



# PULSE REPORT 04/17/2023 - 06/19/2023

## BlueOcean and Brand Navigator:

BlueOcean's Brand Navigator platform aggregates 1,200+ marketing data points to fuel your comprehensive, unbiased brand health assessment. These 1,200+ data points are combined, weighted and scored into our standardized KPI framework; The Market Index Scorecard. The Market Index Scorecard was built by marketers and backed by research to establish organizing principles for how large quantities of marketing data can be quickly leveraged to quantify, assess and act on brand health.

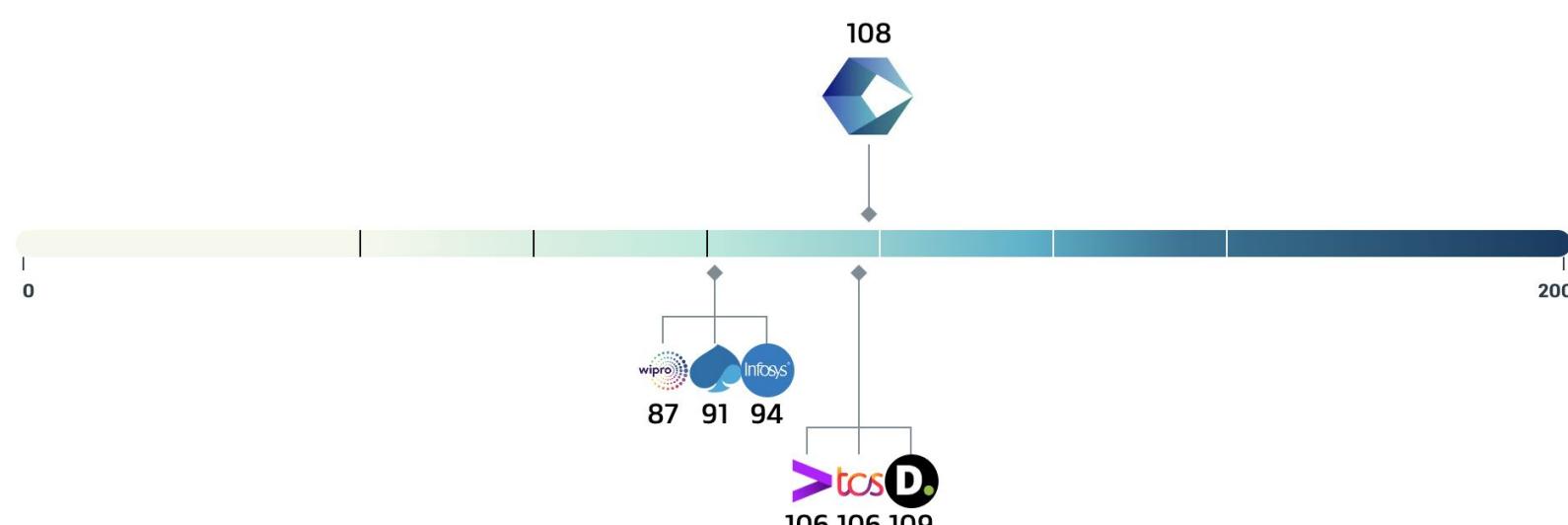
**This report allows teams to keep a pulse on key metrics that support your brand goals.**

For a more comprehensive view of your competitive performance please visit our Brand Navigator tool and reach out to your Customer Success manager with any questions.

## Market Index Scorecard

The Market Index Scorecard is BlueOcean's KPI framework for assessing relative brand competitor performance allowing you to quickly prioritize which actions to take relative to your competitive set to improve brand health.

	BLUE SCORE	FAMILIAR	UNIQUE	CONSISTENT	RELEVANT	REVERED		
Cognizant	108 <sup>5</sup>	82 <sup>3</sup>	144 <sup>20</sup>	86 <sup>-12</sup>	88 <sup>5</sup>	138 <sup>10</sup>		
Deloitte	109 <sup>7</sup>	131 <sup>-1</sup>	117 <sup>33</sup>	76 <sup>-4</sup>	130 <sup>6</sup>	91 <sup>0</sup>		
Accenture	106 <sup>-4</sup>	101 <sup>-21</sup>	71 <sup>-27</sup>	97 <sup>18</sup>	140 <sup>-1</sup>	119 <sup>10</sup>		
TCS	106 <sup>12</sup>	119 <sup>16</sup>	100 <sup>14</sup>	108 <sup>19</sup>	98 <sup>0</sup>	105 <sup>11</sup>		
Infosys	94 <sup>-14</sup>	103 <sup>-3</sup>	111 <sup>-33</sup>	102 <sup>-25</sup>	77 <sup>-8</sup>	81 <sup>-1</sup>		
Capgemini	91 <sup>-1</sup>	76 <sup>0</sup>	92 <sup>-16</sup>	113 <sup>5</sup>	82 <sup>1</sup>	92 <sup>4</sup>		
Wipro	87 <sup>-5</sup>	88 <sup>7</sup>	65 <sup>8</sup>	118 <sup>-1</sup>	85 <sup>-3</sup>	75 <sup>-34</sup>		
	POOR	WEAK	FAIR	MODERATE	GOOD	GREAT	BEST IN CLASS	
	Brand to Watch	0-49	50-69	70-89	90-109	110-129	130-149	150-200



## Blue Score Trend

Your reference point for brand health - always set in the context of the reporting period (timeframe) and relative to your competitive set. Index scale 0-200.



## Cognizant's Custom Buckets

**What are we saying?**

**How are we saying it?**

**How does the audience feel?**

**What is the audience saying?**



# PULSE REPORT 04/17/2023 - 06/19/2023

## Executive Summary:

Cognizant's Blue Score has gained a healthy +6 points growing to 108, placing it in the second highest position to Deloitte by only 1 pt difference. While brands like Accenture and Infosys declined this reporting period, Cognizant showed growth across four or five Factors - with Consistent being its only declining area. The brand now leads the seven-brand cohort in the Unique and Revered Factors which experienced strong double-digit gains.

Cognizant exhibited solid performance across content metrics this period, especially around Rational themes and audience sentiment, which may have influenced its social media amplification scores. Areas of opportunity center around Social Posting Volume to maximize the impact of the brand's messaging and continuing to carve out precision and tone around Brand Personality.

### Brand to Watch: TCS

TCS made the largest gains this period, growing its Blue Score +12pts overall, along with double-digit gains in four of five Factors, placing it in the third highest position. Explore Brand Navigator to see the specific metrics where TCS has made inroads, including: Nielsen measured Ad Spending, Social Media Followers, YouTube Video Views, Website Average Visit Duration, and Employee Review Volume.

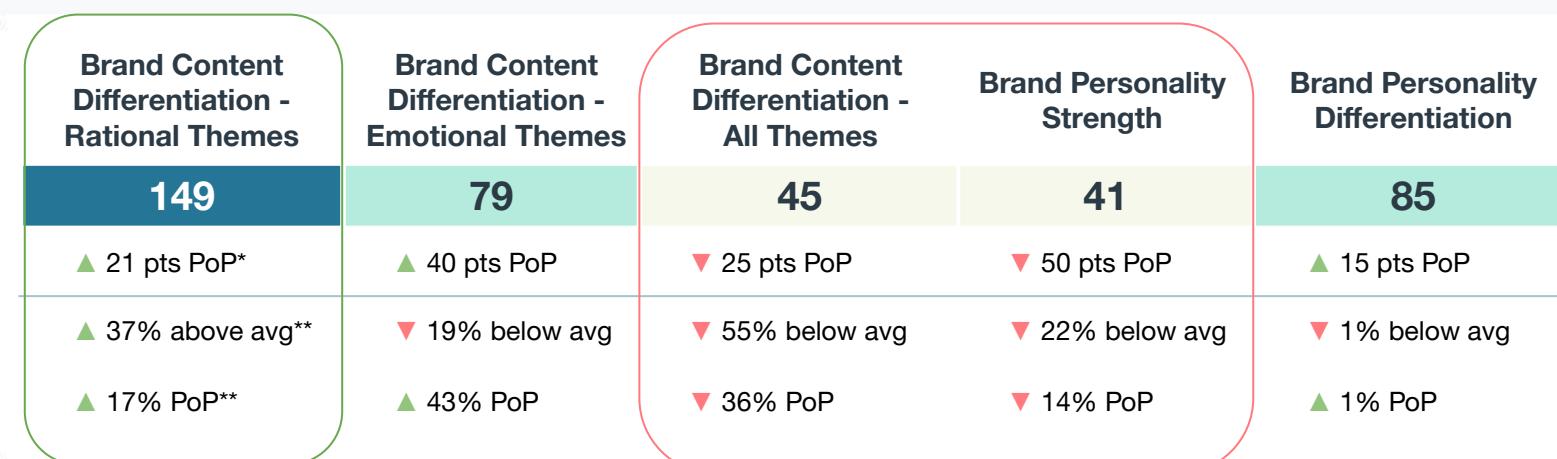
### Trending up

- ▲ Brand Personality Alignment (Website vs Social)
- ▲ Brand Content Differentiation - Rational & Emotional Themes
- ▲ Audience Content Differentiation - Rational Themes
- ▲ Social Mentions, Shares, and Reposts
- ▲ Brand and Audience Content Alignment - All Themes

### Trending down

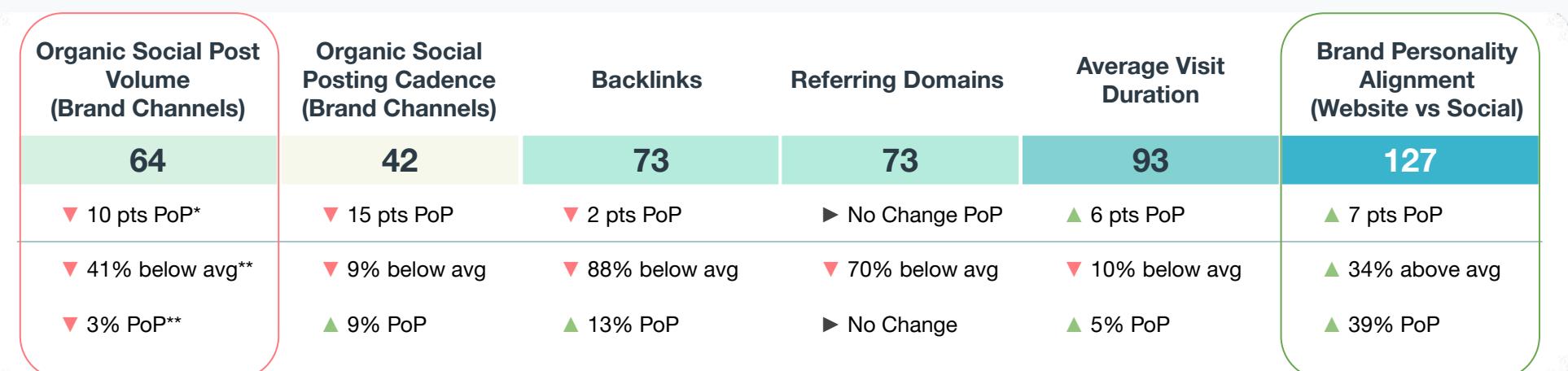
- ▼ Brand Content Differentiation - All Themes
- ▼ Brand Personality Strength
- ▼ Organic Social Post Volume (Brand Channels)

## What are we saying?



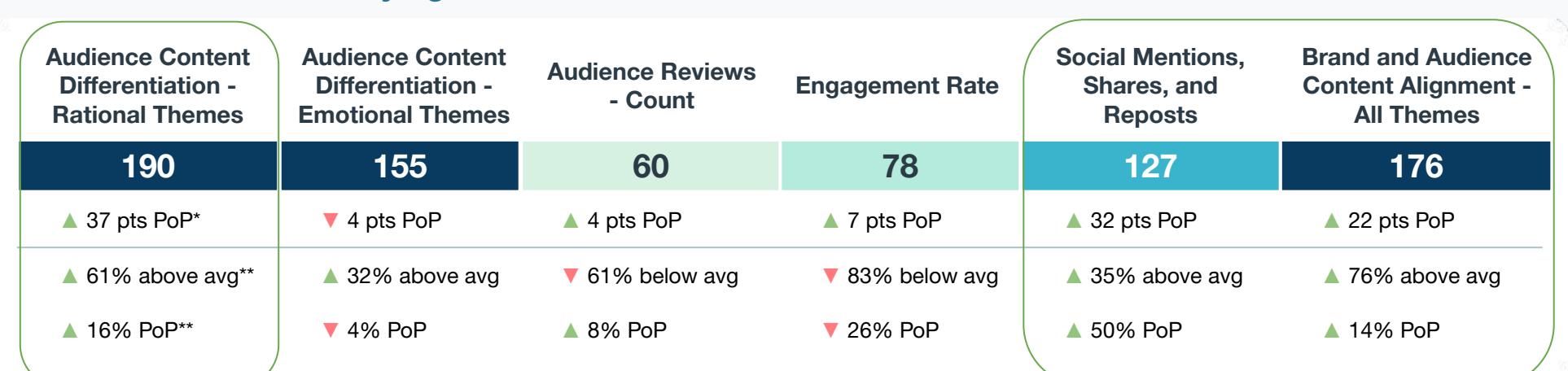
\*Relative, Indexed Performance \*\*Raw Metric Performance

## How are we saying it?



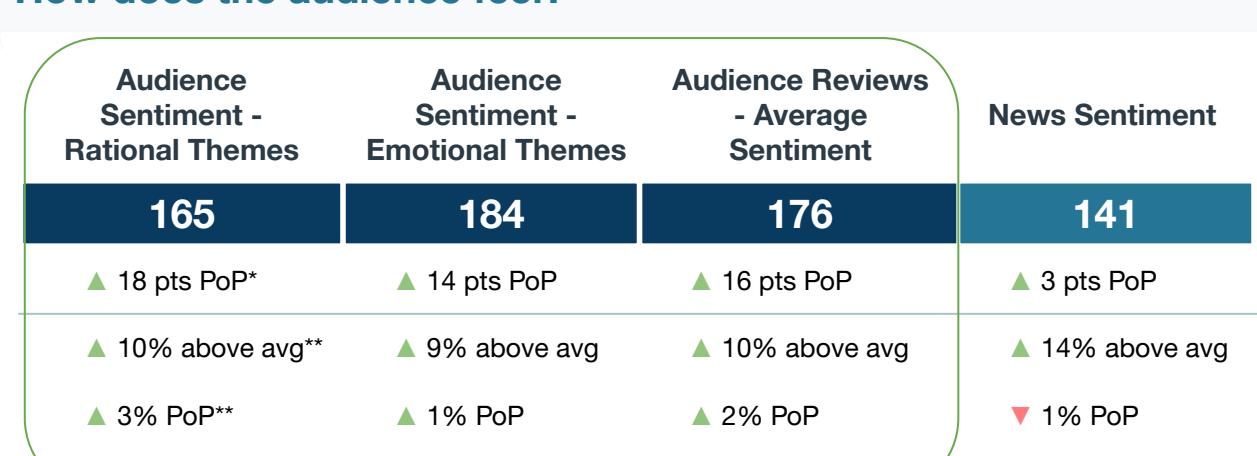
\*Relative, Indexed Performance \*\*Raw Metric Performance

## What is the audience saying?



\*Relative, Indexed Performance \*\*Raw Metric Performance

## How does the audience feel?



\*Relative, Indexed Performance \*\*Raw Metric Performance



## Content Summary:

Cognizant saw solid growth across the majority of content drivers this period, including Rational and Emotional Differentiation, Brand and Audience Content Alignment, and Audience Sentiment. The brand is over-indexing in audience positivity across ALL themes which has resulted in best-in-class scores. Cognizant also continues to grow brand volume against important themes such as "Services & Solutions" and "Intuition Engineered."

Brand Content Differentiation around Emotional Themes (volume depth of keywords) has strengthened, yet continues to be an opportunity relative to competitors such as Infosys.

Infosys is achieving good Emotional Theme Differentiation - partially fueled by the brand's strong commitment to social media activity and engagement around its tennis sponsorship posts. Explore this brand's language and theme verbatims in Brand Navigator to understand this more.

### Brand Content Differentiation



#### Brand - Rational Theme Differentiation



149

▲ 21 PoP\*



#### Brand - Emotional Theme Differentiation



79

▲ 40 PoP



174

▲ 94 PoP\*\*



169

▲ 22 PoP

\*Your Brand's Relative, Indexed Performance

\*\*Metric Leader's, Relative Indexed Performance

### Brand - Audience Alignment



#### Brand - Audience Alignment Rational Themes



115

▲ 8 PoP\*



#### Brand - Audience Alignment Emotional Themes



131

▲ 7 PoP



167

▲ 34 PoP\*\*



132

▼ -22 PoP

\*Your Brand's Relative, Indexed Performance

\*\*Metric Leader's, Relative Indexed Performance

### Audience Sentiment



#### Audience Sentiment Rational Themes



165

▲ 18 PoP\*



#### Audience Sentiment Emotional Themes



184

▲ 14 PoP



145

▼ -2 PoP\*\*



119

▼ -5 PoP

\*Your Brand's Relative, Indexed Performance

\*\*Metric Leader's, Relative Indexed Performance

### CONTENT ANALYSIS:

#### Themes

##### THEME

Emotional and rational themes for this category.

##### BRAND VOLUME

How much is brand talking about these themes in their content?

##### AUDIENCE VOLUME

How much is the audience talking about these themes in their conversations?

##### AUDIENCE SENTIMENT

How does the audience feel about the brand in regards to the specific theme?

##### Business Outcomes

19%

22%

+68%

##### Execution

20%

13%

+64%

##### Services & Solutions

15%

▲ 3

17%

+86%

##### Customer Experience

19%

27%

+70%

##### Intuition Engineered

20%

▲ 3

14%

+81%

##### Value

7%

7%

+72%

Rational Themes

Emotional Themes

Average Score of Cohort

### Brand vs. Audience Keywords



Cognizant



Audience

business operations	sales
business	customer
data	vendor
end	focus
experiences	goals
speed	CTS
business value	provider
competitive edge	business needs
digital transformation	leadership
change management	reliable service
isg provider lens	cognizant services
business transform operations	best platform

business operations	sales
business	customer
data	vendor
end	focus
experiences	goals
speed	CTS
business value	provider
competitive edge	business needs
digital transformation	leadership
change management	reliable service
isg provider lens	cognizant services
business transform operations	best platform



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What are we saying?

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What is the audience saying?

How does the audience feel?

Metric

Your Brand

Leader

Cohort Average

Pace Analysis

## Brand Content Differentiation - Rational Themes

### [Unique - Different]

This metric compares your brand content's rational theme volume (volume of keywords assigned to rational themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.



**149**

**174**

▲ 21 pts PoP

▲ 12 pts PoP

▲ 37% above avg

▲ 56% above avg

▲ 17% PoP

▲ 78% PoP

Average  
Not Available  
for  
Content Based  
Metrics

- Cognizant's **Brand Content Differentiation - Rational Themes** is 37% above the cohort average, **gaining momentum** at a rate of 17% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 2nd** in the cohort on this metric and is trailing the leader TCS by 25 indexed points.

## Brand Content Differentiation - Emotional Themes

### [Unique - Memorable]

This metric compares your brand content's emotional theme volume (volume of keywords assigned to emotional themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.



**79**

**169**

▲ 40 pts PoP

▲ 13 pts PoP

▼ 19% below avg

▲ 63% above avg

▲ 43% PoP

▲ 22% PoP

Average  
Not Available  
for  
Content Based  
Metrics

- Cognizant's **Brand Content Differentiation - Emotional Themes** is 19% below the cohort average, **gaining momentum** at a rate of 43% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 5th** in the cohort on this metric and is trailing the leader Infosys by 90 indexed points.

## Brand Content Differentiation - All Themes

### [Consistent - Clear]

This metric compares your brand content's theme volume (volume of keywords assigned to themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.



**45**

**175**

▼ 25 pts PoP

► No Change

▼ 55% below avg

▲ 75% above avg

▼ 36% PoP

► No Change PoP

Average  
Not Available  
for  
Content Based  
Metrics

- Cognizant's **Brand Content Differentiation - All Themes** is 55% below the cohort average, **losing momentum** at a rate of 36% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 7th** in the cohort on this metric and is trailing the leader Infosys by 130 indexed points.

## Brand Personality Strength

### [Consistent - Clear]

A measure of Brand Personality focus, correlating your brand content (across channels) to the 12 archetypes in BlueOcean's Brand Personality algorithm.



**41**

**150**

▼ 50 pts PoP

▲ 5 pts PoP

▼ 22% below avg

▲ 19% above avg

▼ 14% PoP

▲ 3% PoP

Average  
Not Available  
for  
Content Based  
Metrics

- Cognizant's **Brand Personality Strength** is 22% below the cohort average, **losing momentum** at a rate of 14% over the past 9 weeks, compared with the average cohort rate loss of 6%.
- Cognizant is currently **ranked 6th** in the cohort on this metric and is trailing the leader Wipro by 109 indexed points.

## Brand Personality Differentiation

### [Unique - Memorable]

A calculated ranking of how distinct your Brand's written content (Sentence Structure, keyword usage) and personality (archetype) is compared to the average of the competitive set. Our proprietary AI algorithm scores content (Web + Organic Social) based on the similarity of 12 different defined archetypes.



**85**

**186**

▲ 15 pts PoP

▲ 7 pts PoP

▼ 1% below avg

▲ 4% above avg

▲ 1% PoP

▲ 5% PoP

Average  
Not Available  
for  
Content Based  
Metrics

- Cognizant's **Brand Personality Differentiation** is <1% below the cohort average, **gaining momentum** at a rate of <1% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 4th** in the cohort on this metric and is trailing the leader Deloitte by 101 indexed points.



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What are we saying?

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Metric

Your Brand

Leader

Cohort Average

Pace Analysis

## Organic Social Post Volume (Brand Channels)

### [Familiar - Visible]

The calculated ranking of the total volume of Twitter posts, Facebook posts, YouTube posts, and Instagram posts over the past 30 days.



64

170

86 Posts

▼ 10 pts PoP

▼ 13 pts PoP

▼ 41% below avg

▲ 80% above avg

▼ 3% PoP

▼ 22% PoP

- Cognizant's **Organic Social Post Volume (Brand Channels)** is 41% below the cohort average, **losing momentum** at a rate of 3% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 6th** in the cohort on this metric and is trailing the leader Infosys by 113 posts.

## Organic Social Posting Cadence (Brand Channels)

### [Consistent - Stable]

A calculated ranking that measures the consistency of organic social post frequency by social channel over the last 30 days.



42

164

Not Available For Rate Metrics

▼ 15 pts PoP

▲ 7 pts PoP

▼ 9% below avg

▲ 10% above avg

▲ 9% PoP

▼ 13% PoP

- Cognizant's **Organic Social Posting Cadence (Brand Channels)** is 9% below the cohort average, **gaining momentum** at a rate of 9% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 7th** in the cohort on this metric and is trailing the leader Deloitte by 122 indexed points.

## Backlinks

### [Familiar - Amplified]

A brand's total volume of backlinks from SEMrush at the point of data refresh.



73

193

16.5M

▼ 2 pts PoP

► No Change

▼ 88% below avg

▲ 4x above avg

▲ 13% PoP

▲ 18% PoP

- Cognizant's **Backlinks** are 88% below the cohort average, **gaining momentum** at a rate of 13% over the past 9 weeks, compared with the average cohort rate loss of 24%.
- Cognizant is currently **ranked 6th** in the cohort on this metric and is trailing the leader Deloitte by 64.4M backlinks.

## Referring Domains

### [Familiar - Amplified]

The number of referring domains that link to the brand's domain. Referring domains are traffic sources that send signals to search engines and online users of your web pages' quality and credibility.



73

186

71.1K

► No Change PoP

► No Change

▼ 70% below avg

▲ 3.3x above avg

► No Change

▲ 3% PoP

- Cognizant's **Referring Domains** are 70% below the cohort average, **losing momentum** at a rate of >-1% over the past 9 weeks, compared with the average cohort rate loss of 1%.
- Cognizant is currently **ranked 6th** in the cohort on this metric and is trailing the leader Deloitte by 210K referring domains.

## Average Visit Duration

### [Revered - Desirable]

Estimated average unique visit duration to a site.



93

190

475.63 Seconds  
(7.9 minutes)

▲ 6 pts PoP

▼ 12 pts PoP

▼ 10% below avg

▲ 2.2x above avg

▲ 5% PoP

▼ 21% PoP

- Cognizant's **Average Visit Duration** is 10% below the cohort average (averaging 7 mins long), and is **gaining momentum** at a rate of 5% over the past 9 weeks, compared with the average cohort rate loss of 9%.
- Cognizant is currently **ranked 3rd** in the cohort on this metric and is trailing the leader TCS by 10.5 minutes.

## Brand Personality Alignment (Website vs Social)

### [Consistent - Reinforcing]

A calculated ranking of the consistency of your brand content tone across all channels using BlueOcean's Brand Personality archetype scores.



127

140

Average Not Available for Content Based Metrics

▲ 7 pts PoP

▼ 5 pts PoP

▲ 34% above avg

▲ 51% above avg

▲ 39% PoP

▲ 24% PoP

- Cognizant's **Brand Personality Alignment (Website vs Social)** is 34% above the cohort average, **gaining momentum** at a rate of 39% over the past 9 weeks, compared with the average cohort rate loss of 37%.
- Cognizant is currently **ranked 2nd** in the cohort on this metric and is trailing the leader Wipro by 13 indexed points.



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[What are we saying?](#)

[How are we saying it?](#)

[What is the audience saying?](#)

[How does the audience feel?](#)

## Metric

## Your Brand

## Leader

## Cohort Average

## Pace Analysis

### Audience Content

#### Differentiation - Rational Themes

##### [Unique - Different]

This metric compares your audience content's rational theme volume (volume of keywords assigned to rational themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.



**190**

**99**

▲ 37 pts PoP

▲ 7 pts PoP

▲ 61% above avg

▼ 1% above avg

▲ 16% PoP

▲ 25% PoP

Average  
Not Available  
for Content Based Metrics

- Cognizant's **Audience Content Differentiation - Rational Themes** is 61% above the cohort average, **gaining momentum** at a rate of 16% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 1st** in the cohort on this metric and is above the cohort average by 61%

### Audience Content

#### Differentiation - Emotional Themes

##### [Unique - Memorable]

This metric compares your audience content's emotional theme volume (volume of keywords assigned to emotional themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.



**155**

**125**

▼ 4 pts PoP

▼ 13 pts PoP

▲ 32% above avg

▲ 15% above avg

▼ 4% PoP

▼ 11% PoP

Average  
Not Available  
for Content Based Metrics

- Cognizant's **Audience Content Differentiation - Emotional Themes** is 32% above the cohort average, **losing momentum** at a rate of 4% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 1st** in the cohort on this metric and is above the cohort average by 32%

### Audience Reviews - Count

##### [Familiar - Amplified]

The number of audience reviews written for a brand in the previous 365 days. Audience Reviews are aggregated from many industry-standard audience review sites (Including but not limited to G2, TrustRadius, and Capterra) based on vertical.



**60**

**161**

▲ 4 pts PoP

▼ 5 pts PoP

▼ 61% below avg

▲ 95% above avg

▲ 8% PoP

▼ 2% PoP

100  
Reviews

- Cognizant's **Audience Reviews - Count** is 61% below the cohort average, **gaining momentum** at a rate of 8% over the past 9 weeks, compared with the average cohort rate loss of 3%.
- Cognizant is currently **ranked 6th** in the cohort on this metric and is trailing the leader Wipro by 155 audience reviews.

### Engagement Rate

##### [Familiar - Considered]

The calculated ranking of Twitter likes, Facebook likes, YouTube likes, Instagram likes and Twitter replies, Facebook comments, YouTube comments, and Instagram comments in relation to the total number of followers over the past 30 days.



**78**

**197**

▲ 7 pts PoP

▲ 13 pts PoP

▼ 83% below avg

▲ 4.6x above avg

▼ 26% PoP

▲ 668% PoP

Not Available  
For Rate Metrics

- Cognizant's **Engagement Rate** is 83% below the cohort average, **losing momentum** at a rate of 26% over the past 9 weeks, compared with the average cohort rate loss of 184%.
- Cognizant is currently **ranked 7th** in the cohort on this metric and is trailing the leader Infosys by 119 indexed points.

### Social Mentions, Shares, and Reposts

##### [Familiar - Amplified]

The calculated ranking of Twitter mentions and Twitter retweets, Facebook shares, and Instagram comments.



**127**

**164**

▲ 32 pts PoP

▼ 13 pts PoP

▲ 35% above avg

▲ 83% above avg

▲ 50% PoP

▼ 36% PoP

2.2K  
Count

- Cognizant's **Social Mentions, Shares, and Reposts** is 35% above the cohort average, **gaining momentum** at a rate of 50% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 3rd** in the cohort on this metric and is trailing the leader Infosys by 3,992 mentions, shares and reposts combined.

### Brand and Audience Content Alignment - All Themes

##### [Consistent - Clear]

A measure of your brand's content volume (themes) relative to audience sentiment.



**176**

**123**

▲ 22 pts PoP

▲ 4 pts PoP

▲ 76% above avg

▲ 23% above avg

▲ 14% PoP

► No Change PoP

Average  
Not Available  
for Content Based Metrics

- Cognizant's **Brand and Audience Content Alignment - All Themes** is 76% above the cohort average, **gaining momentum** at a rate of 14% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 1st** in the cohort on this metric and is above the cohort average by 76%



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**Metric**
**Your Brand**
**Leader**
**Cohort Average**
**Pace Analysis**


## Audience Sentiment - Rational Themes

**[Relevant - Needed]**

A calculated ranking that measures the overall sentiment of how your audience feels about you when discussing rational themes.

**165**
**145**
▲ 18 pts PoP
 
▼ 4 pts PoP
 
▲ 10% above avg
 
▲ 7% above avg
 
▲ 3% PoP
 
► No Change PoP
 
 Average  
Not Available for Content Based Metrics
 

- Cognizant's **Audience Sentiment - Rational Themes** is 10% above the cohort average, **gaining momentum** at a rate of 3% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 1st** in the cohort on this metric and is above the cohort average by 10%



## Audience Sentiment - Emotional Themes

**[Revered - Desirable]**

A calculated ranking that measures the overall sentiment of how your audience feels about you when discussing emotional themes.

**184**
**119**
▲ 14 pts PoP
 
▼ 5 pts PoP
 
▲ 9% above avg
 
▲ 2% above avg
 
▲ 1% PoP
 
▼ 1% PoP
 
 Average  
Not Available for Content Based Metrics
 

- Cognizant's **Audience Sentiment - Emotional Themes** is 9% above the cohort average, **gaining momentum** at a rate of <1% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 1st** in the cohort on this metric and is above the cohort average by 9%



## Audience Reviews - Average Sentiment

**[Revered - Esteemed]**

A calculated ranking that measures the overall positive or negative sentiment as expressed in Audience review content.

**176**
**124**
▲ 16 pts PoP
 
▲ 4 pts PoP
 
▲ 10% above avg
 
▲ 3% above avg
 
▲ 2% PoP
 
► No Change PoP
 
 Average  
Not Available for Content Based Metrics
 

- Cognizant's **Audience Reviews - Average Sentiment** is 10% above the cohort average, **gaining momentum** at a rate of 2% over the past 9 weeks, compared with the average cohort rate loss of <1%.
- Cognizant is currently **ranked 1st** in the cohort on this metric and is above the cohort average by 10%



## News Sentiment

**[Revered - Inspiring]**

A calculated ranking of News sentiment (positive or negative) for a given brand.

**141**
**169**
▲ 3 pts PoP
 
▲ 1 pts PoP
 
▲ 14% above avg
 
▲ 24% above avg
 
▼ 1% PoP
 
► No Change PoP
 
 Average  
Not Available for Content Based Metrics
 

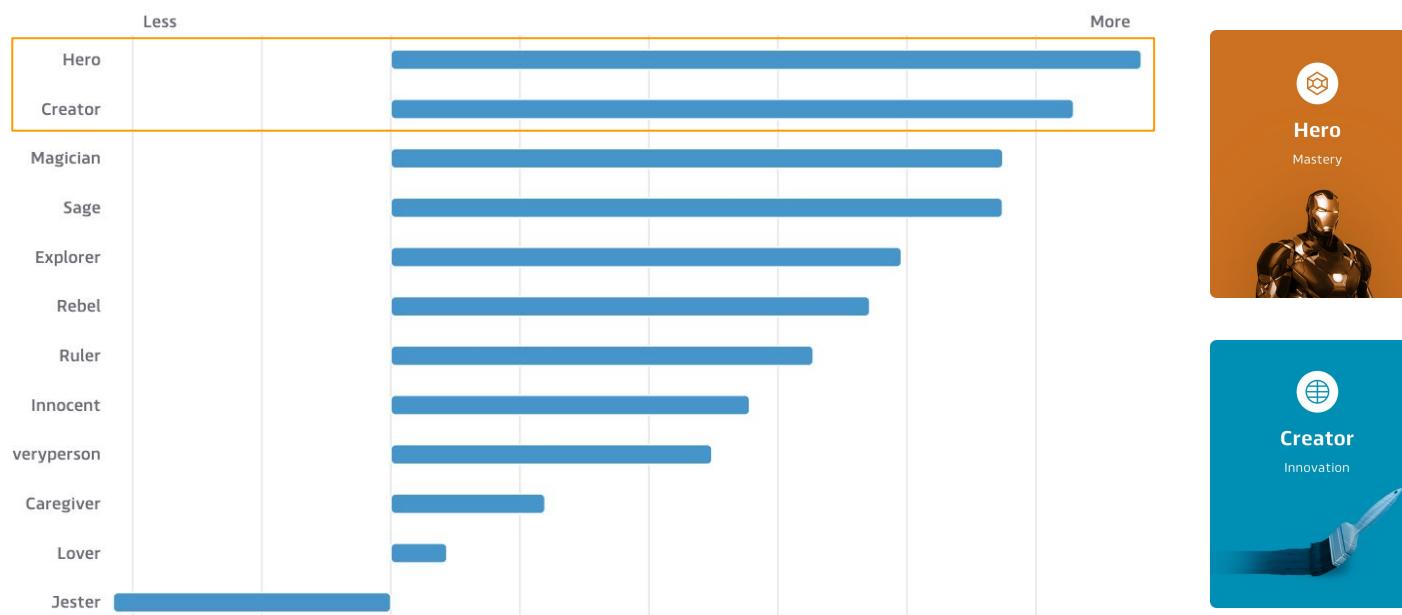
- Cognizant's **News Sentiment** is 14% above the cohort average, **losing momentum** at a rate of 1% over the past 9 weeks, compared with the average cohort rate loss of 4%.
- Cognizant is currently **ranked 2nd** in the cohort on this metric and is trailing the leader Capgemini by 28 indexed points.



# PULSE REPORT 04/17/2023 - 06/19/2023

## Brand Personality

Archetypes help you understand your brand's personality and drive your brand's look, tone and feel.



## Website Headlines

### What Hero Messages are Brands changing over time?

This section helps you understand which messages your competitors are prioritizing across the funnel - high-level vision statements down to direct feature/benefits CTAs - and how those messages are changing over time.



Cognizant



Accenture



Infosys



Deloitte

Helps Companies Modernize Technology, Reimagine Processes And Transform Experiences

See How Cognizant Engineers Your Modern Business.

We Deliver Excellence By Hiring And Partnering With The Best In The Business.

Continuously Sharpen Your Technical Skills

Named Top 10: Hfs App Mod Services 2022

Intuition Engineered—Human Insight At Superhuman Speed

We Embrace Equity Everywhere We Operate

Generate New Value From New Technologies

Take The Pulse Of Your Payments Strategy

Engineering Excellence

REINVENT WHAT YOUR BUSINESS COULD BE

Machine learning dives deep to save our coral reefs

We make change, together

AI for everyone

Space data, decoded

Get The Insights To Stay Ahead Of Change

360° Value In Action: This Is Change

Make Incredible Things Working At The Heart Of Change

Change In The News

Let There Be Change

A government that contributes to the joy of parenting

Digital Operating Model

Embrace the talent revolution to remain relevant in the future

Build vital capabilities to deliver digital outcomes.

Adopt accelerators to evolve your way of working.

Digital Core Capabilities

Empowering Talent Transformations

Embrace The Talent Revolution To Remain Relevant In The Future.

Driving change that matters with the WNBA

Pivotal Moments for Family Enterprises

Discover the innovation and technology to transform what's next into what's now.

Equity-centered design for diversity and inclusion in banking

The future for the automotive value chain

Esg-Related Insights Go Far Beyond Compliance



TCS



Wipro



Capgemini

How do you create a remarkable change? By hiring, celebrating and nurturing the best people from all walks of life.

Get to know us better

Positioned for long-term sustainable growth

Building on belief

Building greater futures through innovation and collective knowledge

Init For Good

Bring Everything

Know How

Wipro HOLMESTM AI Platform

Bringing Innovation to Customers' Doorstep

Flexible Infrastructure

Investing in the Future

Committed to Hiring Local

Investing in the Community

Unlocking the value of technology

Eramet digitalizes sustainability efforts in Senegal

Using AI to treat river blindness

Code for a cure

Scholars of the game

Data, Tortoises And Tires

The Metaverse Friend Or Foe To The Emo?

Turning Ambition Into Action

Value From Waste

Our Passion For Sport

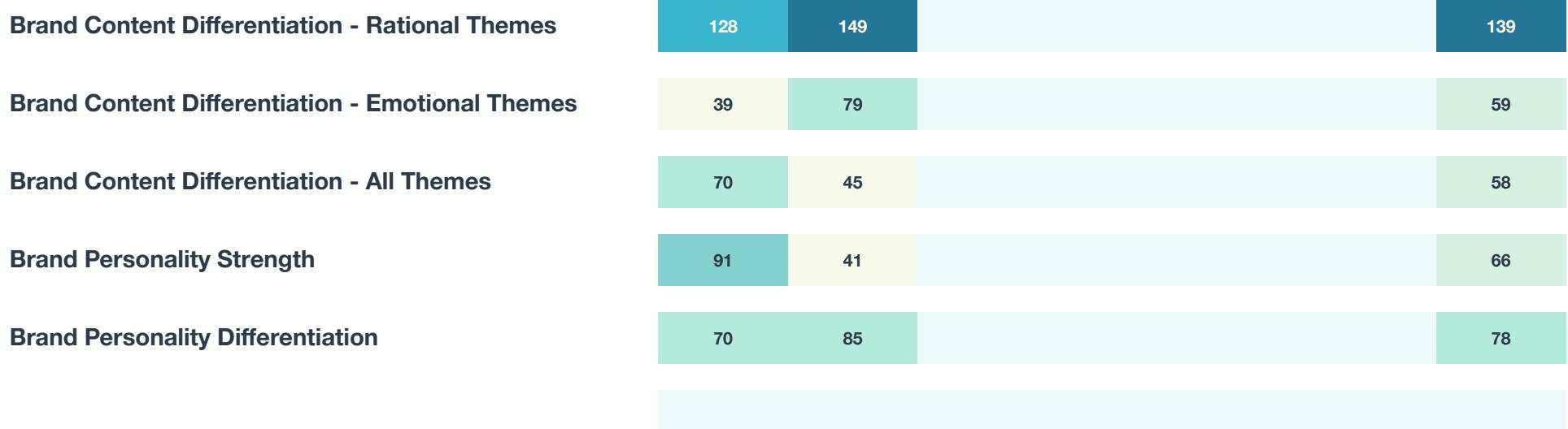
New Messages     Removed Messages



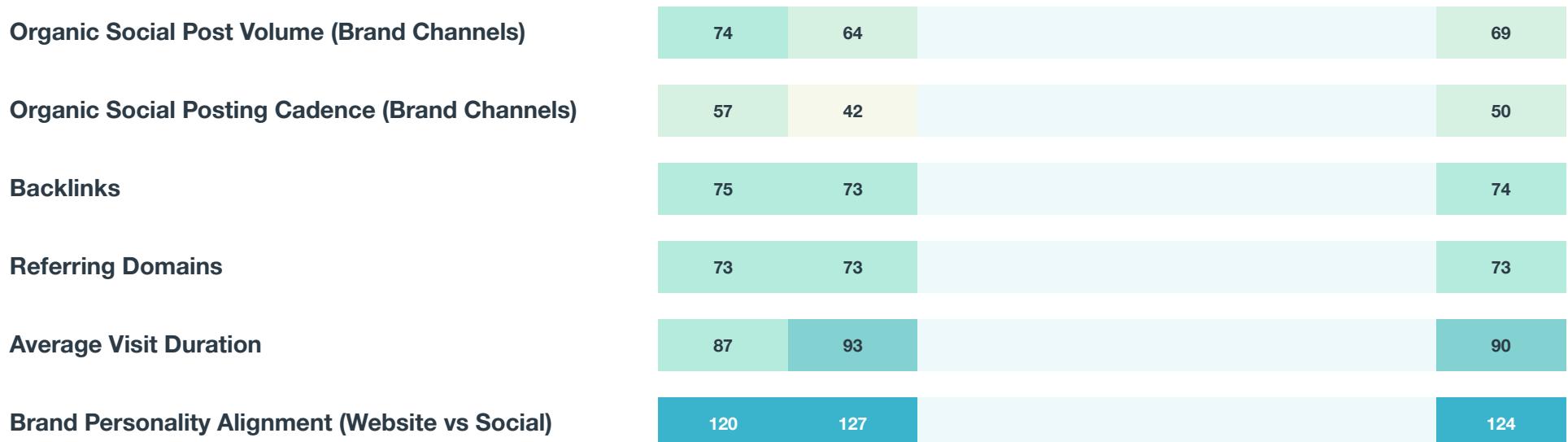
# PULSE REPORT 04/17/2023 - 06/19/2023

	Pulse 1 04/17/23	Pulse 2 06/19/23	Pulse 3	Pulse 4	Pulse 5	Pulse 6	Average
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## What are we saying?



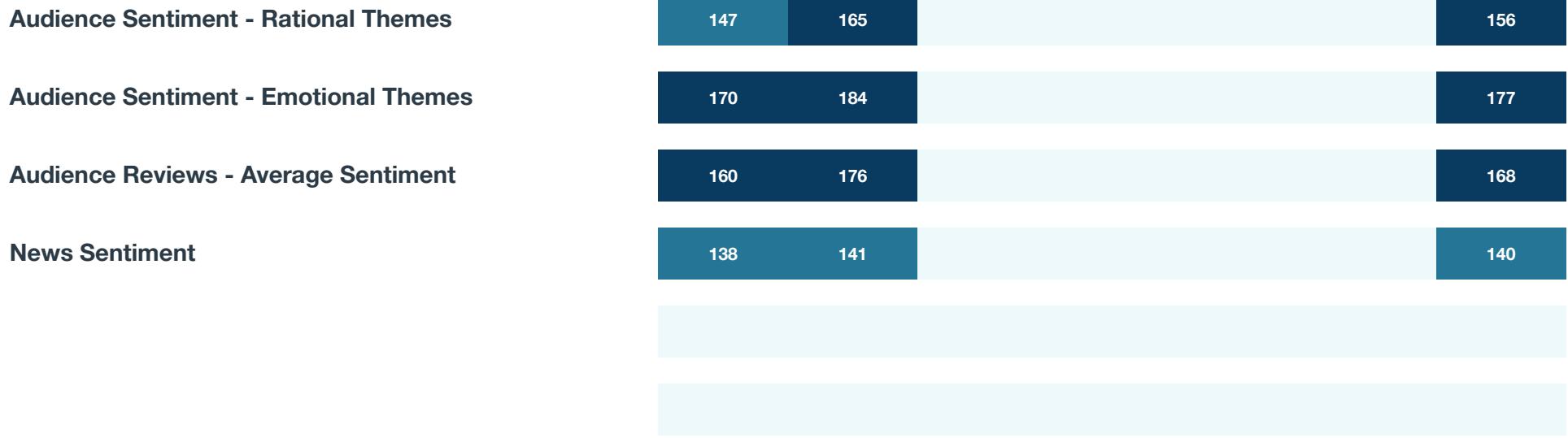
## How are we saying it?



## What is the audience saying?



## How does the audience feel?





# PULSE REPORT 04/17/2023 - 06/19/2023

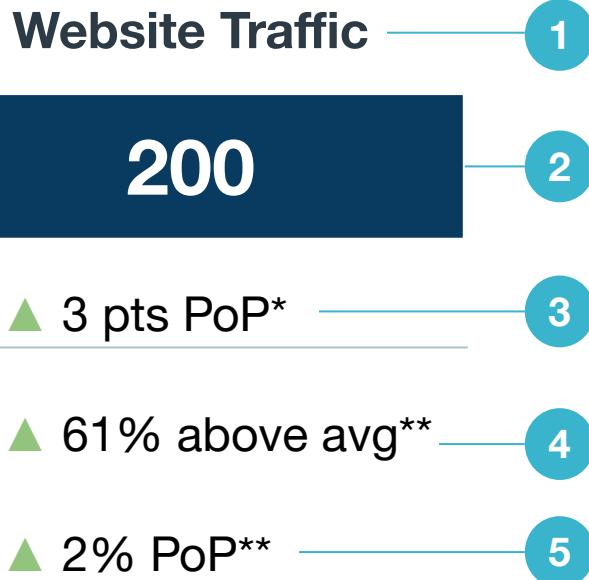
Metric Name	Brand Navigator Location	Description
<b>Brand Content Differentiation - Rational Themes</b>	Factor: Unique Subfactor: Different	<p>This metric compares your brand content's rational theme volume (volume of keywords assigned to rational themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.</p> <p>Data Source (Lookback Window): Web (Point in Time) + Organic Social (Trailing 30 days)</p>
<b>Brand Content Differentiation - Emotional Themes</b>	Factor: Unique Subfactor: Memorable	<p>This metric compares your brand content's emotional theme volume (volume of keywords assigned to emotional themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.</p> <p>Data Source (Lookback Window): Web (Point in Time) + Organic Social (Trailing 30 days)</p>
<b>Brand Content Differentiation - All Themes</b>	Factor: Consistent Subfactor: Clear	<p>This metric compares your brand content's theme volume (volume of keywords assigned to themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.</p> <p>Data Source (Lookback Window): Web (Point in Time) + Organic Social (Trailing 30 days)</p>
<b>Brand Personality Strength</b>	Factor: Consistent Subfactor: Clear	<p>A measure of Brand Personality focus, correlating your brand content (across channels) to the 12 archetypes in BlueOcean's Brand Personality algorithm.</p> <p>Data Source (Lookback Window): Web (Point in Time) + Audience Reviews (Trailing 365 Days)</p>
<b>Brand Personality Differentiation</b>	Factor: Unique Subfactor: Memorable	<p>A calculated ranking of how distinct your Brand's written content (Sentence Structure, keyword usage) and personality (archetype) is compared to the average of the competitive set. Our proprietary AI algorithm scores content (Web + Organic Social) based on the similarity of 12 different defined archetypes.</p> <p>Data Source (Lookback Window): Web (Point in Time) + Organic Social (Trailing 30 days)</p>
<b>Organic Social Post Volume (Brand Channels)</b>	Factor: Familiar Subfactor: Visible	<p>The calculated ranking of the total volume of Twitter posts, Facebook posts, Youtube posts, and Instagram posts over the past 30 days.</p> <p>Data Source (Lookback Window): Organic Social (Trailing 30 days)</p>
<b>Organic Social Posting Cadence (Brand Channels)</b>	Factor: Consistent Subfactor: Stable	<p>A calculated ranking that measures the consistency of organic social post frequency by social channel over the last 30 days.</p> <p>Data Source (Lookback Window): Organic Social (Trailing 30 days)</p>
<b>Backlinks</b>	Factor: Familiar Subfactor: Amplified	<p>A brand's total volume of backlinks from SEMrush at the point of data refresh.</p> <p>Data Source (Lookback Window): SEMrush (point in time)</p>
<b>Referring Domains</b>	Factor: Familiar Subfactor: Amplified	<p>The number of referring domains that link to the brand's domain. Referring domains are traffic sources that send signals to search engines and online users of your web pages' quality and credibility.</p> <p>Data Source (Lookback Window): SEMrush (point in time)</p>
<b>Average Visit Duration</b>	Factor: Revered Subfactor: Desirable	<p>Estimated average unique visit duration to a site.</p> <p>Data Source (Lookback Window): SEMrush (3 Months) + SimilarWeb (3 Months)</p>
<b>Brand Personality Alignment (Website vs Social)</b>	Factor: Consistent Subfactor: Reinforcing	<p>A calculated ranking of the consistency of your brand content tone across all channels using BlueOcean's Brand Personality archetype scores.</p> <p>Data Source (Lookback Window): Web (Point in Time) + Organic Social (Trailing 30 days)</p>
<b>Audience Content Differentiation - Rational Themes</b>	Factor: Unique Subfactor: Different	<p>This metric compares your audience content's rational theme volume (volume of keywords assigned to rational themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.</p> <p>Data Source (Lookback Window): Audience Reviews (Trailing 365 Days)</p>
<b>Audience Content Differentiation - Emotional Themes</b>	Factor: Unique Subfactor: Memorable	<p>This metric compares your audience content's emotional theme volume (volume of keywords assigned to emotional themes) to the competitive set average volume. Volumes that differ from the average (below average or above average) will receive a higher differentiation score.</p> <p>Data Source (Lookback Window): Audience Reviews (Trailing 365 Days)</p>
<b>Audience Reviews - Count</b>	Factor: Familiar Subfactor: Amplified	<p>The number of audience reviews written for a brand in the previous 365 days. Audience Reviews are aggregated from many industry-standard audience review sites (Including but not limited to G2, TrustRadius, and Capterra) based on vertical.</p> <p>Data Source (Lookback Window): Audience Reviews (Trailing 365 Days)</p>
<b>Engagement Rate</b>	Factor: Familiar Subfactor: Considered	<p>The calculated ranking of Twitter likes, Facebook likes, Youtube likes, Instagram likes and Twitter replies, Facebook comments, Youtube comments, and Instagram comments in relation to the total number of followers over the past 30 days.</p> <p>Data Source (Lookback Window): Organic Social (Trailing 30 days)</p>
<b>Social Mentions, Shares, and Reposts</b>	Factor: Familiar Subfactor: Amplified	<p>The calculated ranking of Twitter mentions and Twitter retweets, Facebook shares, and Instagram comments.</p> <p>Data Source (Lookback Window): Organic Social (Trailing 30 days)</p>
<b>Brand and Audience Content Alignment - All Themes</b>	Factor: Consistent Subfactor: Clear	<p>A measure of your brand's content volume (themes) relative to audience sentiment.</p> <p>Data Source (Lookback Window): Audience Reviews (Trailing 365 Days)</p>
<b>Audience Sentiment - Rational Themes</b>	Factor: Relevant Subfactor: Needed	<p>A calculated ranking that measures the overall sentiment of how your audience feels about you when discussing rational themes.</p> <p>Data Source (Lookback Window): Audience Reviews (Trailing 365 Days).</p>
<b>Audience Sentiment</b>	Factor: Revered	<p>A calculated ranking that measures the overall sentiment of how your audience feels about you when discussing emotional themes.</p>

# PULSE REPORT

## How to Read this Report

Review the following detailed descriptions of each element that you will see regularly in your pulse.

### METRICS



**1** **BlueOcean Metric:** Metrics are grouped into Subfactors which are then categorized into Factors ultimately rolling up into the Blue Score.

**2** **BlueOcean Indexed Score (Relative):** This score represents the relative positioning of your brand's Metric compared with the other brands in your cohort. Scores are indexed within a 0 to 200 range, with 100 representing the average score for your cohort.

#### Illustrative Example:

	Brand A	Brand B	Brand C	Average
<b>Website Traffic</b>	250,000	420,000	600,000	423,000
<b>BlueOcean's Indexed Score</b>	51	99	149	100

**3** **BlueOcean Indexed Score Shift (Relative):** This number indicates the change in the indexed score over a specific time range. The time range will be mentioned in the header of your report and will be referred to as Pulse over Pulse or PoP. The type of data collected and source of the data will impact the degree of volatility in the Metric.

**4** **Metric Performance Vs Cohort Average (Isolated):** Performance is measured by removing indexed (relative) scoring and comparing your brand's raw data to the cohort average. Note that performance is indicative of where you stand at the current point in time.

**5** **Metric Performance Pulse over Pulse (Isolated):** Performance is measured by assessing rate of change of your brand's raw metric data over a given time period. This number provides insight into your brand's isolated performance, and does not account for your cohort's performance.

### PACE ANALYSIS

**6**

Your Brand's Website Traffic is **67.2%** below the cohort average, gaining momentum at a rate of **5.0%** over the past 7 weeks, compared with the average cohort rate loss of **5.4%**.

**6** **Pace Analysis text:** summarizes three key data points which allow a brand to understand whether their efforts are expanding or contracting, and at what rate, the gap between their brand and their cohort:

**A** The brand's metric performance vs. the cohort's average performance

**B** The brand's metric performance over a specified timeframe

**C** The cohort's metric performance over the same specified timeframe



# PULSE REPORT 04/17/2023 - 06/19/2023

## Executive Summary:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit nisl id enim viverra convallis. Nam viverra dignissim tincidunt. Mauris elementum metus velit, et porta neque convallis sed. Morbi interdum mollis rutrum. Nam blandit, eros ut maximus semper, lectus arcu fringilla tellus, quis elementum odio erat in dui. Vivamus pharetra, sem ut tincidunt mollis, est metus tincidunt nisi, eu rutrum mauris odio eget mi. Sed efficitur vel metus vitae suscipit. Praesent elit odio, pretium vitae nisl at, facilisis cursus justo. Nam vehicula metus a turpis euismod, sed convallis risus gravida. Nam blandit, eros ut maximus semper, lectus arcu fringilla tellus, quis elementum odio erat in dui.

### Trending up

- ▲ Audience Content Differentiation - Rational Themes
- ▲ Social Mentions, Shares, and Reposts
- ▲ Brand and Audience Content Alignment - All Themes

### Trending down

- ▼ Brand Personality Strength
- ▼ Brand Content Differentiation - All Themes
- ▼ Organic Social Post Volume (Brand Channels)

## What are we saying?

Brand Content Differentiation - Rational Themes	Brand Content Differentiation - Emotional Themes	Brand Content Differentiation - All Themes	Brand Personality Strength	Brand Personality Differentiation	
<b>149</b>	<b>79</b>	<b>45</b>	<b>41</b>	<b>85</b>	
▲ 21 pts PoP*	▲ 40 pts PoP	▼ 25 pts PoP	▼ 50 pts PoP	▲ 15 pts PoP	
▲ 37% above avg**	▼ 19% below avg	▼ 55% below avg	▼ 22% below avg	▼ 1% below avg	
▲ 17% PoP**	▲ 43% PoP	▼ 36% PoP	▼ 14% PoP	▲ 1% PoP	
Organic Social Post Volume (Brand Channels)	Organic Social Posting Cadence (Brand Channels)	Backlinks	Referring Domains	Average Visit Duration	Brand Personality Alignment (Website vs Social)
<b>64</b>	<b>42</b>	<b>73</b>	<b>73</b>	<b>93</b>	<b>127</b>
▼ 10 pts PoP	▼ 15 pts PoP	▼ 2 pts PoP	► No Change PoP	▲ 6 pts PoP	▲ 7 pts PoP
▼ 41% below avg	▼ 9% below avg	▼ 88% below avg	▼ 70% below avg	▼ 10% below avg	▲ 34% above avg
▼ 3% PoP	▲ 9% PoP	▲ 13% PoP	► No Change	▲ 5% PoP	▲ 39% PoP

\*Relative, Indexed Performance \*\*Raw Metric Performance

## How are we saying it?

Audience Content Differentiation - Rational Themes	Audience Content Differentiation - Emotional Themes	Audience Reviews - Count	Engagement Rate	Social Mentions, Shares, and Reposts	Brand and Audience Content Alignment - All Themes
<b>190</b>	<b>155</b>	<b>60</b>	<b>78</b>	<b>127</b>	<b>176</b>
▲ 37 pts PoP*	▼ 4 pts PoP	▲ 4 pts PoP	▲ 7 pts PoP	▲ 32 pts PoP	▲ 22 pts PoP
▲ 61% above avg**	▲ 32% above avg	▼ 61% below avg	▼ 83% below avg	▲ 35% above avg	▲ 76% above avg
▲ 16% PoP**	▼ 4% PoP	▲ 8% PoP	▼ 26% PoP	▲ 50% PoP	▲ 14% PoP
Audience Sentiment - Rational Themes	Audience Sentiment - Emotional Themes	Audience Reviews - Average Sentiment	News Sentiment		
<b>165</b>	<b>184</b>	<b>176</b>	<b>141</b>		
▲ 18 pts PoP	▲ 14 pts PoP	▲ 16 pts PoP	▲ 3 pts PoP		
▲ 10% above avg	▲ 9% above avg	▲ 10% above avg	▲ 14% above avg		
▲ 3% PoP	▲ 1% PoP	▲ 2% PoP	▼ 1% PoP		

\*Relative, Indexed Performance \*\*Raw Metric Performance



## Executive Summary:

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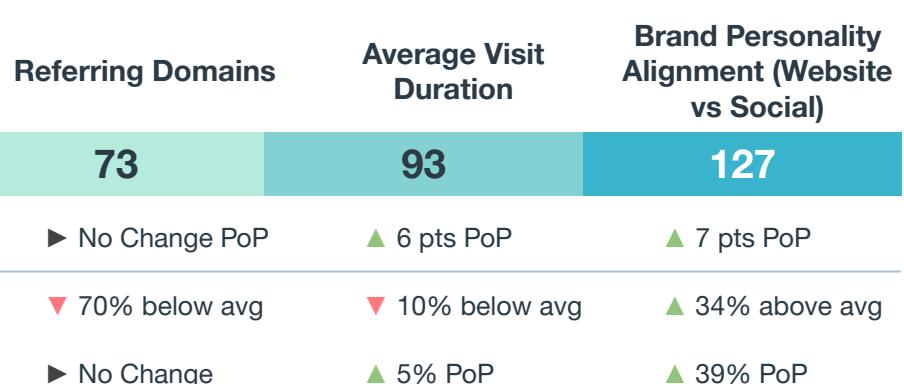
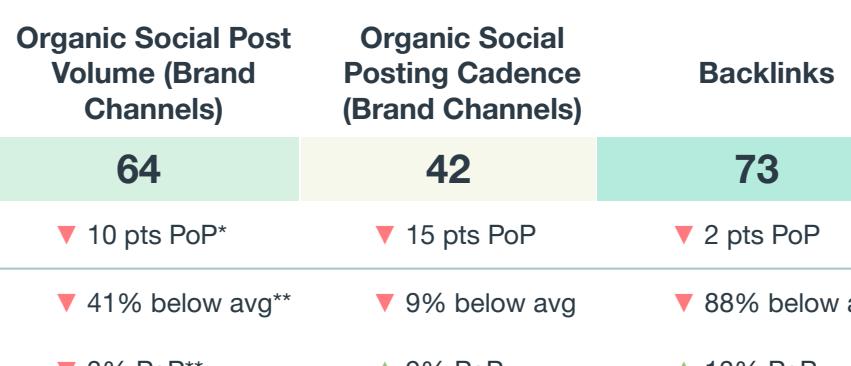
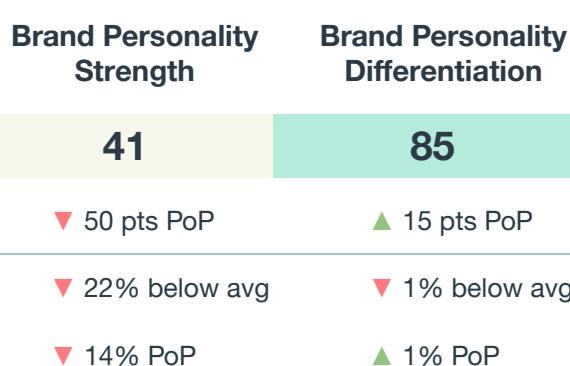
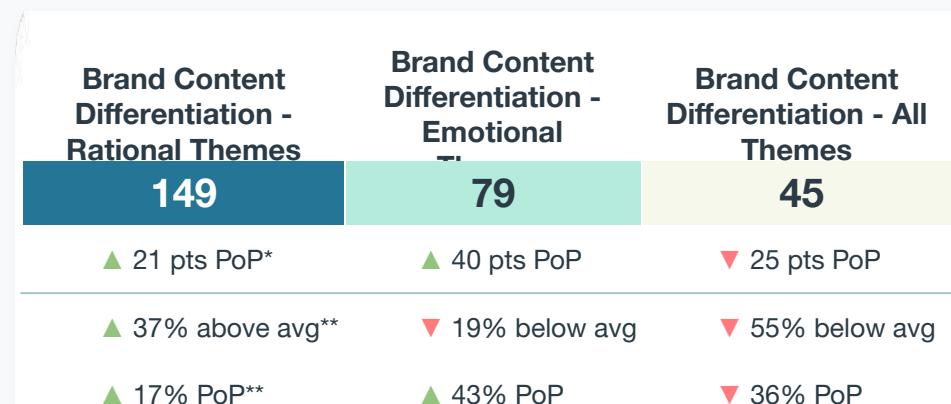
### Trending up

- ▲ Audience Content Differentiation - Rational Themes
- ▲ Social Mentions, Shares, and Reposts
- ▲ Brand and Audience Content Alignment - All Themes

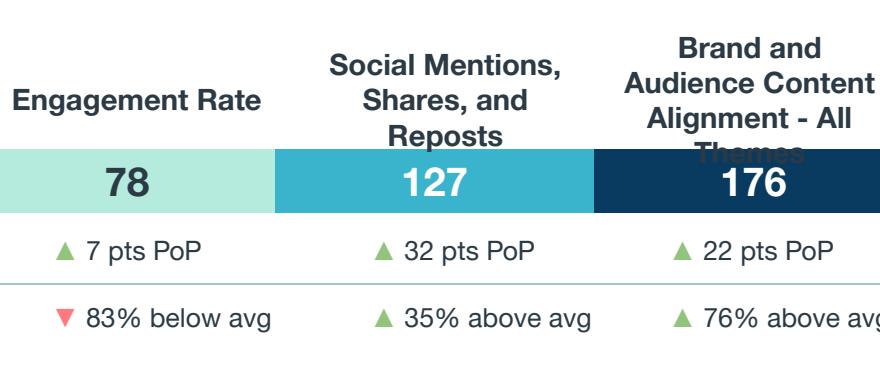
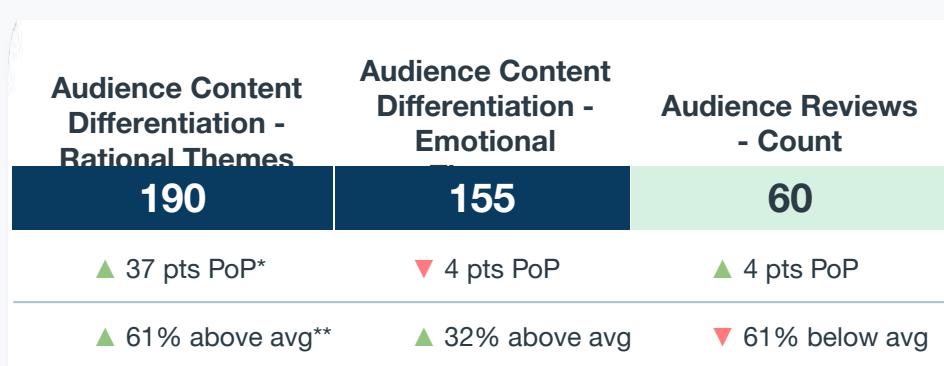
### Trending down

- ▼ Brand Personality Strength
- ▼ Brand Content Differentiation - All Themes
- ▼ Organic Social Post Volume (Brand Channels)

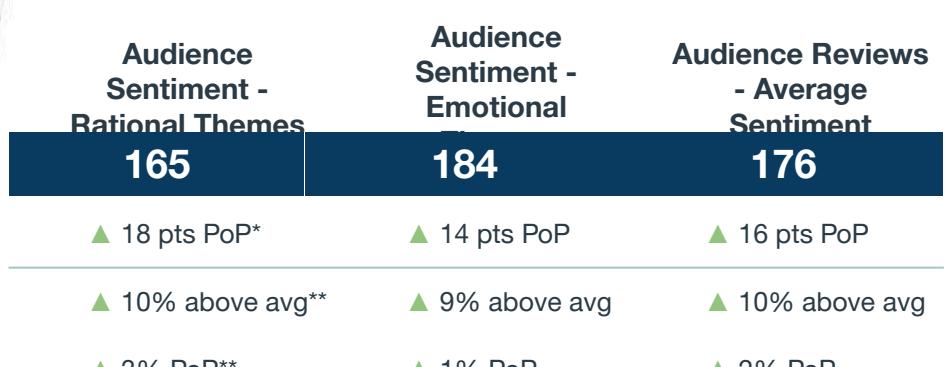
### What are we saying?



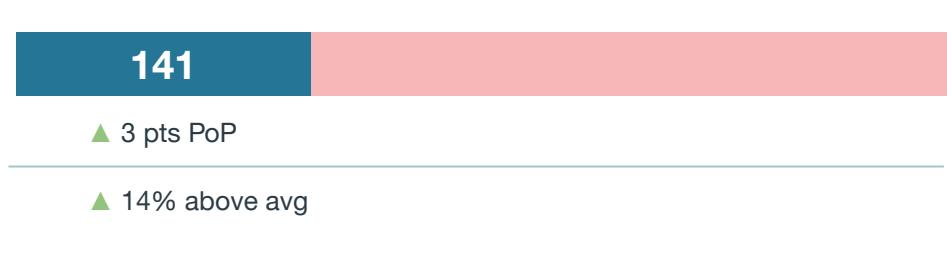
### What is the audience saying?



### How does the audience feel?



### News Sentiment





## Content Summary:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin suscipit nisl id enim viverra convallis. Nam viverra dignissim tincidunt. Mauris elementum metus velit, et porta neque convallis sed. Morbi interdum mollis rutrum. Nam blandit, eros ut maximus semper, lectus arcu fringilla tellus, quis elementum odio erat in dui. Vivamus pharetra, sem ut tincidunt mollis, est metus tincidunt nisi, eu rutrum mauris odio eget mi. Sed efficitur vel metus vitae suscipit. Praesent elit odio, pretium vitae nisl at, facilisis cursus justo. Nam vehicula metus a turpis euismod, sed convallis risus gravida. Nam blandit, eros ut maximus semper, lectus arcu fringilla tellus, quis elementum odio erat in dui.

## CONTENT ANALYSIS: Themes



## CONTENT ANALYSIS: Keywords



BigID



Audience

data	data
demo	customers
risk	company
customers	process
compliance	privacy
action	CCPA
cloud	compliance
sensitive data	data privacy
enterprise	data subjects
insights	company systems
platform	identity resolution
value	security features



# PULSE REPORT {{PPDate}} - {{CPDate}}

## BlueOcean and Brand Navigator:

BlueOcean's Brand Navigator platform aggregates 1,200+ marketing data points to fuel your comprehensive, unbiased brand health assessment. These 1,200+ data points are combined, weighted and scored into our standardized KPI framework; The Market Index Scorecard. (The Market Index Scorecard) was built by marketers and backed by research to establish organizing principles for how large quantities of marketing data can be quickly leveraged to quantify, assess and act on brand health.

This report allows teams to keep a pulse on key metrics that help to drive traffic through the purchase funnel!

For a more comprehensive view of your competitive performance please visit our Brand Navigator tool and reach out to your Customer Success manager with any questions.

## Market Index Scorecard

The Market Index Scorecard is BlueOcean's KPI framework for assessing relative brand competitor performance allowing you to quickly prioritize which actions to take relative to your competitive set to improve brand health.

	BLUE SCORE ▾	FAMILIAR ▾	UNIQUE ▾	CONSISTENT ▾	RELEVANT ▾	REVERED ▾
6sense	111 <span>-11</span>	132 <span>+31</span>	86 <span>+5</span>	101 <span>+38</span>	129 <span>+2</span>	107 <span>+20</span>
Demandbase	113 <span>-4</span>	114 <span>+10</span>	81 <span>+42</span>	121 <span>+0</span>	134 <span>+8</span>	118 <span>+6</span>
MRP Prelytix	103 <span>+6</span>	75 <span>+10</span>	139 <span>+59</span>	91 <span>+39</span>	94 <span>+0</span>	114 <span>+20</span>
RollWorks	98 <span>+5</span>	111 <span>+22</span>	77 <span>+14</span>	121 <span>+12</span>	71 <span>+0</span>	113 <span>+5</span>
Terminus	96 <span>+10</span>	77 <span>+18</span>	129 <span>+7</span>	106 <span>+15</span>	93 <span>+3</span>	73 <span>+39</span>
TechTarget	93 <span>+12</span>	119 <span>+24</span>	88 <span>+1</span>	73 <span>+45</span>	114 <span>+8</span>	71 <span>+17</span>
Jabmo	85 <span>+4</span>	71 <span>+11</span>	101 <span>+1</span>	86 <span>+19</span>	65 <span>+1</span>	104 <span>+11</span>
POOR WEAK FAIR MODERATE GOOD GREAT BEST IN CLASS 0-49 50-69 70-89 90-109 110-129 130-149 150-200						

## Blue Score Trend

Your reference point for brand health - always set in the context of the reporting period (timeframe) and relative to your competitive set. Index scale 0-200.



## If selecting Advertising and Digital Spend, copy the cohort average boxes from here

<b>Advertising Spend:</b> \$1.8M	<b>Social Mentions, Shares, &amp; Reposts:</b> 2.2K Count	<b>Social Likes &amp; Replies:</b> 44.8K Likes and Replies
<b>Search Spend:</b> \$296.8K	<b>Social Followers:</b> 1.3M Followers	<b>Social Followers:</b> 1.3M Followers



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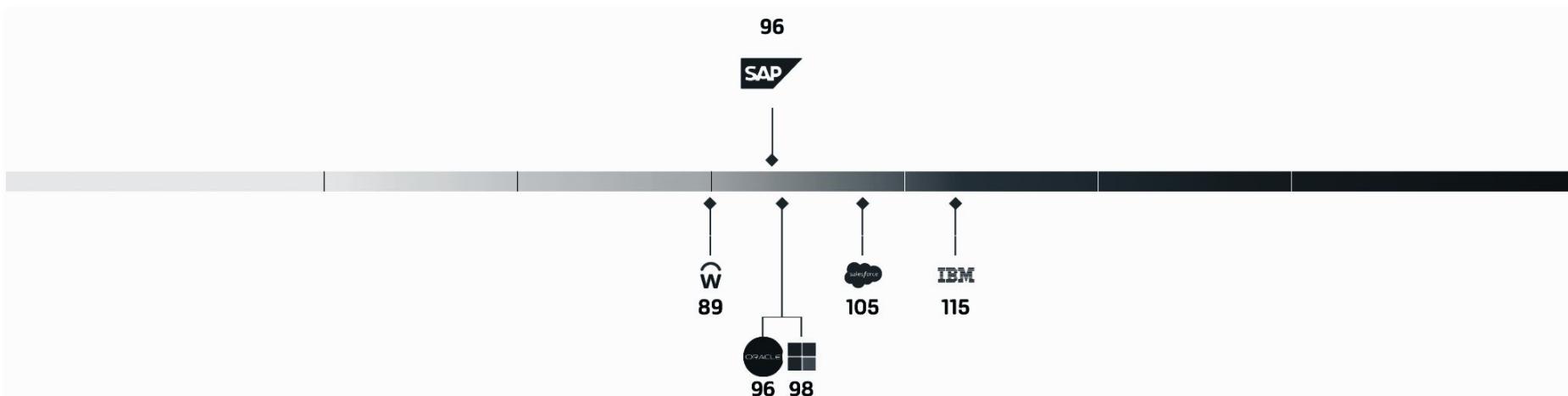
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	BLUE SCORE ▾	FAMILIAR ▾	UNIQUE ▾	CONSISTENT ▾	RELEVANT ▾	REVERED ▾	
SAP SAP	96 0	79 4	113 10	115 -6	85 0	89 -5	
IBM IBM	115 3	112 1	105 4	107 2	116 -1	134 8	
Salesforce	105 3	123 -5	100 -2	106 20	94 0	102 1	
Microsoft Cloud	98 -1	117 -1	105 -7	76 0	129 1	64 1	
Oracle	96 0	99 7	43 -11	113 6	112 -2	113 0	
Workday	89 -5	69 -7	133 6	83 -22	64 2	98 -5	
	POOR	WEAK	FAIR	MODERATE	GOOD	GREAT	BEST IN CLASS
	0-49	50-69	70-89	90-109	110-129	130-149	150-200





### Theme Spotlight