

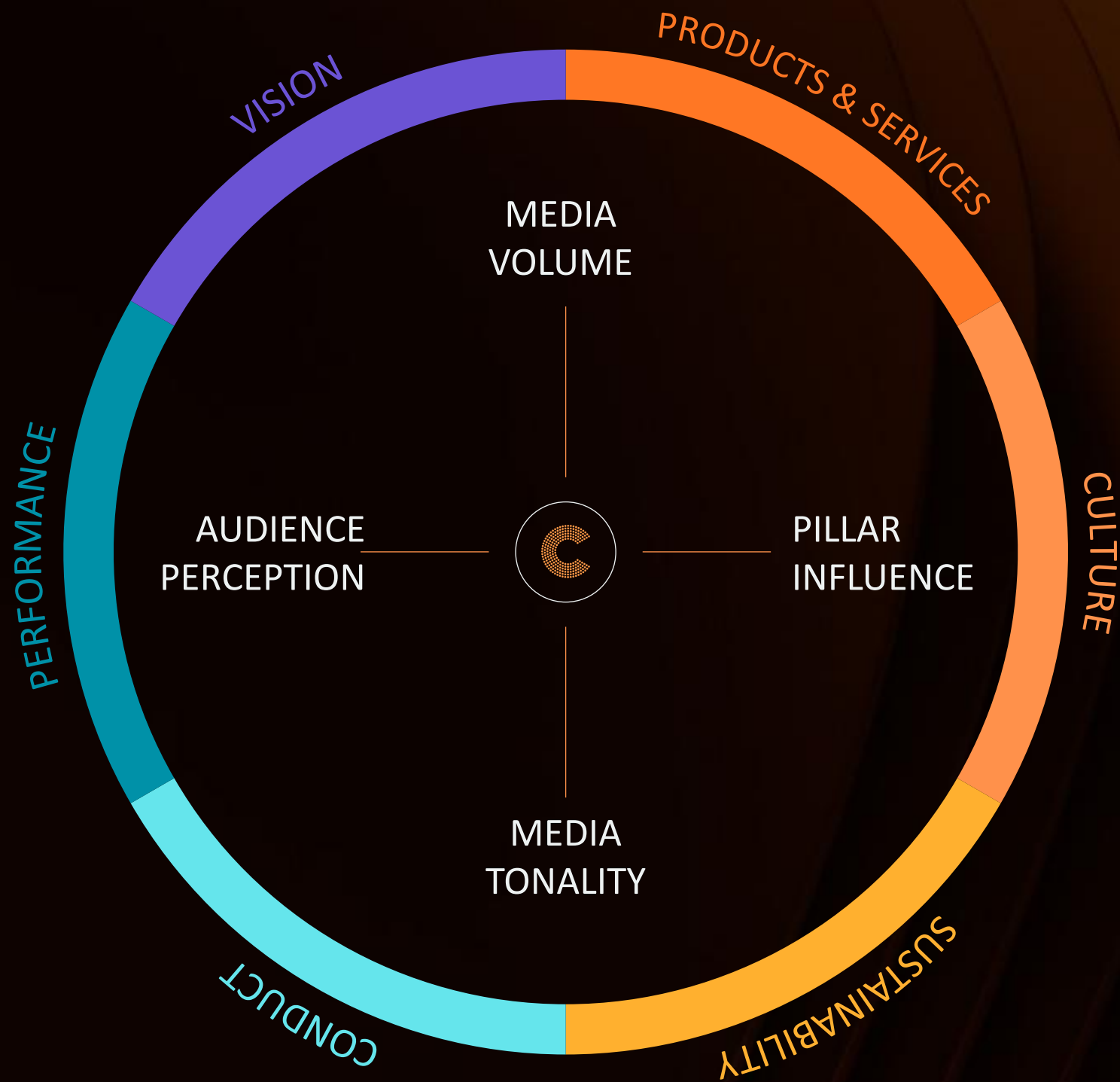
REPUTATION SCORE

Reputation by CARMA provides a clear, succinct score, from -100 to +100, which represents your overall Reputation Score and allows you to benchmark results over time and against comparators.

The score can also be applied at any level to unlock actionable data and insights. This empowers you to understand how each pillar performs both overall, and across each data set.

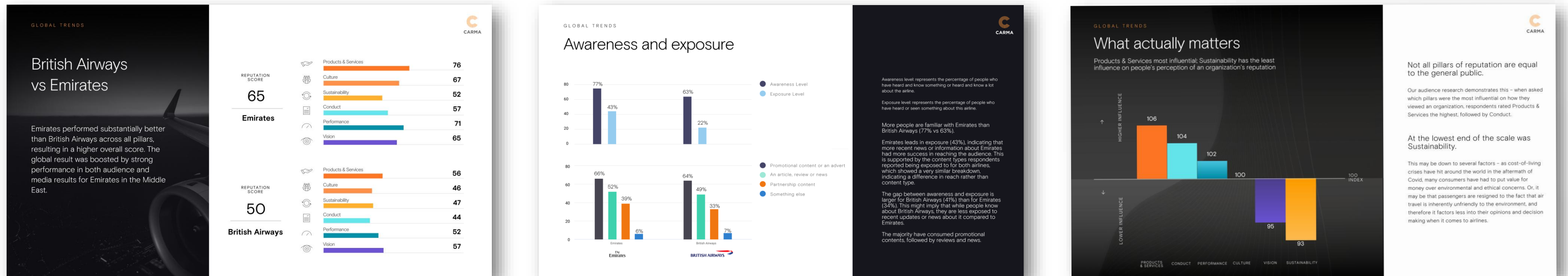
Our proprietary methodology intelligently weights the score, to reflect what actually matters to your audience. Not all pillars are of equal importance, and this will vary across industries and across markets.

Components factored into the weighting include the tonality of traditional and social media and the audience favorability towards each pillar; the volume of media coverage and the number of respondents; and crucially, the importance placed on each pillar by respondents in the audience survey.



INSIGHTS DRIVEN REPORTING

Our standardized reports are underpinned by analysis and insights that seek to unlock actionable recommendations and learnings. By benchmarking against comparators, we can see what good looks like within your industry, and by tying together media and audience research data, we can start to understand what resonates with audiences and what doesn't.



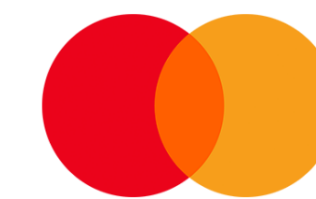
CARMA is one of the most experienced PR measurement and research companies in the world. Clients value the strength of our client-facing teams.

CARMA's experience runs deep. Our emphasis on client care means we attract the most experienced PR measurement and research consultants and experts from the industry.

The powerful combination of technology, experience and expertise delights our clients. As a result, our team is entrusted to help our many clients gain reliable media monitoring, insight and research services to demonstrate the impact of their communications.

On the right we have presented leading organisations, within their respective sectors, that we have supported via media monitoring, communications analysis and research services. We have focused on brands that operate within similar sectors to DHL Group as well as other global leading organisations. CARMA has taken their media intelligence and research programmes to the next level.

We deliver the highest quality of reputation measurement services that our industry has to offer.



Working Closely with Industry Associations



Let's keep the conversation going

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