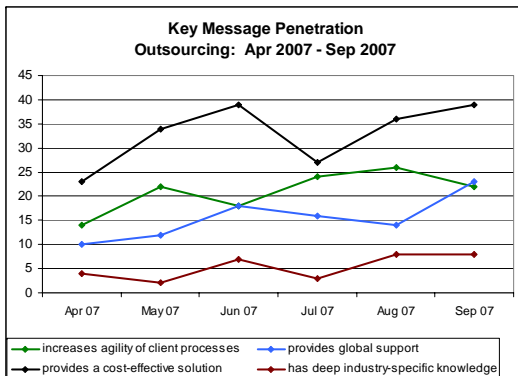


Sample Messaging Analytics



Message Penetration

Which messages are receiving uptake in published research

Trendlines

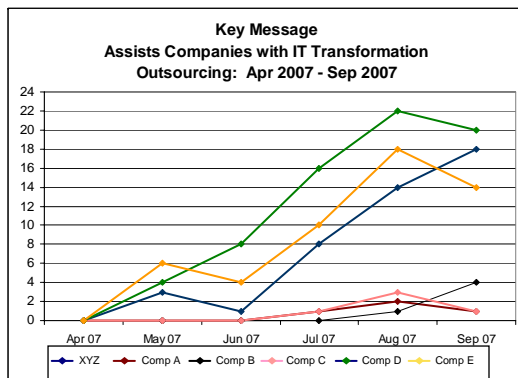
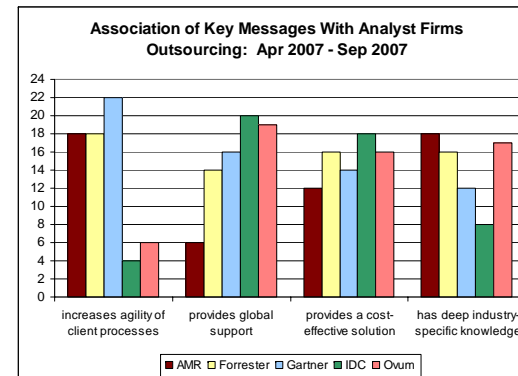
Past six months
Past six quarters

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

