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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

**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

**Top Sources**

- New York Magazine: 89 mentions
- CNBC: 14 mentions
- Business Insider: 13 articles

**Sentiment**

- 41% Positive
- 26% Neutral
- 33% Negative

**Top Journalists**

- KATIA HETTER
- JAKE GROVUM
- NATHAN CROOKS
- LESLIE JOSEPHS
- SILVIA ALOISI

**Total Mentions 2,903**

**Potential Impressions 70.6 M**
COVERAGE TREND

Total Mentions 2,903

Potential Impressions 70.6 M

Prominent Mentions 613

Elena Mackintosh’s comments on digital transformation
Hooli is offering an App to assist its blind & visually impaired customers
Launch of togetherwewin diversity campaign
ONLY IN TEXAS: People on horseback wait in line at new east Texas Hooli HQ
### Top Outlets By number of mentions

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Number of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARS TECHNICA</td>
<td>50</td>
</tr>
<tr>
<td>THE NEXT WEB</td>
<td>40</td>
</tr>
<tr>
<td>MASHABLE</td>
<td>30</td>
</tr>
<tr>
<td>NEW YORK TIMES</td>
<td>20</td>
</tr>
<tr>
<td>CNN</td>
<td>15</td>
</tr>
<tr>
<td>TECHCRUNCH</td>
<td>10</td>
</tr>
<tr>
<td>THE HUFFINGTON POST</td>
<td>5</td>
</tr>
<tr>
<td>CNBC</td>
<td>3</td>
</tr>
<tr>
<td>USA TODAY</td>
<td>2</td>
</tr>
<tr>
<td>FORBES</td>
<td>1</td>
</tr>
</tbody>
</table>

### Top Journalists By number of mentions

<table>
<thead>
<tr>
<th>Journalist</th>
<th>Number of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>KATE TAYLOR</td>
<td>20</td>
</tr>
<tr>
<td>AMANDA MCDONALD</td>
<td>15</td>
</tr>
<tr>
<td>CHEYENNE BUCKINGHAM</td>
<td>10</td>
</tr>
<tr>
<td>NANCY MACDONALD</td>
<td>7</td>
</tr>
<tr>
<td>STEPHEN NELLIS</td>
<td>5</td>
</tr>
<tr>
<td>JAMES ANDREWS</td>
<td>5</td>
</tr>
<tr>
<td>ABHINAV RAJPUT</td>
<td>5</td>
</tr>
<tr>
<td>NATHAN BOMEY</td>
<td>5</td>
</tr>
<tr>
<td>CAROLINE ALLEN</td>
<td>5</td>
</tr>
<tr>
<td>KRISTIN SALAKY</td>
<td>5</td>
</tr>
</tbody>
</table>
Top Regions By number of mentions

Top 10 Cities By number of mentions

- LOS ANGELES
- NEW YORK
- SAN FRANCISCO
- BURBANK
- CHICAGO
- SEATTLE
- SOUTHFIELD
- ENGLEWOOD CLIFFS
- PHOENIX
- COLUMBIA

Mentions

Powered by Ring
© GeoNames, Microsoft, TomTom
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.
### MEDIA SENTIMENT

**Sentiment Trend** Month over month

- **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

**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.

**Media Sentiment** Overall

- **Positive** 41%
- **Neutral**
- **Negative**
**Total Mentions 2,292**

**Total Impressions 315.6M**

Hooli is offering an App to assist its blind & visually impaired customers

ONLY IN TEXAS: People on horseback wait in line at new east Texas Hooli HQ

**Top 5 Influencers** By number of posts

<table>
<thead>
<tr>
<th>Influencer</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARAMANSUCA</td>
<td>50</td>
</tr>
<tr>
<td>PA_RETAIL</td>
<td>40</td>
</tr>
<tr>
<td>QST8592</td>
<td>30</td>
</tr>
<tr>
<td>STORMYCLARK</td>
<td>20</td>
</tr>
<tr>
<td>SUMMERKAY</td>
<td>10</td>
</tr>
</tbody>
</table>

**Social Channels** By number of posts

<table>
<thead>
<tr>
<th>Channel</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWITTER</td>
<td>1,500</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>1,000</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>500</td>
</tr>
</tbody>
</table>

**Social Sentiment** By number of posts

<table>
<thead>
<tr>
<th>Sentiment</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITIVE</td>
<td>800</td>
</tr>
<tr>
<td>NEUTRAL</td>
<td>600</td>
</tr>
<tr>
<td>NEGATIVE</td>
<td>200</td>
</tr>
</tbody>
</table>
SOCIAL TOPICS

Mention Buzz

Notable Posts mentioning Hooli
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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coverage Trend</td>
<td>Shows the number of mentions and potential impressions that included the brand’s keywords during the reporting period.</td>
</tr>
<tr>
<td>Top Publications</td>
<td>List the publications who mentioned the brand’s keywords most frequently.</td>
</tr>
<tr>
<td>Top Journalists</td>
<td>List the journalists who mentioned the brand’s keywords most frequently.</td>
</tr>
<tr>
<td>Media Type</td>
<td>Shows which media types mentioned the brand’s keywords most frequently.</td>
</tr>
<tr>
<td>Coverage Sentiment</td>
<td>Indicates the tone of mentions that include the brand’s keywords. Sentiment is automated and based on the overall sentiment of the article/clip.</td>
</tr>
<tr>
<td>Coverage Prominence</td>
<td>Indicates the both how focused a mention is on the brand, and how prominent or relevant the publishing outlet is to the brand.</td>
</tr>
<tr>
<td>Top Regions and Cities</td>
<td>Show which regions and cities had the most media mentions including the brand’s keywords.</td>
</tr>
<tr>
<td>Social Trend</td>
<td>Shows the number of social media mentions and potential impressions that included the brand’s keywords.</td>
</tr>
<tr>
<td>Top Influencers</td>
<td>Shows social media posters who included the brand’s keywords most frequently.</td>
</tr>
<tr>
<td>Social Channels</td>
<td>Lists the number of mentions by social media channels.</td>
</tr>
<tr>
<td>Social Sentiment</td>
<td>Indicates the tone of social mentions that include the brand’s keywords. Sentiment is automated and based on overall sentiment of the post.</td>
</tr>
</tbody>
</table>
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.

Agility Insights specializes in custom reporting and issues tracking. Working in close consultation with our clients, we produce tailor-made reports that enrich the data with valuable and relevant insights. We take the time to understand your organization and the landscape you work in so we can refine your reports to meet your needs and suit your audiences. Agility works with clients that include: Fortune 500 companies, small to mid-businesses, federal, state and municipal governments and not-for-profit organizations across the world. Some typical reports that we do include:

- 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

VISIT WWW.AGILITYPR.COM TO FIND OUT MORE.