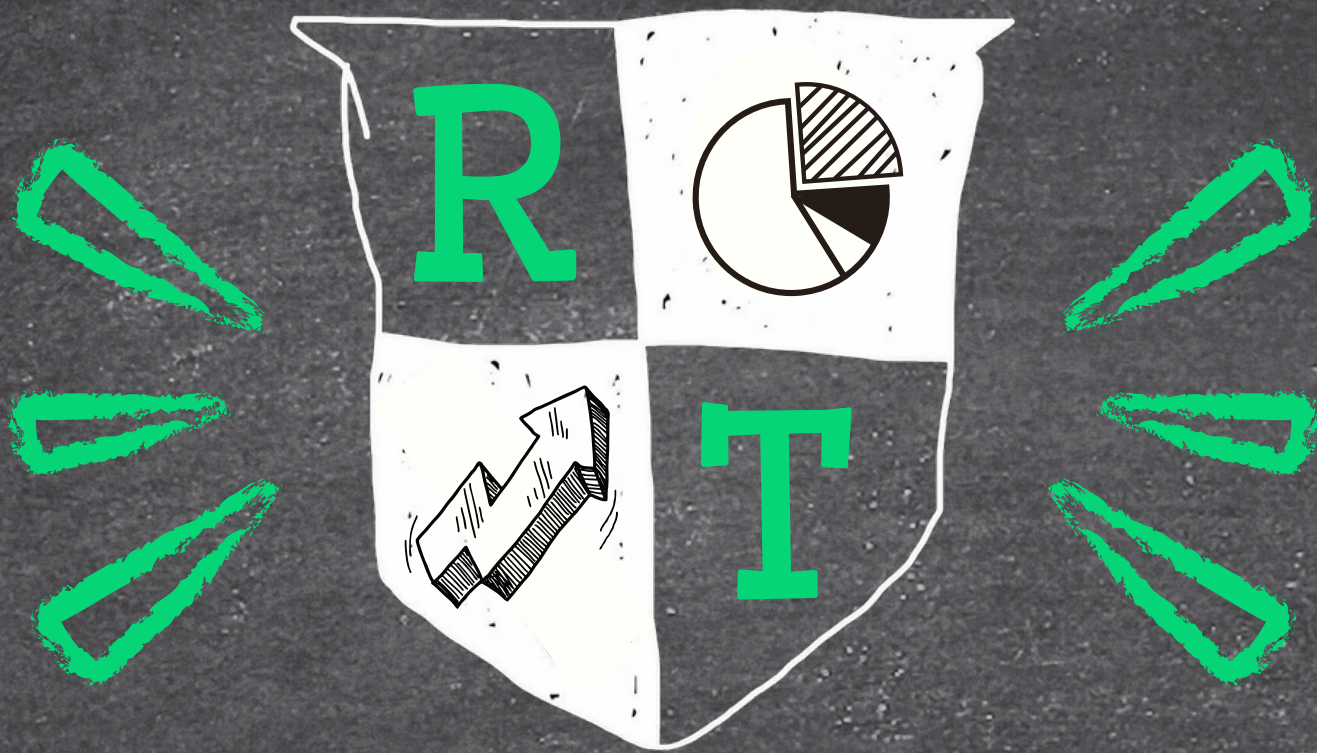


RepTrak™

# reptrak academy



Lesson:  
Business Outcomes



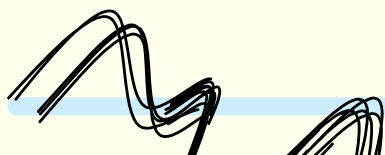
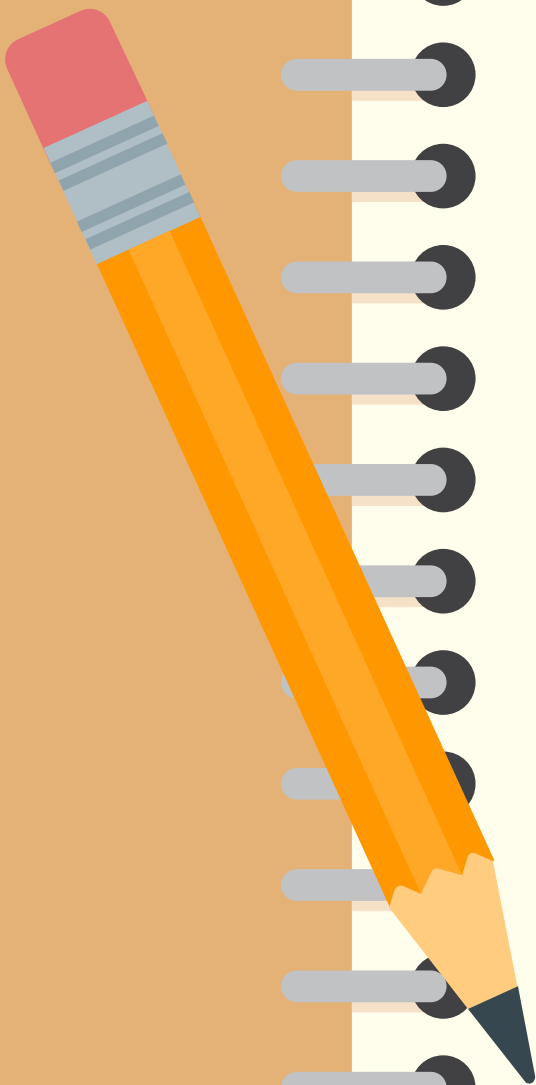


# What are Business Outcomes?

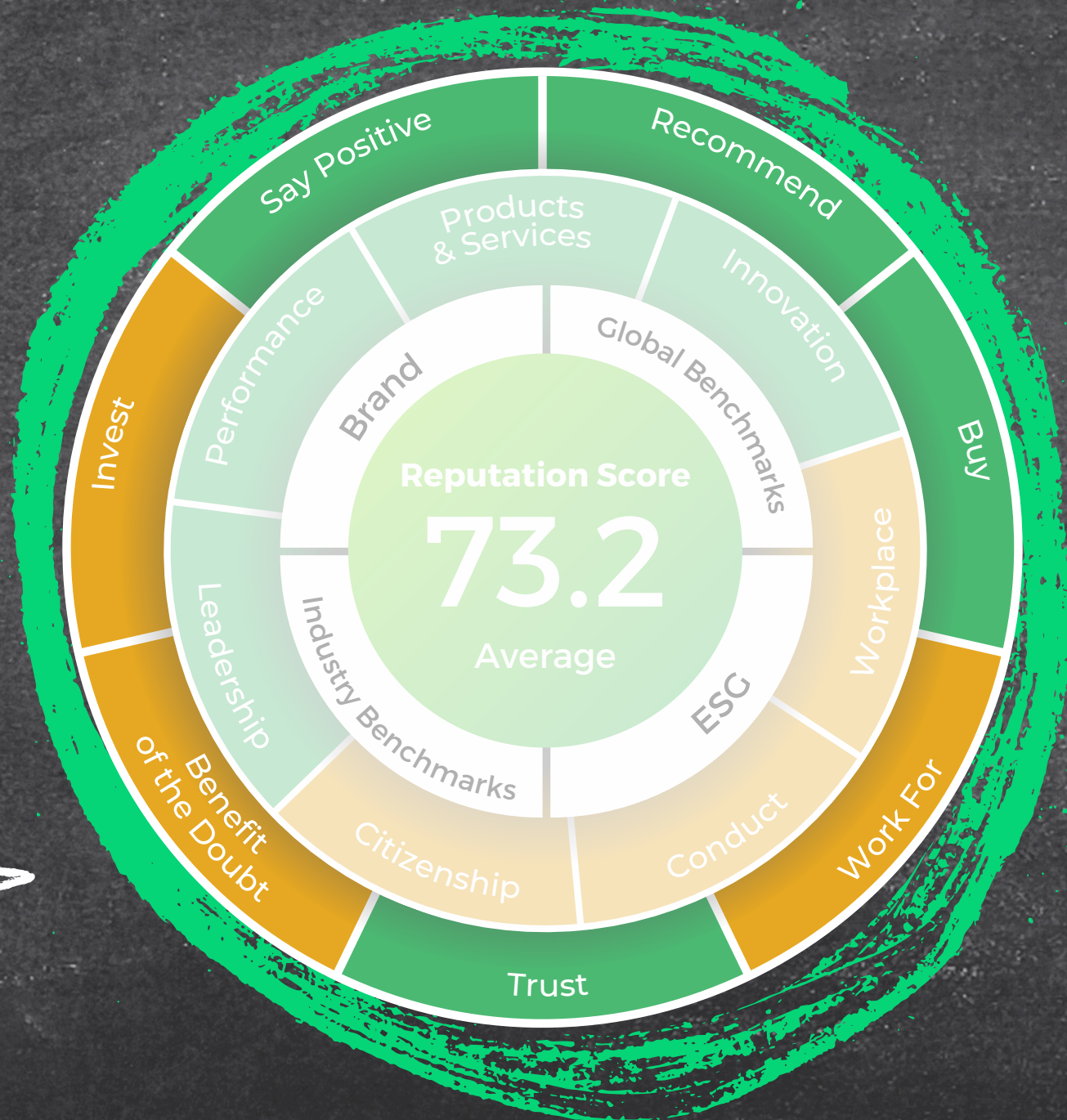
These are the actions stakeholders are willing to take when considering, supporting, and engaging with your company.



Think > Feel > DO

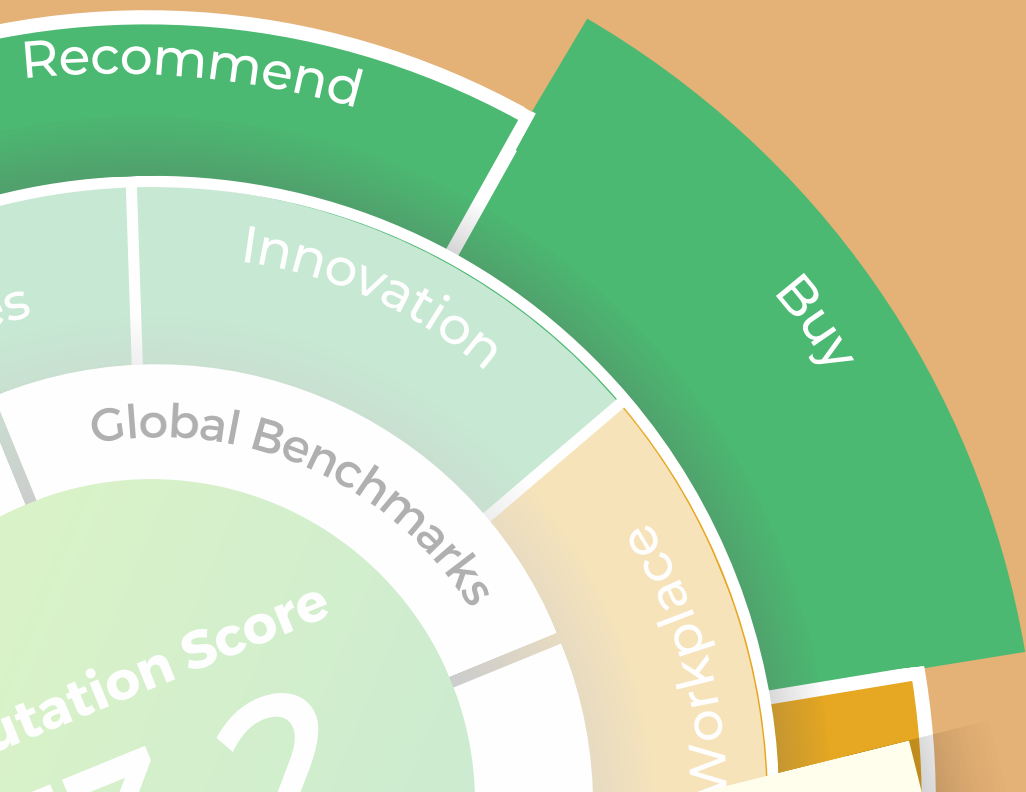


*Business Outcomes work as a unified front of reputational elements to protect and grow your business.*



# purchase

63% of global consumers prefer to buy goods and services from companies that "stand for a purpose that reflects their values and beliefs" and will avoid those that do not.



## school supply list

colored pencils

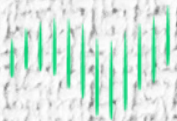
scissors

notebook paper

crayons

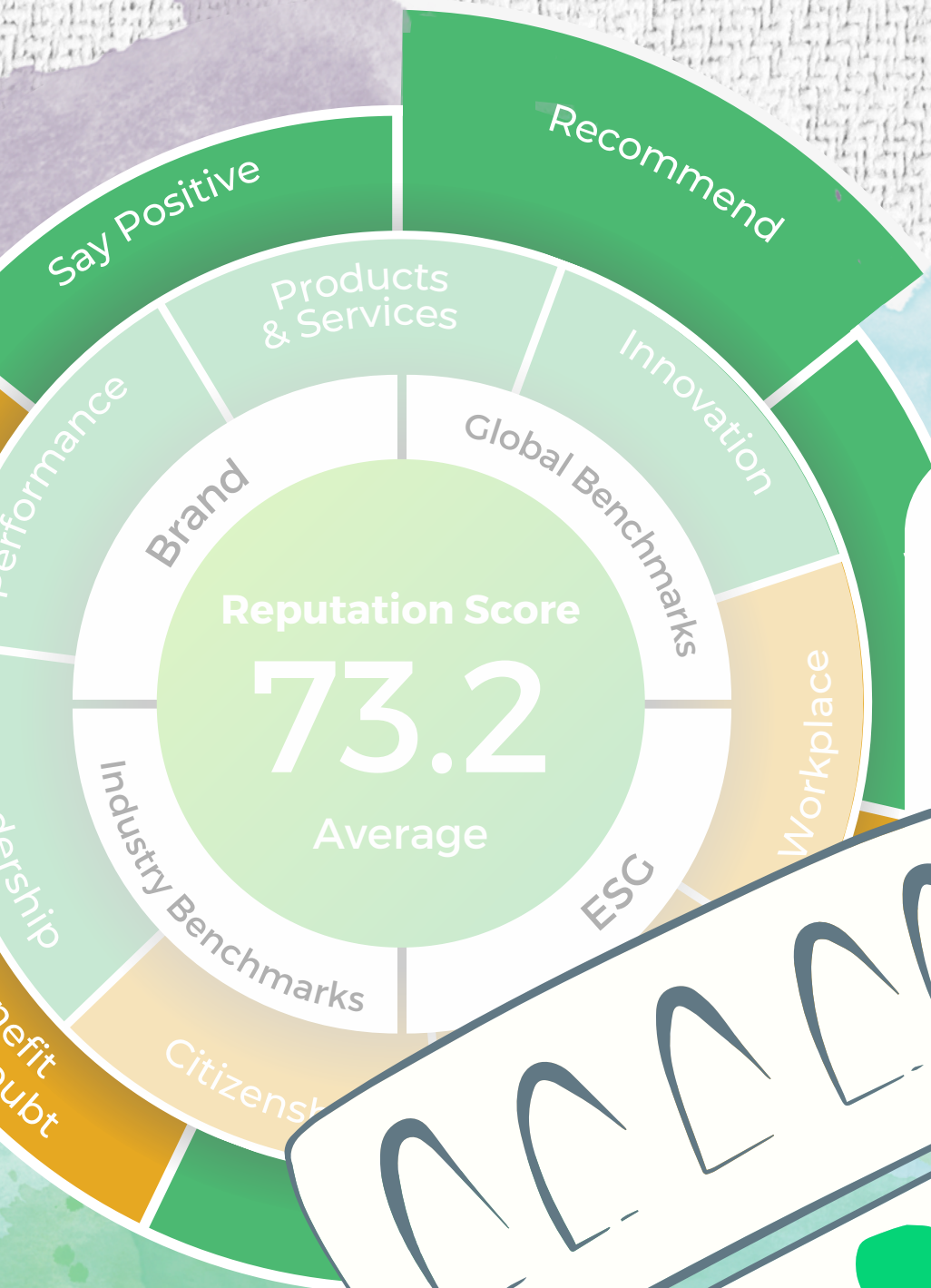
erasers





**RepTrak™**

# recommend

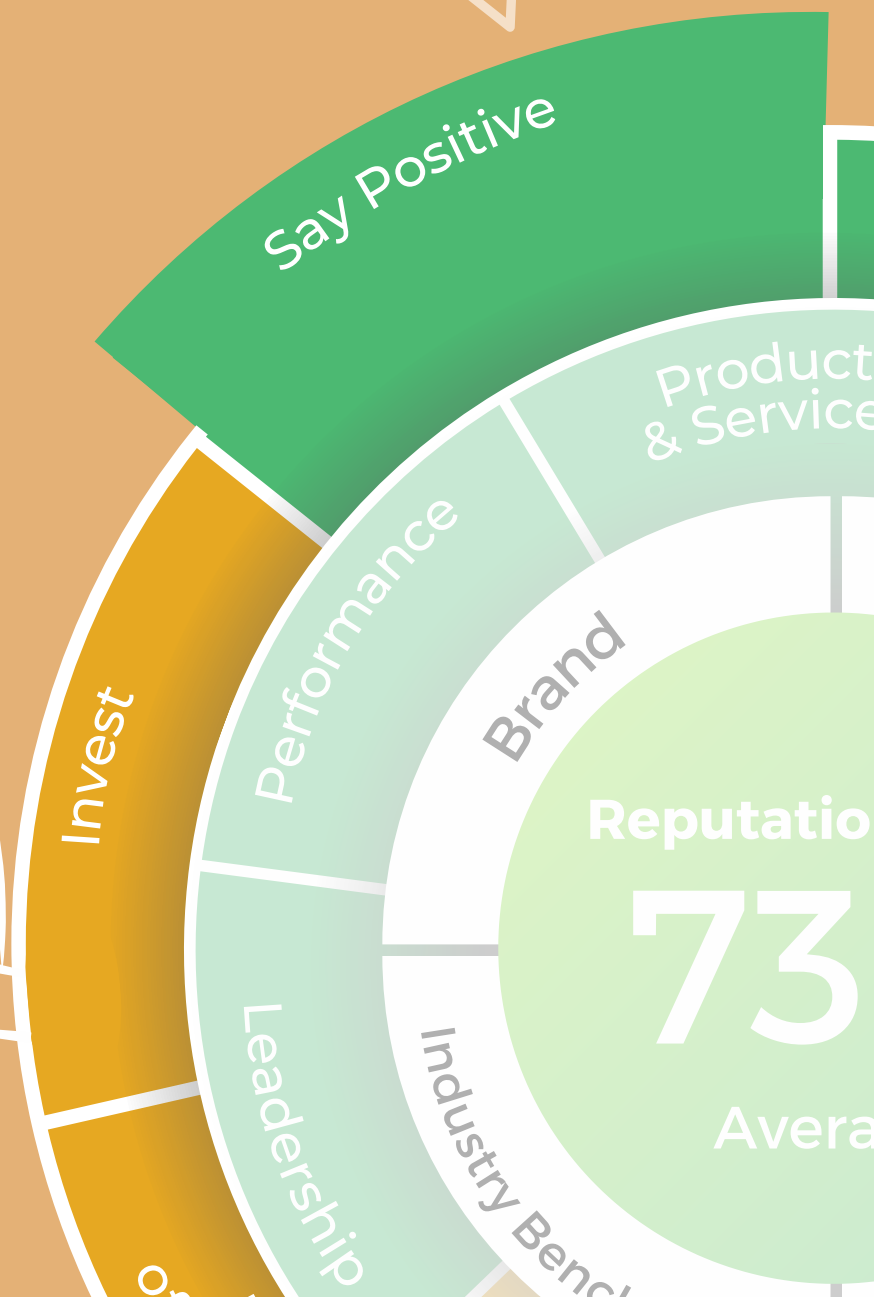


*This is a powerful metric that marketing and product departments can use to identify target markets.*

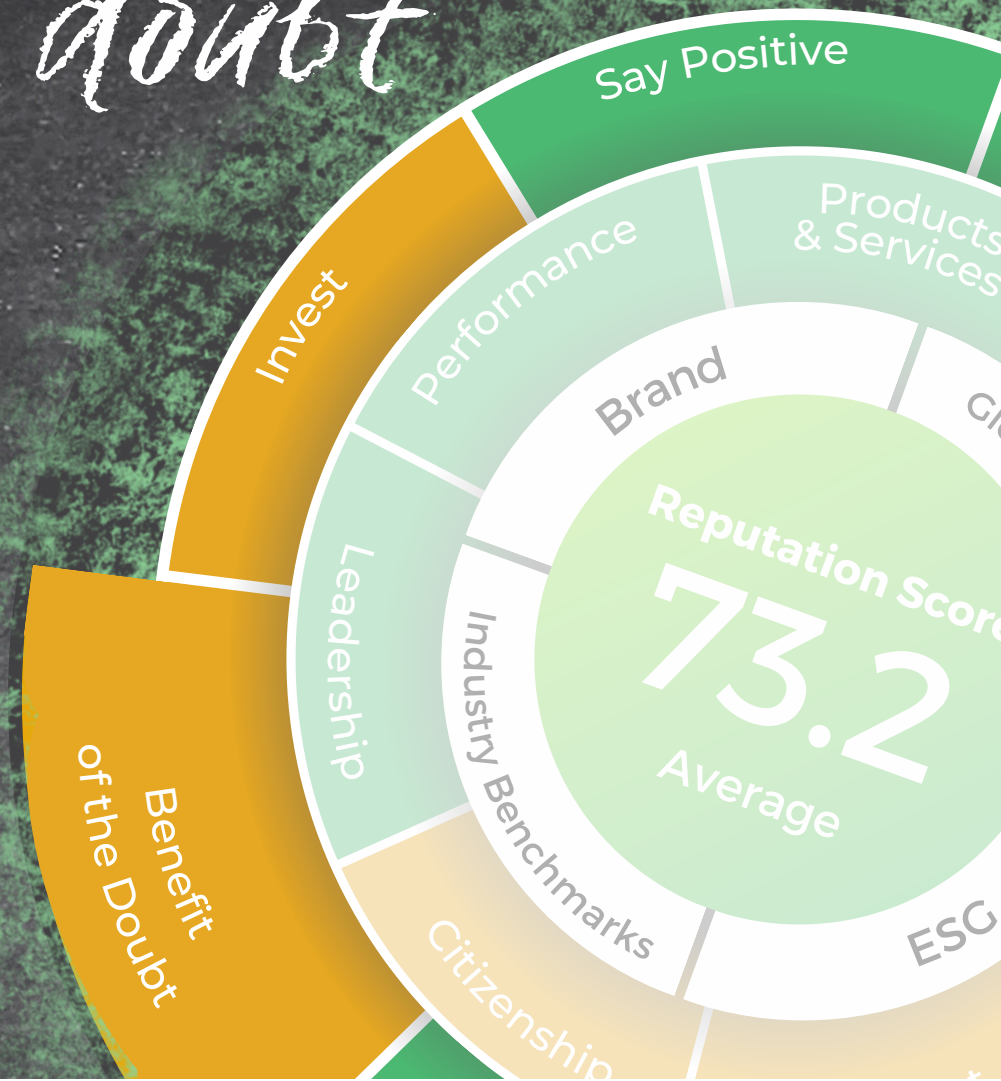
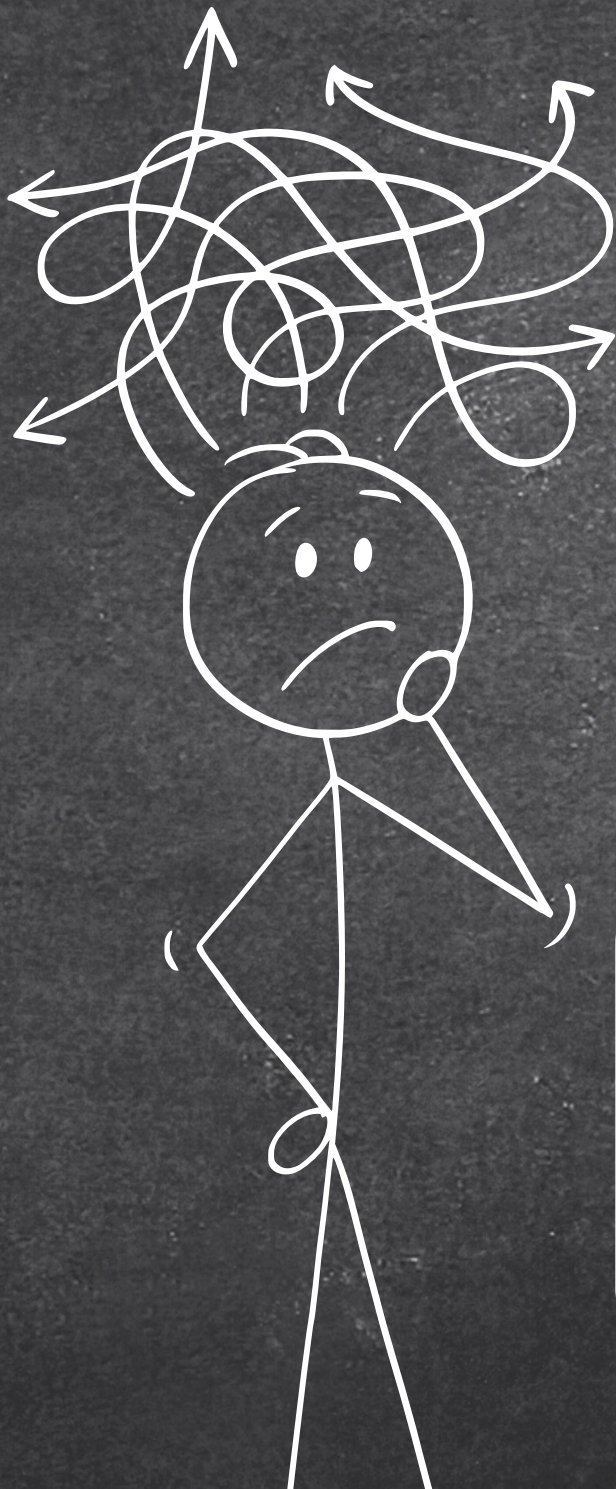


say something  
positive

It's not just opinion influencers that make or break this Outcome. You want them and the general public to say something positive about your company.



# benefit of the doubt

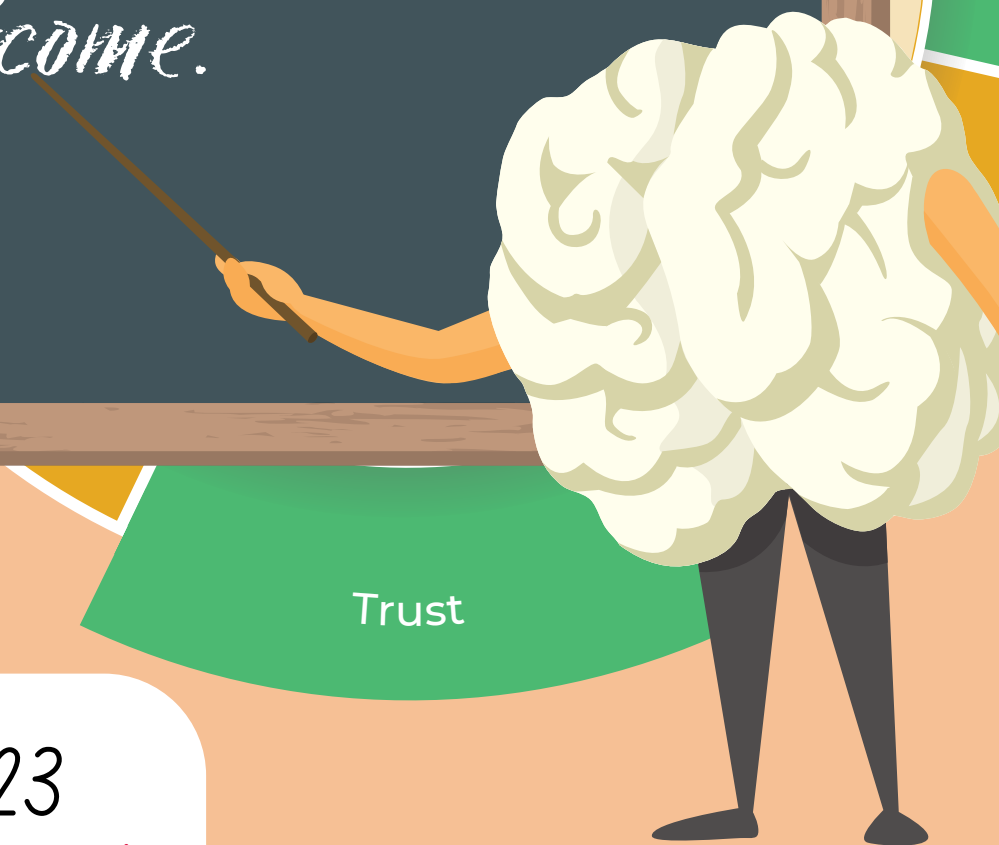


Our RepTrak data shows that companies with high Reputation Scores and strong scores in this Outcome tend to be more resilient to retractors in a time of crisis.



trust

there's a strong and positive correlation between our Reputation Scores and this Outcome.



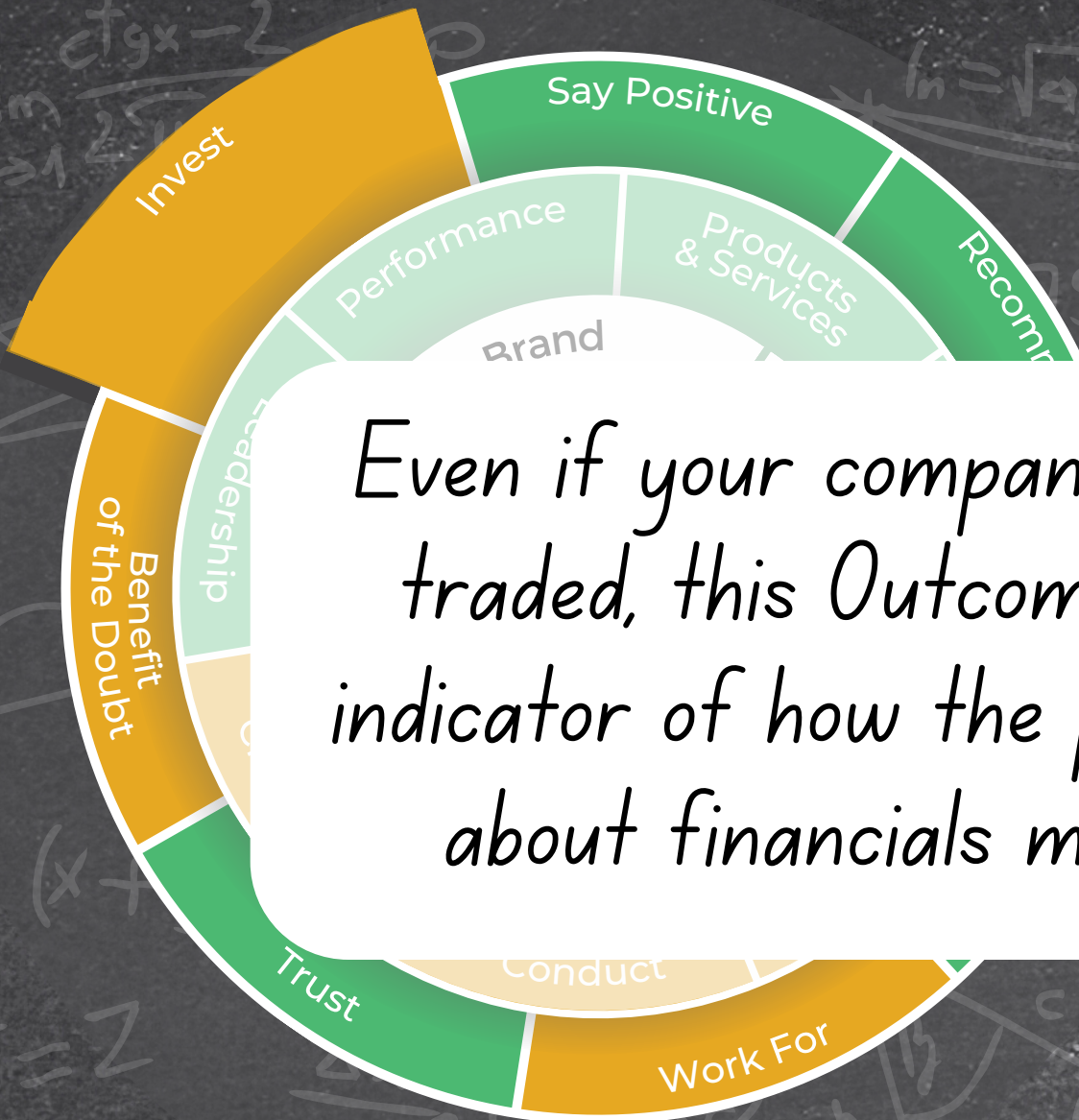
Read our full 2023 [Corporate Trust Report.](#)





RepTrak™

invest



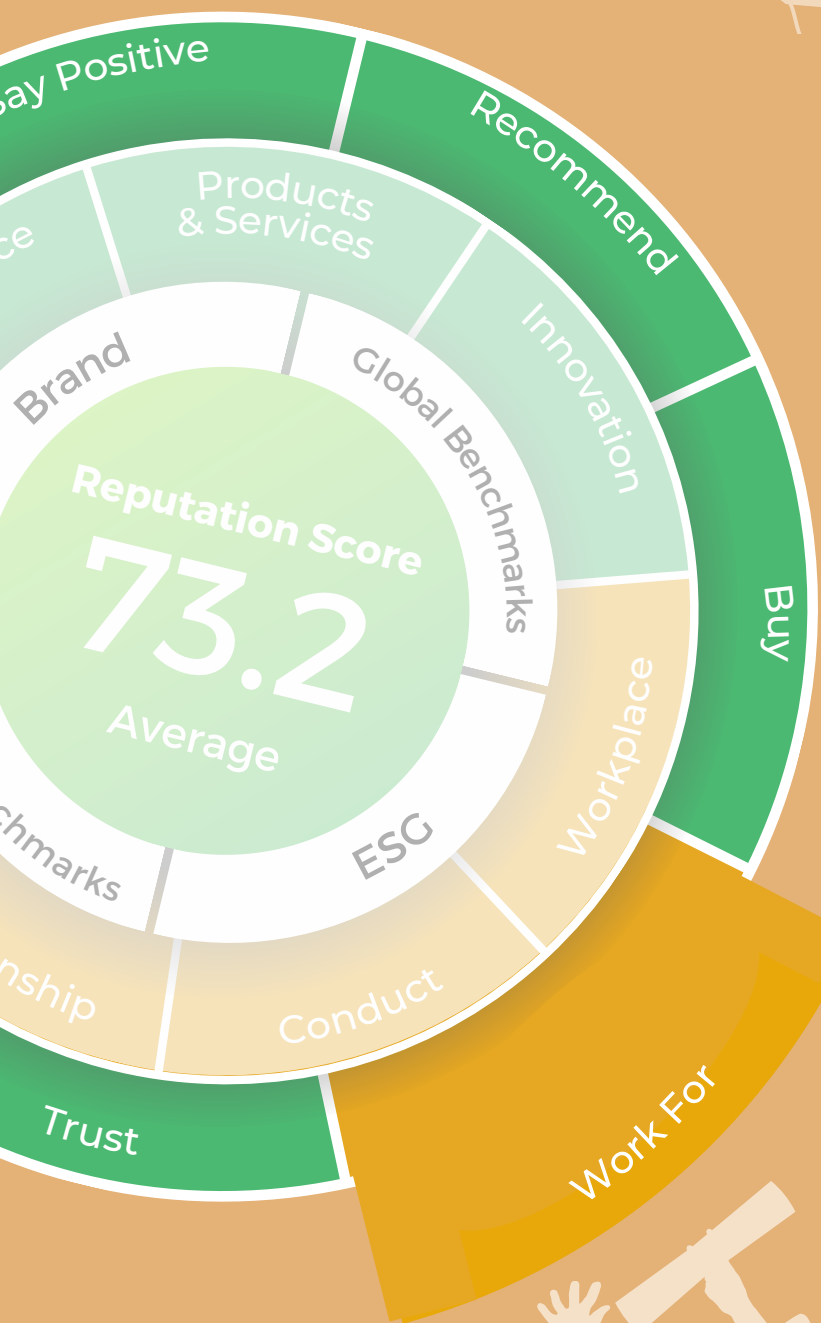
Even if your company isn't publicly traded, this Outcome is a strong indicator of how the public is feeling about financials more broadly.

perception



reality

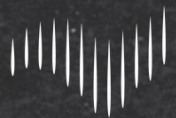




# work for

*This Outcome demonstrates how consumers measure care for employees. A diligent approach to meeting employee needs resonates with consumers and your future employees...*





RepTrak™

want even more?



Something... premium... is coming to RepTrak's Business Outcomes offerings.

Make sure you're subscribed when the big news arrives! Visit [reptrak.com](http://reptrak.com).