



## How to Use Analytics to Benchmark Your IR Communications

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# Introduction

## Digital communications can feel like a “black box” for some IR teams.

There's incredible potential to engage with investors, analysts and media around the world and amplify your company's message – but the return on investment for your time and money is not always apparent.

Questions remain about who is engaging with your online communications, what's resonating with those readers and visitors, where they're accessing the material – and what they'd like to see more of.

It can be difficult for IROs to demonstrate the tangible benefits of their digital IR programs. But in 2019, reporting on communications data can show IROs what's working and what's not, and how their digital IR communications are helping to tell their company story.

### In this guide, we will explore:

- How you can use digital tools and analytics to understand what works for you – and what works for your peers.
- How to ultimately gain a better grasp of what success looks like for your digital IR communications.

By understanding which metrics matter most to you and how your investor audience wants to receive information, you can save time, enhance your messaging and streamline your processes.



## IR Website Dashboards

The first place any fund manager, shareholder or potential investor is going to visit is your investor relations website.

Typically, IR website metrics focus on aggregated and generic data points, such as how many people have viewed the earnings transcript, rather than who has viewed the earnings transcript. These metrics are useful for telling you whether your website visitors can easily find the information you want them to.

For instance, if your earnings release or call transcript isn't visible when a visitor lands on your IR website's homepage is that visitor spending the necessary time to find it? If not, is that a problem for you?

There are also many ways to get lost in website analytics: drilling down into the locations of your website visitors, which devices they're using, which time of day they're coming to the site, which web browser they're using and how long they're staying on the site.

Website analytics are about to take a significant – and insightful – step forward.

But unless you check this information frequently and document your results over time, it's difficult to piece together a cohesive narrative from these data points.



## IR Website Dashboards

**Where website analytics have become more interesting is when you can compare the cyclical nature of reporting.**

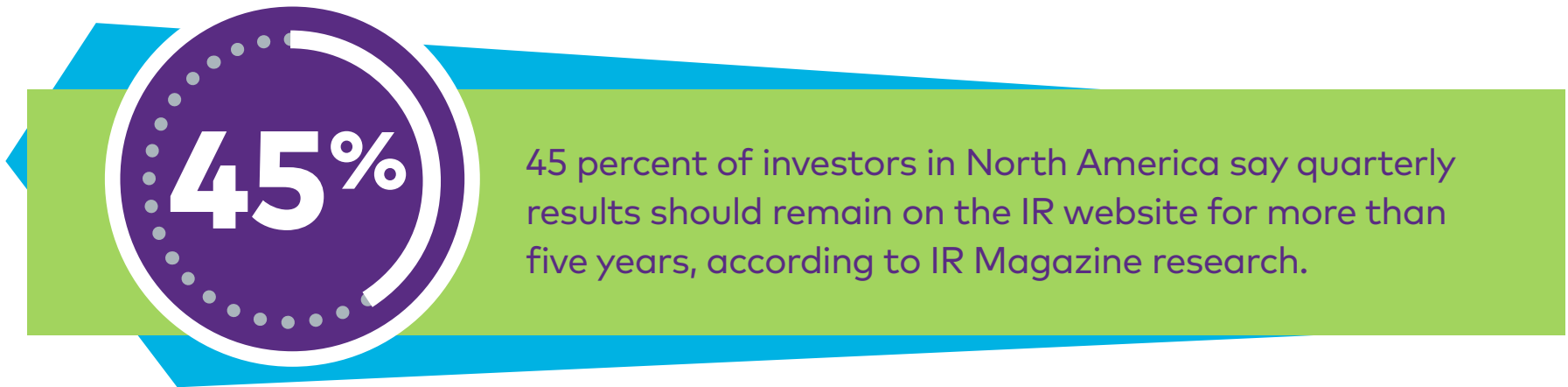
When looking at earnings, for example, do you get the most hits on the day before earnings, during the day of earnings, or on the day after earnings? Once you have that information, you can make more informed decisions about when to publish certain pieces of content to your IR website.

By tracking this information, IR teams can then begin to benchmark their website performance on a quarterly basis, looking for patterns, anomalies and the reasons for both of those.

The next step in this process is for IR teams to benchmark their own website performance against that of their peers, based on sector, region and market cap.

This component is the missing piece in website analytics today.

Context is key for any form of analytics – a small-cap mining company can expect very different results from a large-cap consumer goods company – and using tools that enable this will help users capture this information for the first time.





## IR Webcast Engagement

**Unlike website metrics, webcasting is a more useful tool for capturing users' data given that individuals must register for the event.**

Webcast technology providers can use the Domain Name System (DNS) – which functions like a digital phonebook for the internet – to verify that where an individual is registered with an email address that's affiliated with a specific company, that's an authentic registration.

Much like website analytics, there is a trove of data regarding how users access webcasts.

IR teams must look at who regularly listens to the entire webcast, who listens during the live broadcast or the recording, which device they watched it on and whether they went straight to the transcript. By tracking this information, interesting trends can emerge that may inform a more high-touch form of outreach.

For instance, if an analyst always attends your earnings call live, but doesn't even download the transcript this quarter, it's worth contacting him or her to check in.

Historically, it has been up to the IR team to manage this analysis individually, but services will soon exist that aggregate this information so IR teams spend less time tracking certain metrics and more time gleaning insight from the results.



## IR Webcast Engagement

All this information can also help IR teams to understand how company, industry and regulatory trends can influence investor and analyst interest in the earnings calls.

By tracking this information historically, IR teams can begin to anticipate the turnout of their next earnings call and prepare the management team accordingly, based on macro factors.

Similar analysis can be conducted for the nature of the questions that are asked during the earnings call and the questions peer companies face. Historically, it has been up to the IR team to manage this individually, but services will soon exist that aggregate this information so IR teams spend less time tracking certain metrics and more time gaining insight from the results.

For example, if there's a subject on which you received a lot of questions, how can you better address it next time? Maybe you should use it to shape content on your website and see how your peers have responded to similar questions. If there's uncertainty around a topic, this could be a cue to provide more content on the subject, to ensure it's understood.



Websites and communication tools were included in the top-five technology resources IROs would like to spend more money on, according to IR Magazine research.

## Social Media Engagement

When it comes to social media and how it can improve your communications, many public companies are starting to embrace its power. Many IR teams still do not see its benefit, however.

T-Mobile is an example of a company that is utilizing several platforms – LinkedIn, Twitter, YouTube and Facebook – to communicate with its investors and analysts. The CEO even hosts a weekend cooking show, where he talks about the company, fields viewer questions and cooks a meal in his kitchen at home.

Not everyone will see the same return on investment from social media that a consumer brand like T-Mobile does. Even so, investors will increasingly look at how companies position their brands and market themselves on social media as part of their investment decisions.



**Consider that,**  
already, 85 percent  
of investors check  
LinkedIn once a week.

Beyond this, social media can serve another useful purpose: a means to measure the sentiment around any aspect of a company.

Measuring corporate sentiment is increasingly important, whether it's the sentiment toward a company's products or the company itself. IR teams should investigate sentiment analysis tools that can aggregate company and product mentions on social media and form a composite picture that provides actionable details.



## The Big Picture

**IR communications teams should partner with technology providers to monitor the impact of their messages and build a picture of what success looks like for their IR communications programs.**

For every event – whether it's a press release, earnings call or conference call – based on sector, geography and market cap, they should compare it with previous similar events and look at the overall average performance. On the surface, this can seem broad. But by filtering down by your industry and market cap peers, you begin to get actionable information you can extract and share with your management team.

One of the historic challenges IR teams have faced with digital communications is knowing which data points to follow, how often to look at them and what the results mean.

### Where is this all heading?

It's a future where IROs, chief communications officers, PR departments and CMOs all use the same platform to send their company releases and measure their website performance along with other activities related to corporate events – such as earnings results or M&A activity. By doing this, the different departments can better support one another, build more cohesive communication plans and develop a deeper understanding of their various audiences.





# Intrado Unison

Introducing Intrado Unison, a workflow solution that empowers clients with greater capability, efficiency and insights for their communications programs by providing them with integrated applications and at-a-glance performance reporting.

Intrado Unison lets you aggregate data across your digital IR solutions to get a detailed look at event performance, understand message effectiveness and spot trends in audience engagement. You can also compare your performance and IR programs against industry peers based on region, sector and company type.

## Key features of Intrado Unison include:



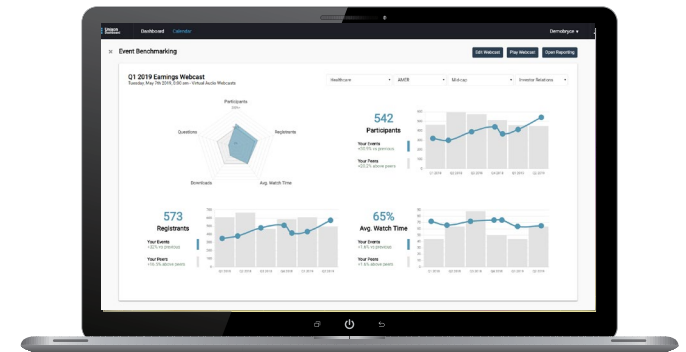
Customizable dashboard and simple navigation for quick access to Intrado Digital Media's applications, activities and top-line analytics.



Interactive calendar with click-through ability to see event details, performance metrics and benchmark reports.



Campaign analysis that seamlessly aggregates individual events and activities to create detailed, actionable reports of communications effectiveness; reports are exportable and shareable in video, PowerPoint or PDF formats.



## About Intrado Digital Media

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Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advance the way companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify and measure.

Visit [www.intrado.com/Digital-Media](http://www.intrado.com/Digital-Media) to learn more.

