing, we should have the fix in place by 2pm today	49	24	0	110
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## Key Takeaways

*#togetherwewin generated the most impact, resulting in a net engagement increase across all channels, especially Facebook. Follower growth also saw the largest single-month increase across all channels in the last two years.*

# COMPETITIVE STANDING

## Competitive Position By mentions, impressions, and sentiment

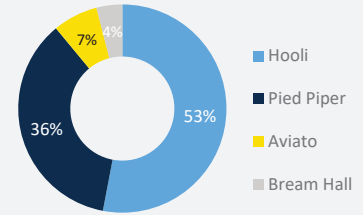


The chart above illustrates competitive sentiment and media coverage across the following two variables:

**Mentions:** The count of media mentions including a brand's keywords during the reporting period

**Impressions:** The total potential views of a brand's mentions during the reporting period

## Share of Voice By media mentions



### Key Takeaways

Hooli maintained its share of media leadership with Pied Piper garnering the next highest share of media.

While Hooli lead with planned strategy of focussing on diversity and current topics of work from home themes, there was no notable themes or strategy noted from competitors.

Bream Hall continued with its thought leadership on the topics of digital copyrights especially in regards to policy changes emerging from the European Union.

In reviewing the announcements from competitors there were no new product or campaign launches noted this month.

# INSIGHTS

## Key Takeaways by focus area

### Brand Perception

Hooli's focus on diversity is generating a strong discussion and reflecting positively on the company. This enhanced the company's reputation by 75% and boosted high prominence coverage by 25 points.

### Key Topics

Company's strategy to focus and promote its diversity leadership received a positive response and wide media coverage. While generating some debate and focus on company's internal efforts to promote women leadership.

### Key Influencers

Facebook and social media in general drive a strong traffic to the company's website as well creating a strong social community engagement, this also boosted some high-profile media coverage in New York Times and Forbes.

### Competitive Standing

Hooli maintained its share of media leadership but further enhanced its leadership position through introduction of its emphasis and commitment to diversity. Competitors did not have any major announcements this month.

### Social Media

The diversity and work from home themes drove strong and polarized conversations on social media. While criticisms were noted, there was also significant positive buzz on the company's point of view.

## Public Relations SWOT Analysis Strength, Weakness, Opportunity, Threat

<b>Strength</b>  <i>Focused efforts toward both the company's strategic priorities and media efforts are bringing positive momentum to awareness, engagement and reputation.</i>	<b>Weakness</b>  <i>Company's poor record on women in senior leadership roles.  Product downtime during the month also brought some negative focus. This was the third month in a row with similar impacts becoming more consistent.</i>
  <i>Continue to take lead in diversity and gender equity.  Strong product line up and upcoming product focus opportunities</i>	  <i>Increased spotlight on diversity generating strong media focus and reaction on traditional and social media. If not backed up with internal measures may backfire on image significantly.</i>
<b>Opportunity</b>	<b>Threat</b>

# Methodology

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## **Objective:**

To provide an overview of the monthly media coverage for Hooli US.

## **Traditional Coverage:**

Online, print and broadcast coverage was collected through Agility PR Solutions' media monitoring platform. Mentions were collected using keywords and topics agreed upon between Agility PR Solutions and the client. More specifically for this report, only those articles from the US region that has at least two mentions of Hooli keywords in the lead, headline, or body were considered. Similar logic was also applied to competitors' coverage.

## **Sentiment:**

A random sample of 10% of Hooli mentions were manual evaluated for sentiment. That trends from that sample data are extrapolated to total mentions throughout the report.

## **Social Coverage:**

Social content is gathered using keywords and hashtags agreed upon between Agility PR Solutions and the client. This report covers social content from Twitter, Facebook, and Instagram. A sample of posts from the US region was included specifically for this analysis.

## **GLOSSARY OF TERMS**

### **Mentions**

A single print, online articles or broadcast segment in one outlet. A syndicated article will be counted every time it appears in a different outlets.

### **Impressions**

The potential views of a single mention or a group of mentions. For online mentions the unique monthly visitor value of the website is counted as the impressions, for print it is the circulation value and for broadcast it is the audience reach of the station. For social posts, impressions are the total followers of the posting account.

### **Engagement**

Likes, shares, comments, and other reactions on social media posts.



## ABOUT AGILITY PR SOLUTIONS

Agility PR Solutions, a subsidiary of INNODATA INC. (NASDAQ: INOD), provides powerful yet intuitive media outreach, monitoring, and measurement solutions for tomorrow's communicators. Since 2003, clients have trusted our tools and services to help them discover and connect with media influencers, amplify messages, monitor coverage, and measure the impact of their public relations efforts. Whether we do it for you or help you do it yourself, our patented monitoring technology and team of media analysts can help you glean the insights that will help your organization flourish.

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- Company or brand analysis for reputation, awareness and engagement
- Impact reports showing how communications is impacting business objectives
- Coverage prominence and brand launch, campaigns or brand perception reports
- Competitive or industry issues analysis