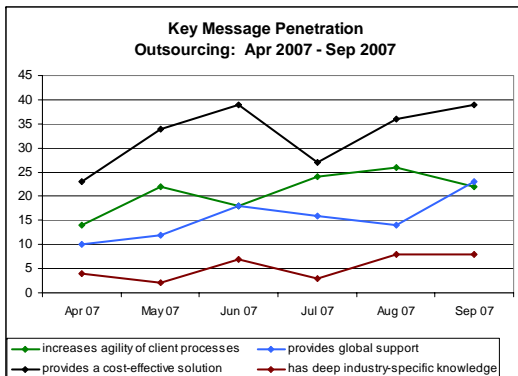


Sample Messaging Analytics

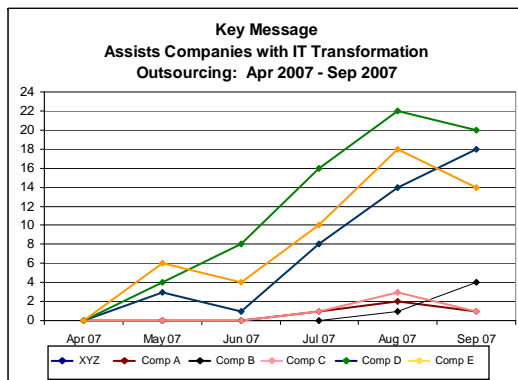
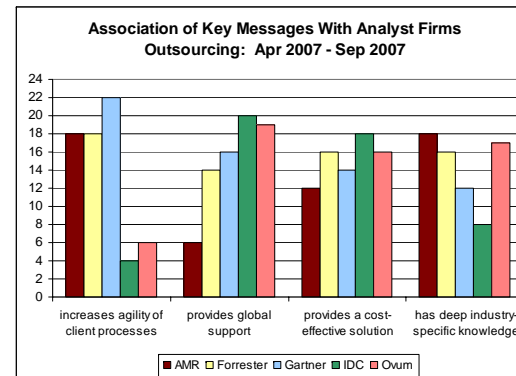


Message Penetration
Which messages are receiving uptake in published research

Trendlines
Past six months
Past six quarters

Message Uptake by Firm
Which messages are gaining traction with which firms

Trendlines
Past six months
Past six quarters



Competitive Association
Which messages are being associated with which competitors

Trendlines
Past six months
Past six quarters

Competitive Association
Which messages are being associated with which competitors

Trendlines
Past six months
Past six quarters

