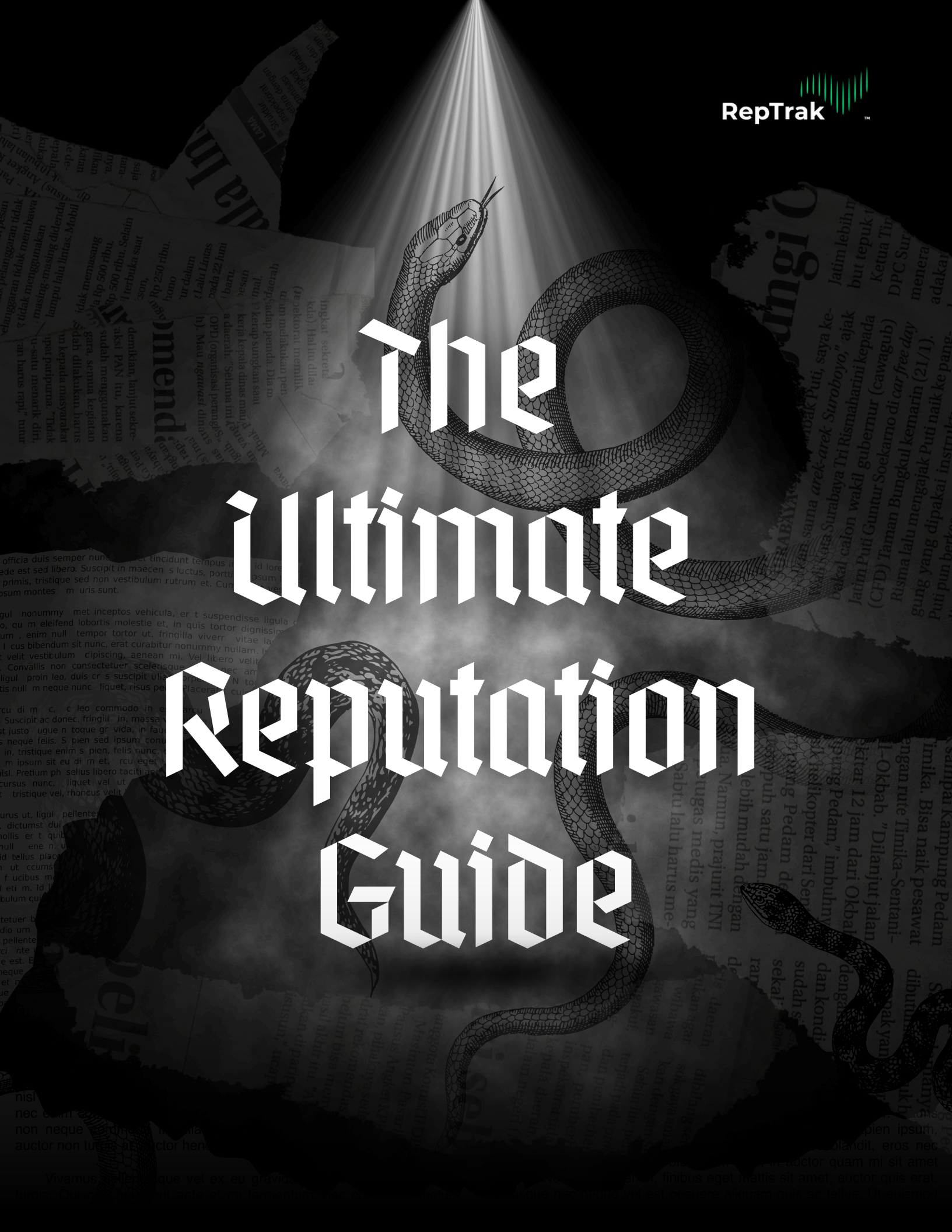


# The Ultimate Reputation Guide



## Reputation is a measurable and manageable asset.

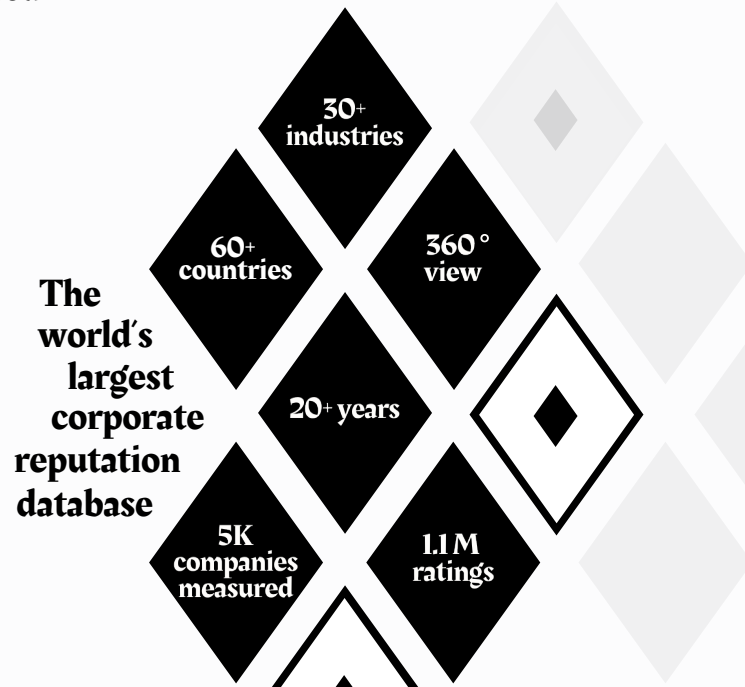
Whether you actively manage it or not, you have a reputation. Big or small, neglected or nurtured, the public will nevertheless form a general opinion about your organization, how it operates, and what it offers.

Your corporate reputation encompasses how stakeholders feel, think, and act towards your company.

Notice how we say “stakeholders” instead of “shareholders.” As business becomes more transparent, companies are no longer just responsible to their shareholders, but also to their stakeholders: employees, suppliers and distributors, local communities, customers, and even broader society.

At RepTrak, we’re in the business of reputation. We collect real survey data from key stakeholders across the globe to provide a clear, quantifiable understanding of your organization's reputation. Unlike other reputation management companies, we go straight to the source — stakeholders who shape your brand’s narrative through their thoughts, feelings, and actions. In our data collection, we do not include corporate self-reporting, we don’t ask executives how they think they’re doing, and we don’t look at who’s winning the algorithm game.

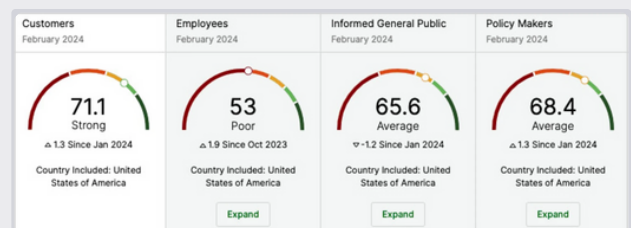
Just as reputation is shared, we’re happy to share our methodology with the world. What started as academic rigor has evolved into a 20+ year, industry-leading reputation management company. We know that corporate reputation is dynamic, and we’re the only reputation management company that measures it as such, delivering comprehensive reputation data across industries and markets.




## MULTI-STAKEHOLDER

No two reputations are alike, and neither are stakeholders. While your reputation management journey begins with measuring the informed general public (IGP) — an audience that businesses around the globe share — RepTrak has the power to track dozens of different stakeholder groups. From industry specialists to emerging market segments, our multi-stakeholder upgrade can help you focus on those who matter most to you for a more nuanced understanding of your reputation landscape. Ask how you can track any stakeholder, anywhere.

[Request a demo](#)





Our proprietary reputation model quantifies how people feel, think, and act (do) towards companies globally. Our model was built to score (from 0-100) a variety of reputational elements, not just one, to paint a full picture of corporate reputation. These Scores correspond with 5 different ranges from Poor to Excellent.

We apply this scoring system to each quantifiable element in our comprehensive data suite, categorizing reputation across various influencing factors to deliver a consistent, 360-degree view of your reputation, brand, ESG, and more.

RepTrak shows you exactly where you stand with stakeholders — empowering you to confidently move in the right direction.

**RepTrak shows you exactly where you stand with stakeholders — empowering you to confidently move in the right direction.**

## REPTRAK'S REPUTATION WHEELHOUSE

With RepTrak's data and advisors, companies gain a clear, actionable view of their strengths and weaknesses. Our comprehensive approach ensures that reputation management is not left to chance but is guided by data-driven insights, empowering organizations to make informed decisions that build trust, foster loyalty, and drive long-term success.

Let's dive deeper into our model.

## REPTRAK ADVISORY

Delivering data is just one part of what makes RepTrak insights world-class. We understand the human element of corporate reputation. We capture our data from real people, and real-life reputation experts, then bring that data to life.

Our global approach to reputation data is enhanced by the specialized local knowledge offered by our team of advisors. This pairing of data and bespoke guidance guarantees that our insights are not only attuned to cultural nuances, but are also customized to address the specific demands of diverse markets. Our Advisory Team is stationed across the globe, bringing a wealth of localized insight to our clients — wherever they are.

Clients of RepTrak benefit from being matched with a dedicated team of advisors. These experts offer an actionable analysis of their reputation data, aligning business objectives with stakeholder sentiment across different markets and sectors.



## REPUTATION SCORE

Reputation is inherently emotional — it's a publicly developed opinion or judgment of your organization. The cornerstone of our suite of reputation metrics is the Reputation Score. It's defined by the emotional connection, or the "feel," as we call it, that stakeholders have toward companies.

This Score is based on stakeholder ratings across 4 statements that collectively measure trust, admiration, respect, and overall sentiment — providing a comprehensive, data-driven measure of your reputation.

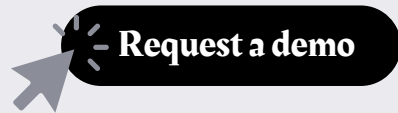


One's Reputation Score is a powerful predictive indicator of stakeholder behavior — shaping purchasing decisions, building investment confidence, and attracting top talent. With a proven statistical correlation between a company's Reputation Score and its Business Outcomes, strengthening stakeholder perceptions will drive meaningful change that drives sustainable, long-term success. But, more on that later. We must address the 7 Drivers of Reputation first.

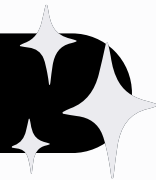
## MULTI-COUNTRY

Global Reputation Scores stem from a mix of international perspectives, however, cultural nuances and local conditions will create varying scores from country to country.

Unlock the power of global insights with our Multi-Country Reputation Upgrade, empowering you to navigate market trends, unearth hidden opportunities, and stay ahead of risks and competitors across over 60 countries. Whether you're solidifying your global presence or venturing into new territories, this data delivers the diverse cultural perspectives you need to succeed in the stakeholder economy.



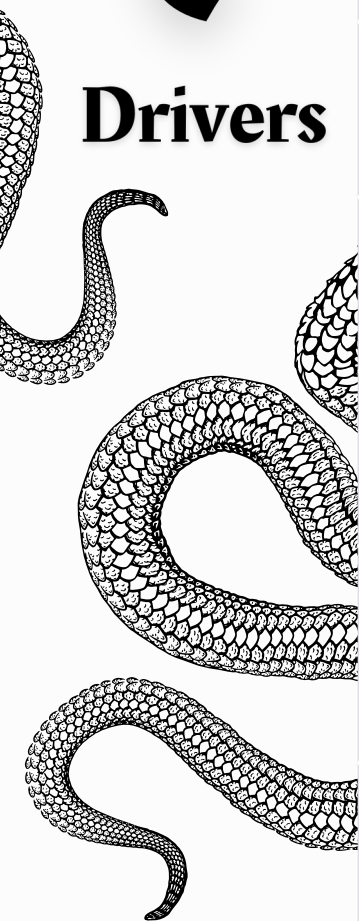
# 7 DRIVERS OF REPUTATION



Reputation is dynamic in nature, and our reputation wheelhouse goes beyond a single score to quantify and categorize reputation across different influencing factors. Our 7 Drivers of Reputation offer a tangible rationale for why people think a certain way about specific areas of your business, highlighting exactly where your business is flourishing and floundering, so you can act with precision to improve and protect your reputation.

Each Driver can be broken down into its Driver Factors — providing deeper insight into what influences each Driver.

## 7 Drivers



<b>Products/Services</b>	<ol style="list-style-type: none"> <li>1. High quality products and services</li> <li>2. Good value products and services</li> <li>3. Stands behind products and services</li> <li>4. Meets customer needs</li> </ol>
<b>Innovation</b>	<ol style="list-style-type: none"> <li>1. Innovative</li> <li>2. First to market with new products and services</li> <li>3. Adapts quickly to change</li> </ol>
<b>Workplace</b>	<ol style="list-style-type: none"> <li>1. Rewards employees fairly</li> <li>2. Concerned for employee well-being</li> <li>3. Equal opportunity workplace</li> </ol>
<b>Conduct</b>	<ol style="list-style-type: none"> <li>1. Open and transparent</li> <li>2. Ethical</li> <li>3. Fair in doing business</li> </ol>
<b>Citizenship</b>	<ol style="list-style-type: none"> <li>1. Environmentally conscious</li> <li>2. Supports good causes</li> <li>3. Positive influence on society</li> </ol>
<b>Leadership</b>	<ol style="list-style-type: none"> <li>1. Strong and appealing leader</li> <li>2. Clear vision for future</li> <li>3. Well organized</li> <li>4. Excellent managers</li> </ol>
<b>Performance</b>	<ol style="list-style-type: none"> <li>1. Profitable</li> <li>2. Exceeds financial expectations</li> <li>3. Strong prospects for growth</li> </ol>

Remember, in this era, nothing is secret and little is off-limits. The informed general public has never been more informed, and the public knows more about the inner workings of your organization than you might realize. Unconsciously (and consciously) their thoughts will inevitably inform judgments of your organization.

Understanding what your stakeholders think about you is key to enhancing your favorability with them. When you take the "Driver's" seat and leverage our 7 Drivers, you have the ability to turn stakeholder thought into stakeholder action. Speaking of, let's turn to RepTrak's next set of reputational elements — Business Outcomes.

## BUSINESS OUTCOMES

The third set of elements in RepTrak's proprietary model is Business Outcomes. They reflect the actions stakeholders are willing to take when considering, supporting, and engaging with your company — representing the "do" in our model of reputational elements.

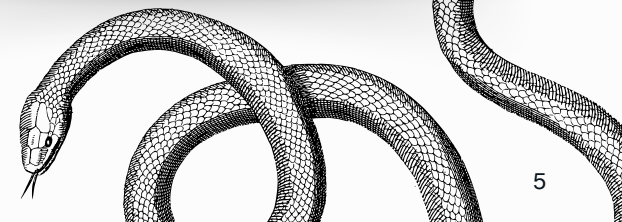
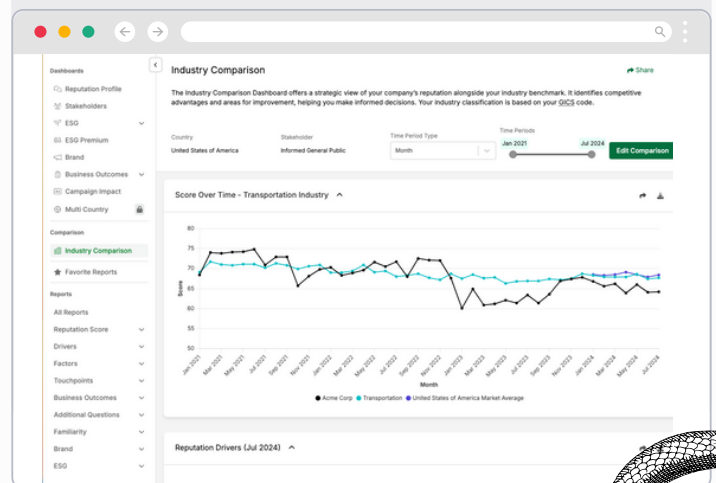
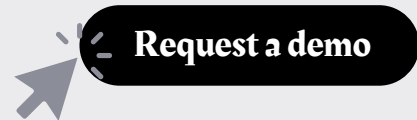
Business Outcomes Scores are the "so, what?" factor behind our Reputation Scores, providing insight into how Reputation impacts stakeholder behavior. By tracking these key metrics, companies can identify opportunities to turn critics into advocates, benchmark their performance against competitors, and maintain strong relationships with their most important stakeholders.

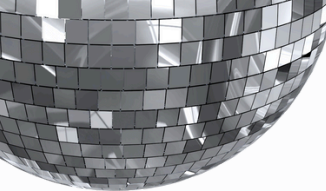
## INDUSTRY COMPARISON

In today's business landscape, your company's reputation doesn't exist in a vacuum — it's deeply influenced by the broader perceptions of your industry.

RepTrak's Industry Comparison Dashboard is designed to help you understand how your reputation stacks up against industry benchmarks so you can make informed, strategic decisions.

By comparing your reputation within your industry, you can better anticipate challenges and seize opportunities — helping you stay ahead in a competitive landscape.





# Business Outcomes

<b>Recommend</b>	I would RECOMMEND the products and services of Company X.
<b>Say Positive</b>	I would SAY SOMETHING POSITIVE about Company X.
<b>Benefit Of The Doubt</b>	I would give the BENEFIT OF THE DOUBT to Company X if the company was facing a crisis.
<b>Trust To Do The Right Thing</b>	If Company X was faced with a product or service problem, I would TRUST them to do the right thing.
<b>Buy</b>	If I had the opportunity, I would PURCHASE the products or services of Company X.
<b>Invest</b>	If I had the opportunity, I would INVEST in Company X.
<b>Work For</b>	If I had the opportunity, I would WORK FOR Company X.

Your actions are the key to accelerating and motivating your stakeholders to take theirs. It might be nerve-wracking to see your Business Outcome Scores slowing evolving, but you know what they say... a lifetime to build, seconds to destroy. Building a strong reputation across the board takes time and dedicated efforts — in reading this, you're already on your way.

## Trust vs. Reputation?

While trust and reputation are indeed connected, you need to measure and monitor them both for an overall healthy reputation. Where Reputation measures the emotional connection stakeholders show towards a company, Trust (a Business Outcome) measures the act of trusting a company if they were faced with a product or service problem. A strong Trust Score acts as a safeguard that ensures, even when challenges arise, stakeholders continue to stand by your brand. Companies that invest in a strategy which includes Reputation and Trust will be more likely to turn positive perceptions into consumer actions.



# BRAND

Brand and reputation serve as the twin pillars of a company's public persona. They're inextricably woven into an organization's identity, but each has an individual purpose. The essence of a brand lies in the identity that a company projects out to the world. It's an internal manifestation of an organization's vision, values, personality, and communication. In contrast, reputation is the external reflection of how effectively a company lives up to its brand promise in the eyes of stakeholders.

## BRAND

**The promise your company makes, developed from the inside out.**

## REPUTATION

**How you fulfill that promise, built from the outside in.**

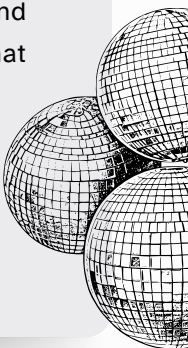
Together, brand and reputation form a dynamic ecosystem that drives trust, loyalty, and value — that's why we measure them both. RepTrak's Brand Score is formed from considerations of a company's genuineness, consistency, and ability to stand out from the crowd.

While your brand can enhance your reputation, a poor reputation can negatively impact your brand. You own your brand, but you co-own your reputation with your stakeholders. Without proactive reputation management (ahem, using tools like RepTrak), you risk allowing stakeholders to define it for you.

# CAMPAIGN IMPACT

We're not a brand tracker. We're more than a brand tracker. At RepTak, we believe that your entire brand is made of more than "likes" and "mentions." Sure, they are important, and that's why we track Brand as part of our comprehensive suite of metrics. Brand and Reputation are complementary to each other, not synonymous. A brand tracker stops at marketing performance, and we track that — but then take it to the next level. We help businesses understand public sentiment, manage crises, and build trust with stakeholders by evaluating feedback from stakeholders across multiple channels and outlets. Lasting relationships with stakeholders require two-way communication. In other words, you'll need to track what your brand says as much as you need to track what people are saying back. Without the right tools, campaign missteps can turn into big brand blunders. Our Campaign Impact tool helps you assess the noise that your initiatives make, and informs how they, in turn, shape your reputation. This tool doesn't just count clicks. It dissects your campaigns so you can create, nurture, and scale successful initiatives with ROIs that go beyond gaining followers.

**Request a demo**



# ESG

Managing your corporate reputation involves monitoring a variety of reputational elements – including ESG. While some of you may be hesitant to use “ESG” in business, we’re here to explain why this so-called “dirty word” remains essential to corporate affairs.

Despite some claims that ESG is more of a cultural weapon than a business practice, Environmental, Social, Governance (ESG) principles are critical to corporate longevity. ESG plays a vital role in shaping sustainable, equitable, and ethical businesses.

The components of ESG are not just buzzwords or optional add-ons, they represent fundamental elements of modern business practices that drive long-term success, resilience, and ethical leadership in a rapidly evolving world. At RepTrak, we measure and report on the state of ESG as part of our dynamic data suite, viewing it as a measure of an organization’s specific ethical efforts.

We break ESG into 3 corresponding component Scores – but just like all our reputation metrics, they remain intertwined. For example, how your business addresses Environmental concerns says a lot about your care for communities (Social) and how your company operates (Governance). Committed efforts in these key areas will elevate your reputation across the board.

ESG initiatives shouldn’t be about checking a box until the next buzzword comes along. Instead, they must be intricately linked to core business operations and aligned with an overarching corporate strategy.

## E

- Reduces environmental footprint
- Protects the environment
- Responsibly uses natural resources

## S

- Improves people’s lives
- Cares for its employees
- Offers equal opportunities


## G

- Positive economic contribution
- Ethical and fair business practices
- Operations and supply chain transparency



## WHAT CAN YOU DO NOW?

We know we've covered a lot of information. If you're overwhelmed by where to start, don't fret — you've already completed the first step towards managing your corporate reputation by reading this guide. And for those of you who aren't new to reputation management, remember that reputation naturally ebbs and flows, and it is crucial to continuously audit and nurture it. The status of your reputation is a direct reflection of your efforts — whether positive, negative, or neutral. Approach it with honesty, listen to your audience, communicate your progress, and monitor results to build a strategy set for sustainable, long-term success.

- 
1. Read the Ultimate Reputation Guide
  2. Consider a tool, we recommend RepTrak, to monitor, track, and inform a reputation management strategy
  3. Make sure all departments are aligned on how they play a part in shaping the company's overall reputation strategy
  4. Make sure your brand and reputations strategies are aligned
  5. Consider and prioritize efforts related to the 7 Drivers of Reputation
  6. Communicate regularly about both wins and shortcomings
  7. Gather and analyze reputation data wherever possible
  8. Elect reputation leaders to share and advocate for this data
  9. Prepare for future trends and demands on reputation



## HOW REPTRAK CAN HELP

Reputation is no longer intangible, it's a quantifiable metric universally recognized and accepted for its value. Companies need to understand how it impacts them if they want to thrive in the modern business world.

The RepTrak Company is the world's leading reputation data and insights company. We help companies by organizing and grading a variety of reputational elements, offering a real-world report card on their corporate reputation. RepTrak clients use our predictive insights to protect business value, improve return on investment, and increase their positive impact on society. Our powerful pairing of advanced metrics and reputation advisors provides crucial insight that informs powerful and practical strategy — **are you ready for it?**

[Learn More](#)