

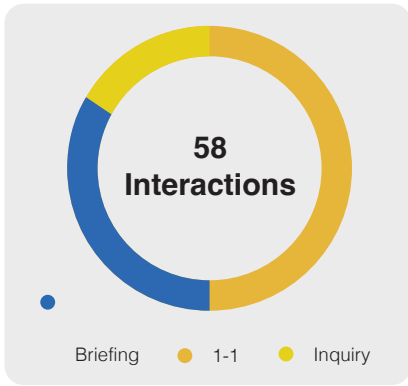
# Spotlight Oz Metric Guide:

## Unlocking AR Success with Metrics

In the dynamic world of analyst relations, the ability to decipher data and glean valuable insights is your superpower. Metrics are the language that speak to your efforts, and at the heart of it all is Spotlight Oz, your invaluable companion. Our automated Dashboard is designed to transform complex data into actionable insights, empowering you to measure and communicate your program's impact with effortless clarity.

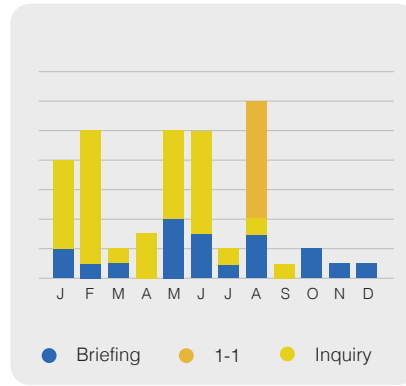
**Welcome to a new era of collaboration and data-driven success.**

# Interaction Based Metrics



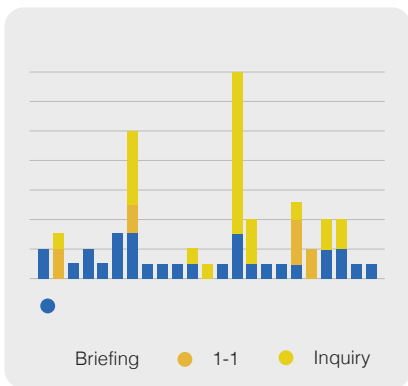
## Interaction Mix

Displays the share of different interaction types used. Use this metric to monitor the tactics of how analysts are being engaged and ensure it generally matches needs and strategy.



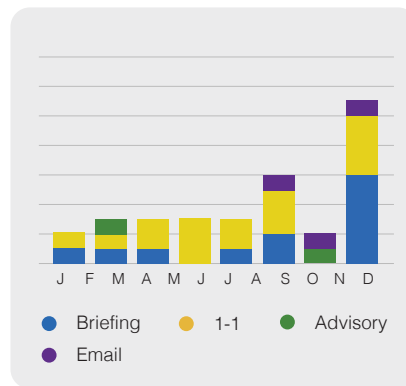
## Interaction Mix by Month

Visualize the mix of interactions executed every month. Use this metric to see similarities or differences in what type of analyst engagement is occurring over time.



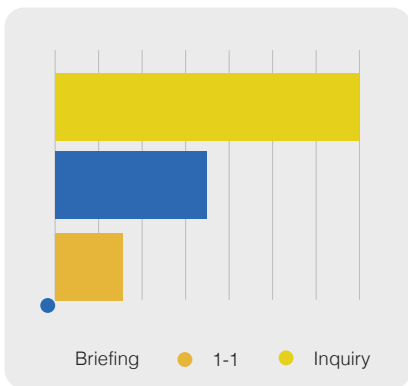
## Interaction Mix by Analyst

Visualize the mix of interactions executed analyst-by-analyst. Use this metric to see similarities or differences in how individual analysts are being engaged.



## Interaction Mix by Speaker

Visualize the mix of interactions executed with each of your SMEs. Use this metric to see similarities or differences in how individual speakers are being utilized.



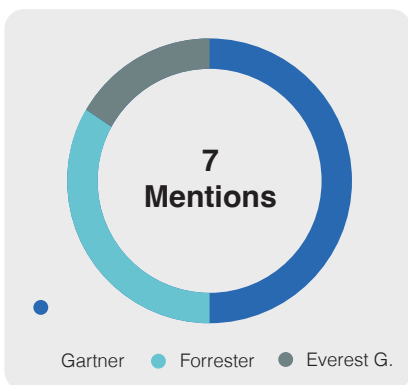
## Interaction Mix by Type

Compare interaction types by counting the total number of interactions executed for each one. Use this metric to count exactly how many briefings, inquiries, etc., have been executed.



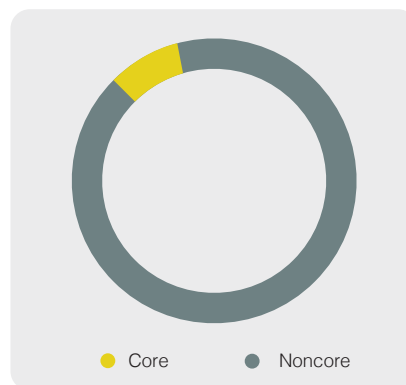
## Mentions and Outcomes

Displays the share of different Mention and outcome types earned. Use this metric to distinguish the successes of the program.



## Mentions by Research Firm

Displays the share of mentions earned from each research firm. Use this metric to distinguish progress with each firm.



## Core vs. Noncore Touchpoints

Summarize, for all touchpoints with analysts, the share that occurred with core analysts vs. noncore analysts. Use this metric to ensure AR efforts are appropriately focused.

# Insight Based Metrics



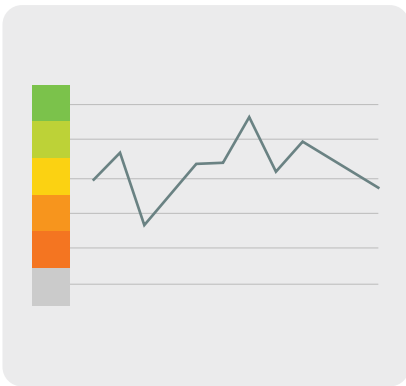
## Analyst Perception Gauge

Gauges analyst perception across 5 critical categories, based on the average insight sentiment for each category. Use this metric to understand where analysts see strengths and weaknesses.



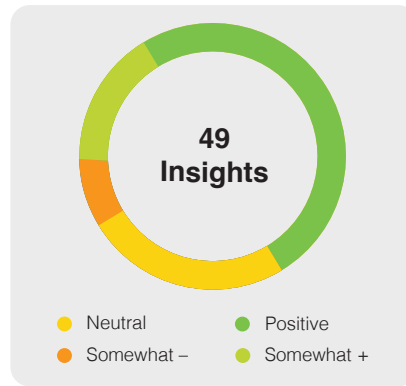
## Analyst Perception Gauge Summary

Breaks down analyst sentiment for each of the 5 critical categories used in the APG. Use this metric to visualize the spectrum of insight sentiment and summarize perceived strengths and weaknesses for each category.



## Insight Sentiment Over Time

Spot trends in average insight sentiment month-by-month. Use this metric to watch for particular dips or spikes in positive or cautionary sentiment.



## Insight Sentiment Mix

Visualize the share of insight sentiment. Use this metric to analyze the share of insights that are positive, neutral, or cautionary.



## Analyst Insights vs. Interactions

Plots analysts by the volume of interactions, the volume of insights generated by those interactions, and the average sentiment of that analyst. This metric helps pinpoint which analysts may need more or less engagement.



## Snapshot

Count total interactions, the analysts engaged, and the insights & outcomes generated. Use this metric to briefly summarize overall AR engagement.

### Insight:Interaction Ratio

Calculates, on average, how many insights are generated from the average interaction. Use this metric to ensure every interaction is yielding multiple insights.

### Interaction:Mention Ratio

Calculates, on average, how many interactions it takes to yield one mention. Use this metric to ensure every interaction is helping produce mentions.

### Analyst Operations

Table summary of each analyst's average sentiment, insights:interaction ratio, and other data. Use this metric to monitor operational excellence for engaging analysts with insights-driven AR.

### Account Operations

Table summary of each account's count of interactions and insights, insights: interaction ratio, and other data. Use this metric to monitor operational excellence for each of your programs.

### Executive Summary

Provides a place for commentary regarding one or more metrics. Use this to share more context or describe the story your metrics are telling.