



hooli

MEDIA COVERAGE REPORT

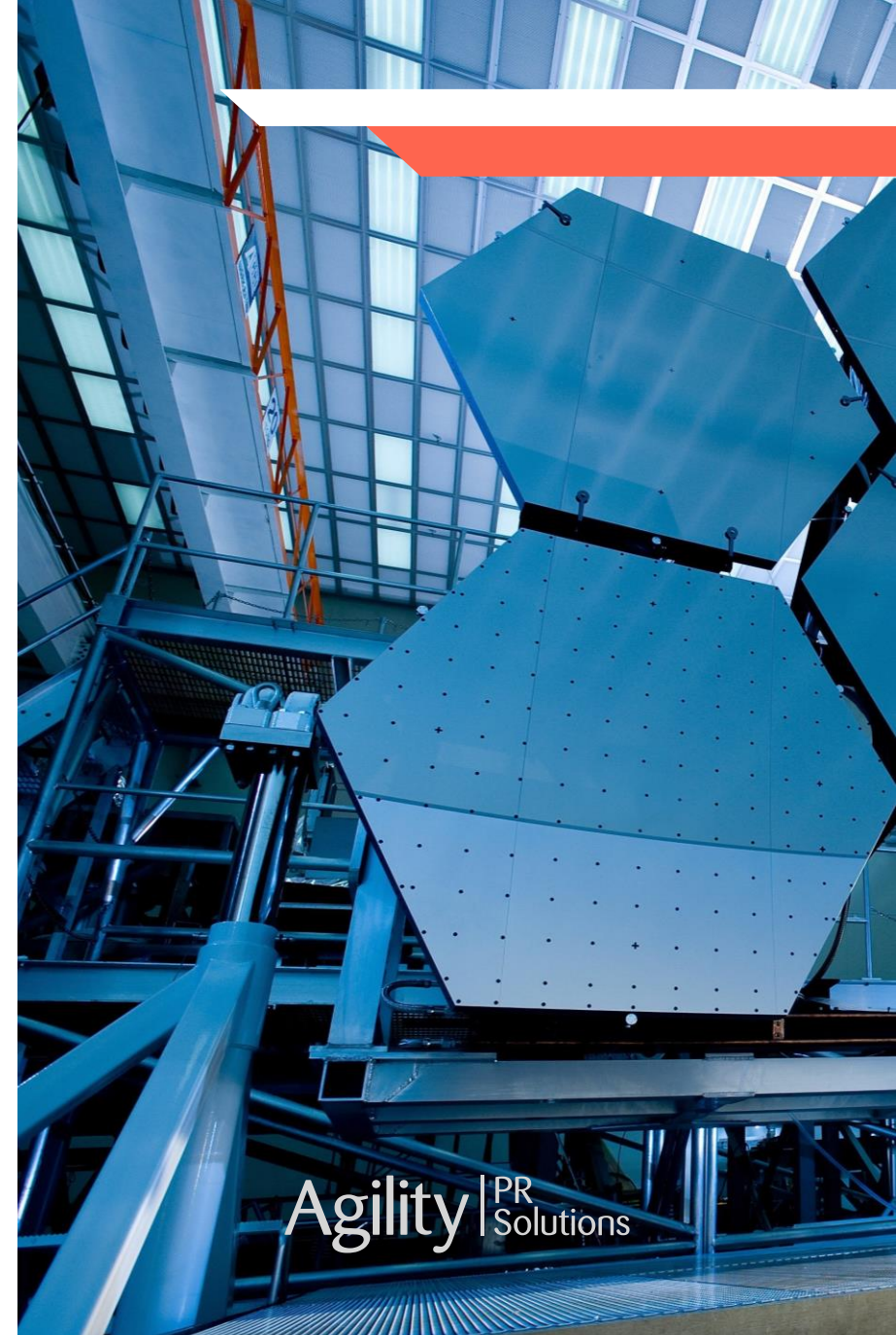
JANUARY 1 – DECEMBER 31, 2021

PREPARED BY

Agility | PR Solutions

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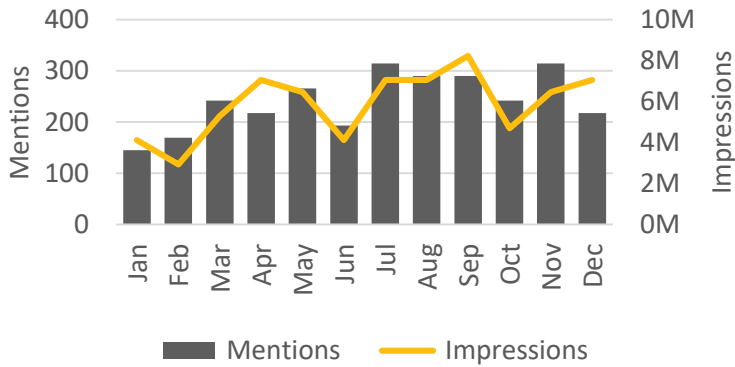
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Total Mentions **2,903**

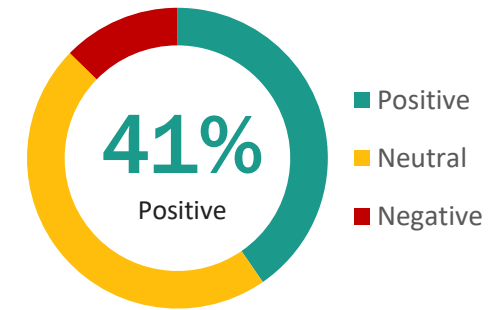
Potential Impressions **70.6 M**



Top Stories

- Elena Mackintosh's comments on digital transformation
- Launch of #togetherwewin diversity campaign
- ONLY IN TEXAS: People on horseback wait in line at new east Texas Hooli HQ

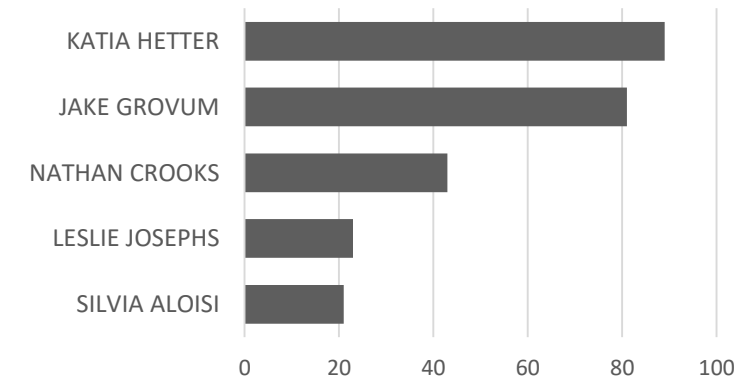
Sentiment



Top Sources



Top Journalists



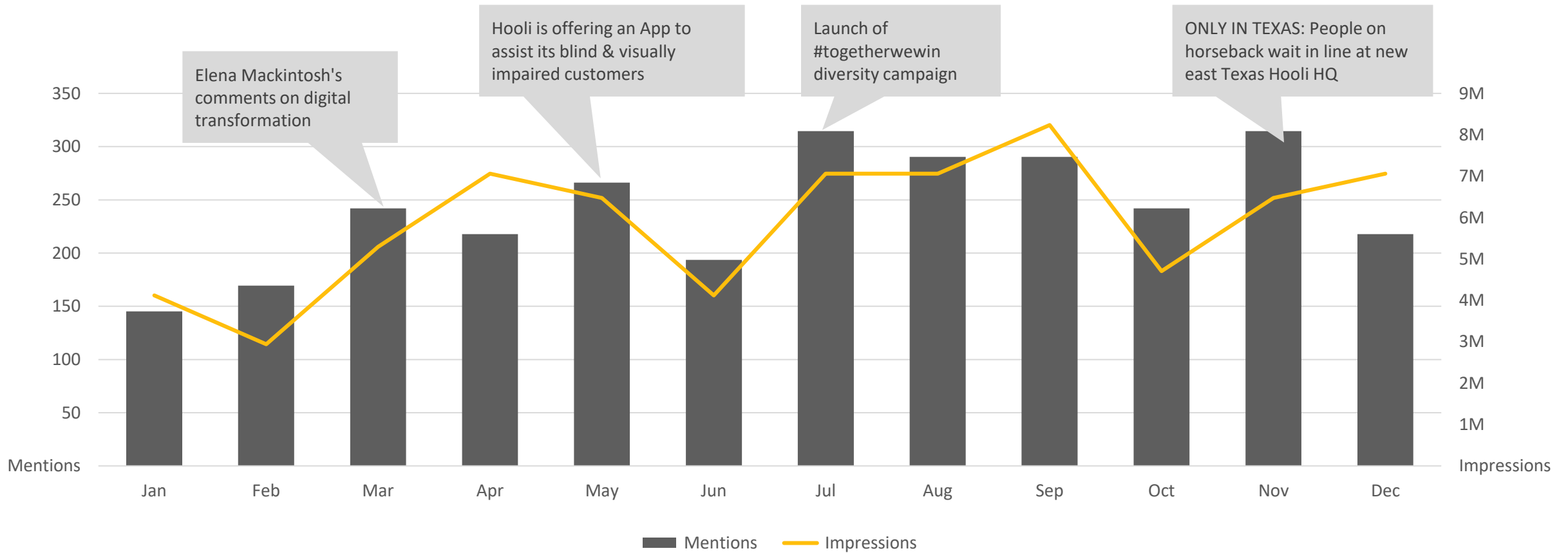
We're so excited to put this redesigned line of products in the front window for 2021, and judging by the reviews I've seen, we're not alone in that feeling!

Bradley Smith, VP of Sales

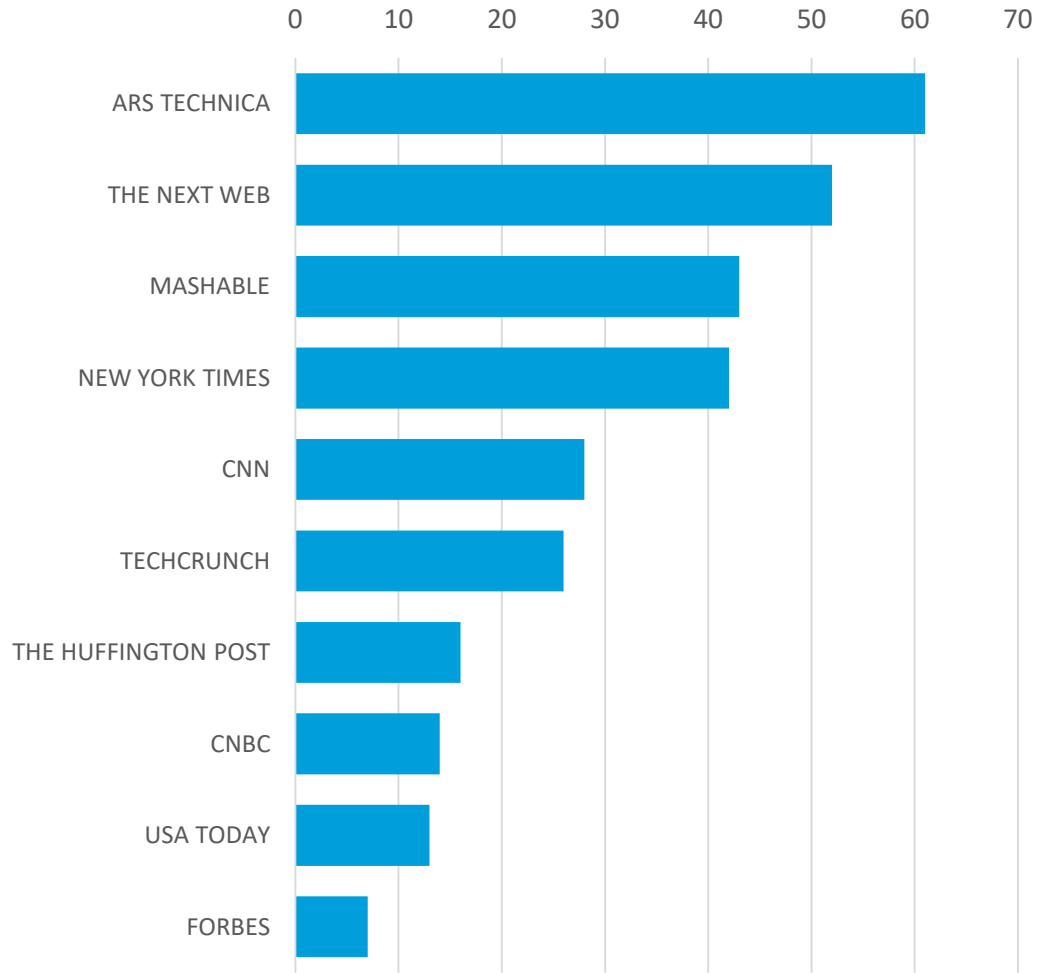
Total Mentions 2,903

Potential Impressions 70.6 M

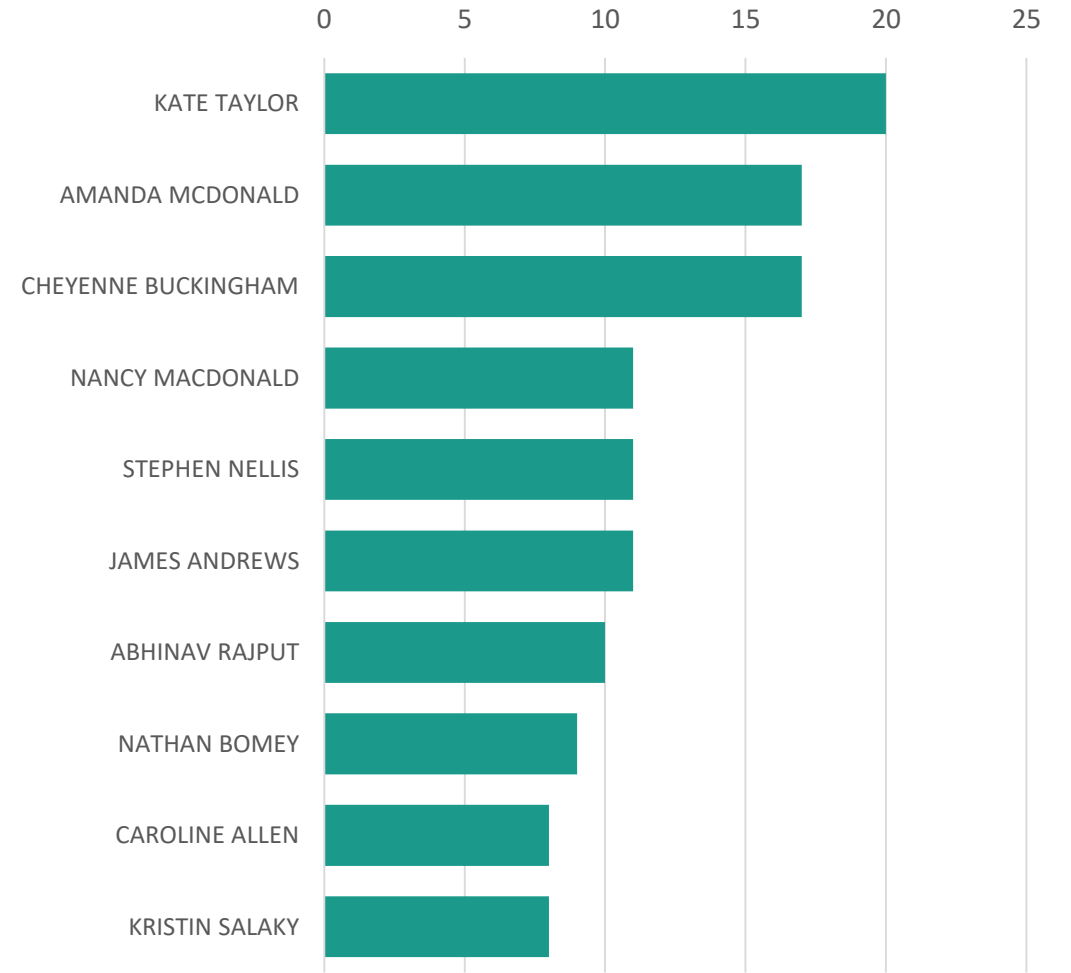
Prominent Mentions 613



Top Outlets By number of mentions

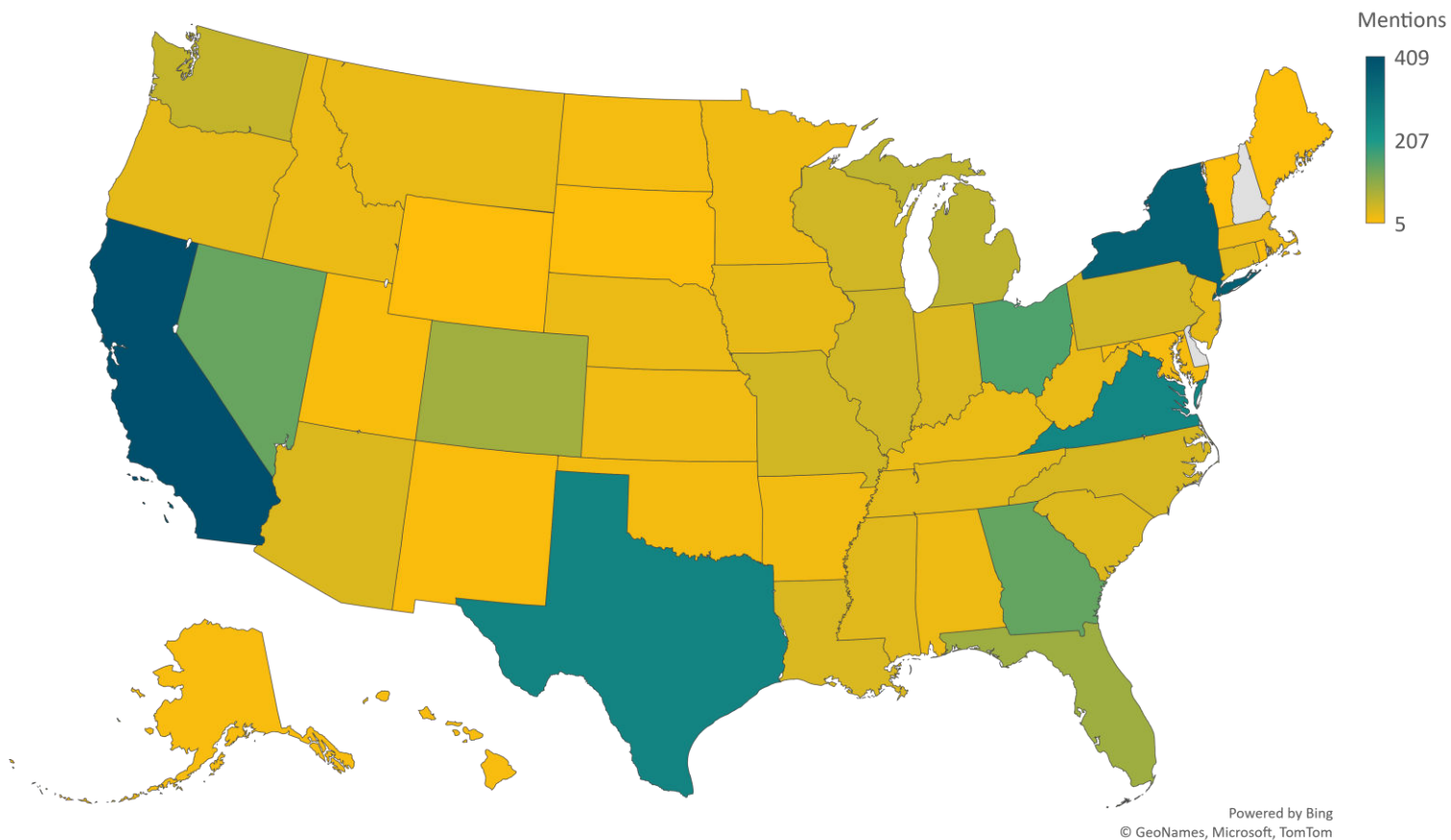


Top Journalists By number of mentions

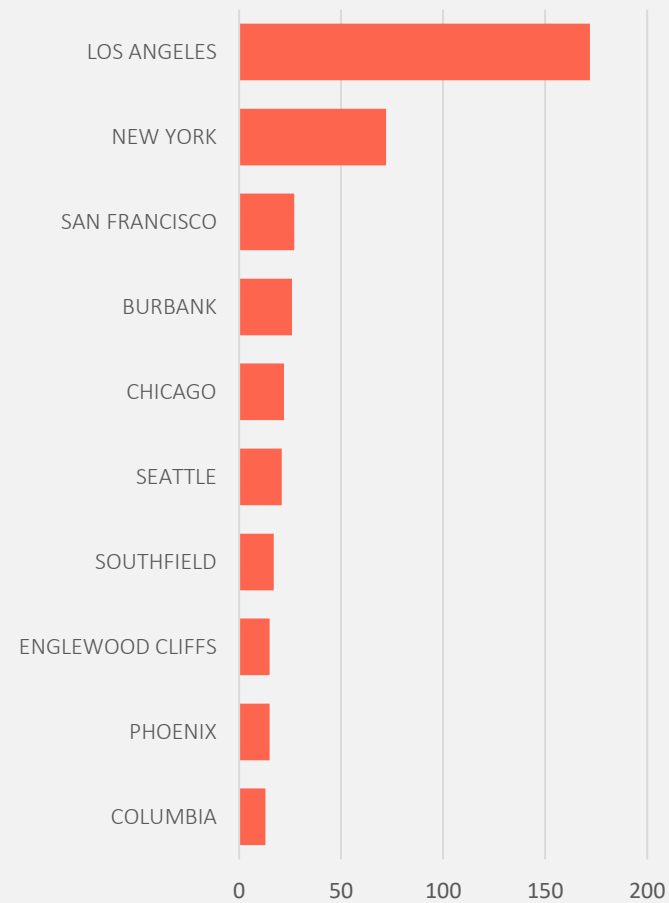


REGIONAL COVERAGE

Top Regions By number of mentions



Top 10 Cities By number of mentions



OPTIONAL ADD-ONS

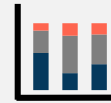
Need additional media measurement & insights?

ENHANCE YOUR ANNUAL COVERAGE REPORT WITH ADD-ONS LIKE:



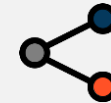
COMPETITIVE COVERAGE TRENDS

Get a detailed share of voice breakdown, showing the amount of coverage you received as compared to your competitors.



SENTIMENT TRENDS

Not all coverage is good coverage. See how you fared for positive, negative, and neutral coverage in each month of the year.



SOCIAL MEDIA TRENDS & TOPICS

Benchmark your social media mentions and engagement. Discover the top hashtags, influencers, and posts highlighting your brand.

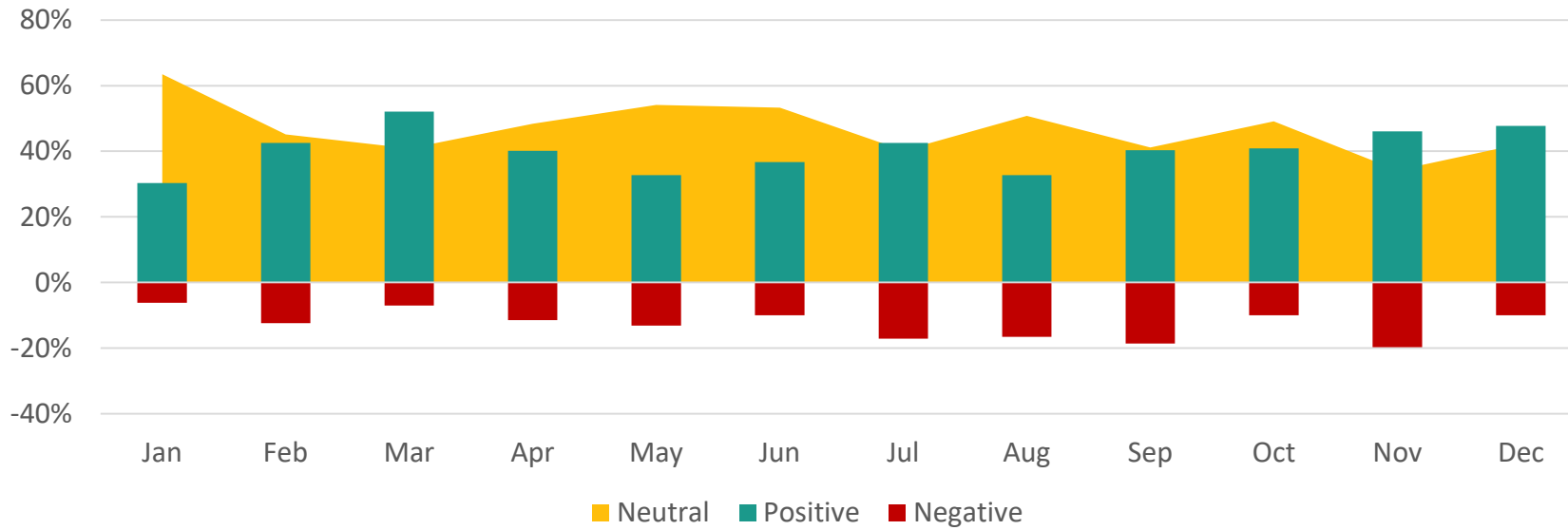
SOMETHING ELSE?

Contact us about your custom monitoring and analytics requirements today.

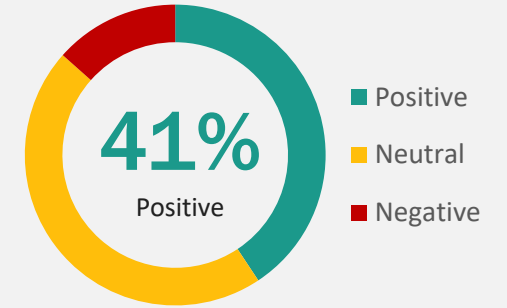
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MEDIA SENTIMENT

Sentiment Trend Month over month



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.

Sentiment Examples

POSITIVE STORIES

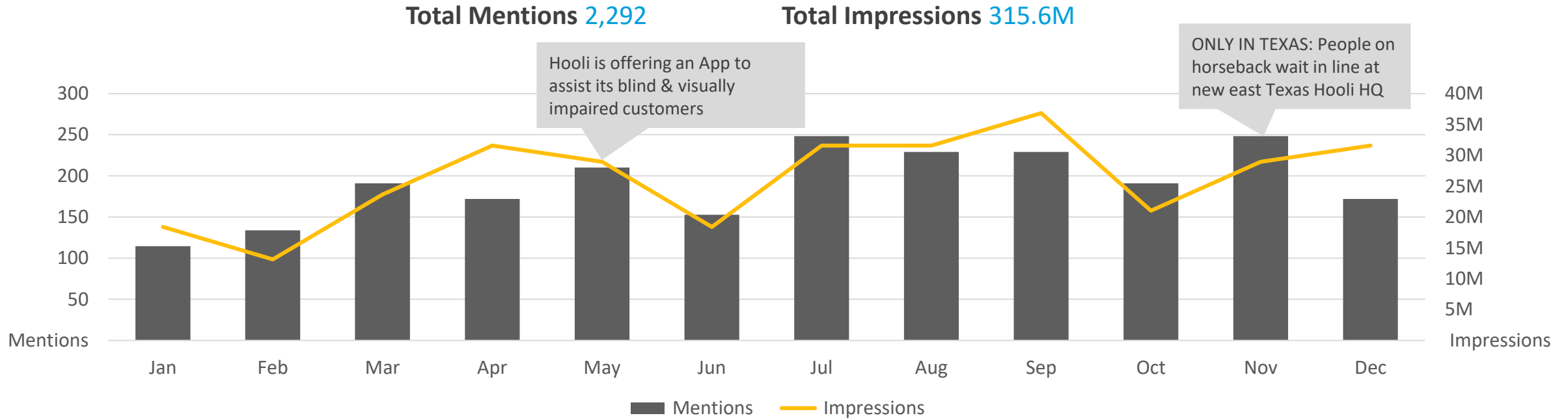
- Launch of #togetherwewin diversity campaign
- Elena Mackintosh's comments on digital transformation

NEUTRAL STORIES

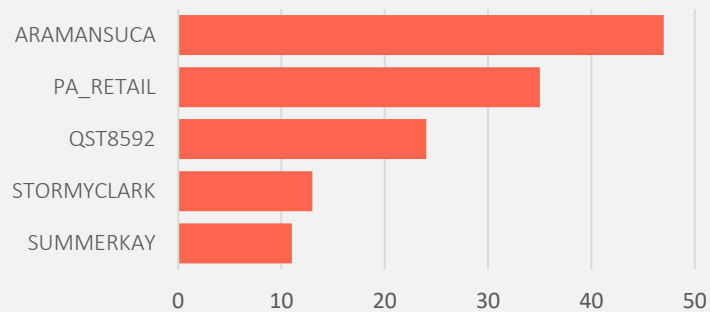
- Passing references to Hooli's various products

NEGATIVE STORIES

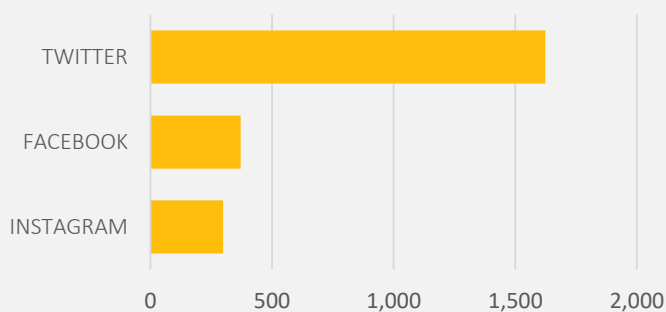
- Customers impacted due to brief platform outage
- Following diversity campaign, Hooli criticized for lack of diversity in senior roles



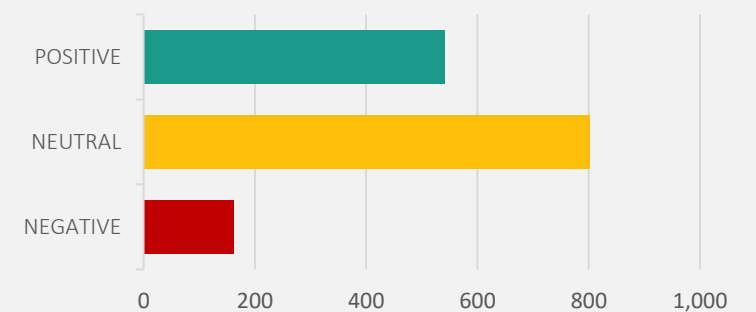
Top 5 Influencers By number of posts



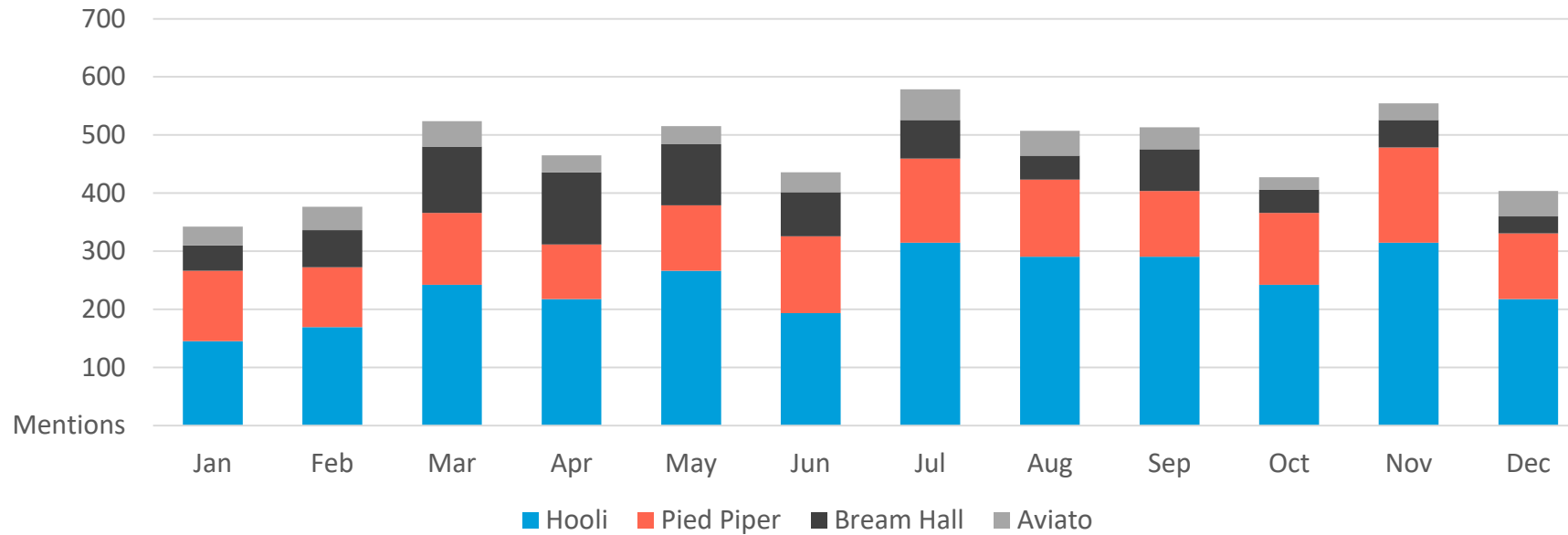
Social Channels By number of posts



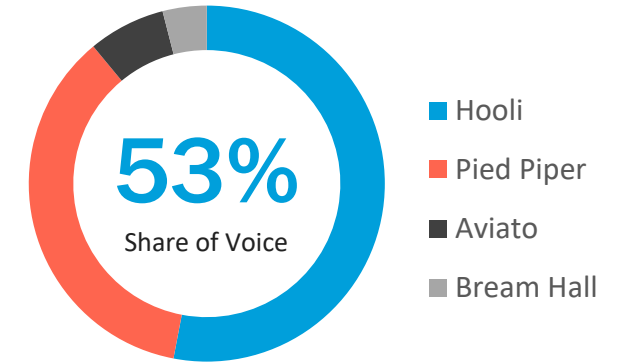
Social Sentiment By number of posts



COMPETITOR COVERAGE



Share of Voice



Key Competitor Stories

PIED PIPER

- Jack Barker steps down as Pied Piper CEO
- Richard Hendricks back in after Jack Barker steps down as Pied Piper CEO
- Hooli-Con attendees furious after free Wi-Fi malware incident

BREAM HALL

- Former Raviga partners win big with Bream Hall tech play
- VC firm still confident despite multiple botched launches

AVIATO

- Remember Aviato? Here are three surprising things they got right
- Aviato founder Erlich Bachmann in legal trouble again

Methodology

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:

Sentiment is manually assigned based on a sample of mentions.

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, Instagram, YouTube. 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 reach, 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 following of the poster.

Report Metrics

Coverage Trend shows the number of mentions and potential impressions that included the brand's keywords during the reporting period.

Top Publications list the publications who mentioned the brand's keywords most frequently.

Top Journalists list the journalists who mentioned the brand's keywords most frequently.

Media Type shows which media types mentioned the brand's keywords most frequently.

Coverage Sentiment indicates the tone of mentions that include the brand's keywords. Sentiment is automated and based on the overall sentiment of the article/clip.

Coverage Prominence indicates the both how focused a mention is on the brand, and how prominent or relevant the publishing outlet is to the brand.

Top Regions and Cities show which regions and cities had the most media mentions including the brand's keywords.

Social Trend shows the number of social media mentions and potential impressions that included the brand's keywords.

Top Influencers shows social media posters who included the brand's keywords most frequently.

Social Channels lists the number of mentions by social media channels.

Social Sentiment indicates the tone of social mentions that include the brand's keywords. Sentiment is automated and based on overall sentiment of the post.

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

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