

Polecat for Corporate Enterprise

Overview

Build a more resilient business with intelligence in context

Today, customers, employees and investors are more driven to engage with purpose-driven companies that are taking action to overcome economic, social and environmental challenges.

Polecat's responsible business intelligence™ platform offers unparalleled access to reputational ESG insight. Contextualising data from across the internet and social media, we enable global companies to expertly manage reputational risk and create ESG strategies that build competitive advantage.

Whether it's tracking the impact of active campaigns or using public perception to inform new policies, Polecat provides the most robust analysis of your business's ESG position.

Stats on ESG or reputational resilience

ESG is the new benchmark of corporate reputation and public trust

ESG search interest has grown over

140%

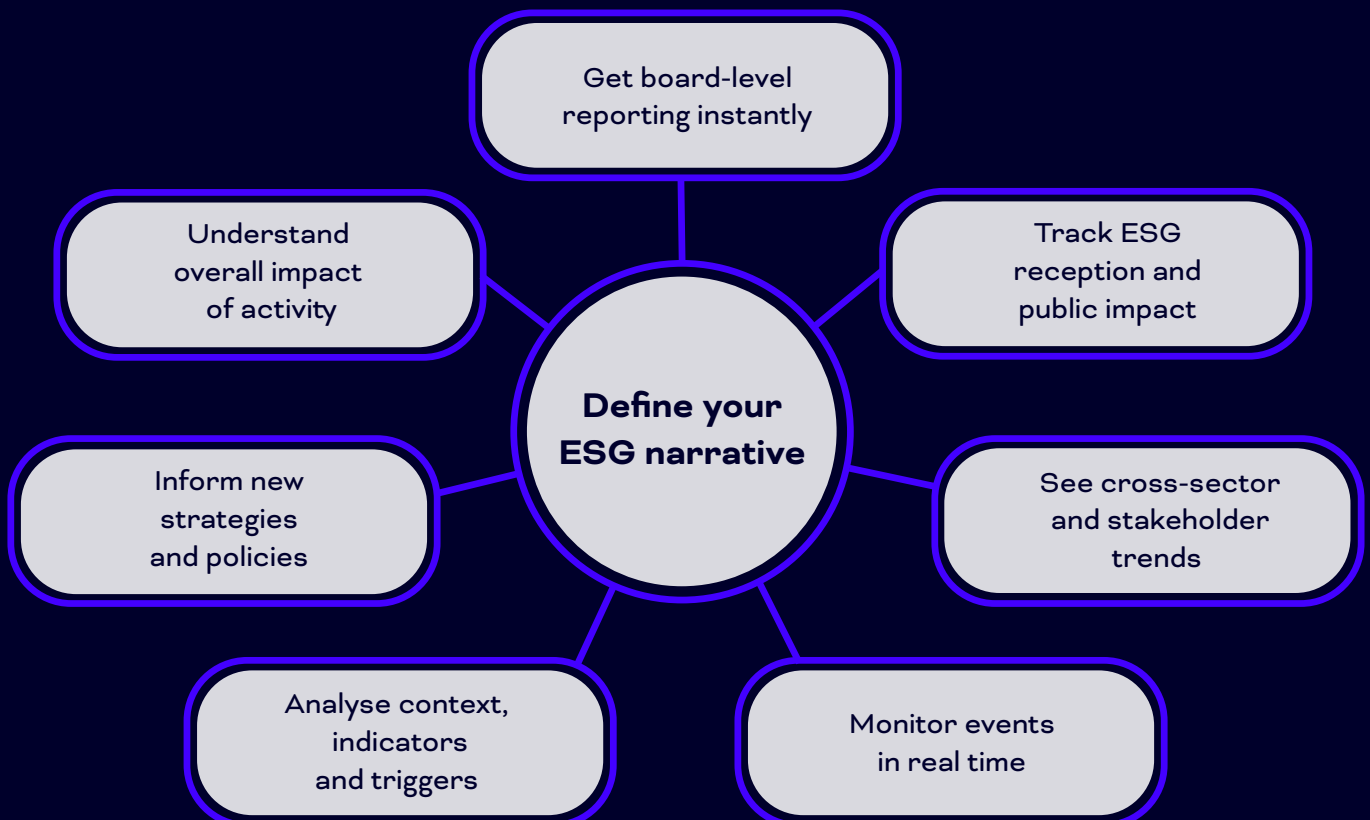
since 2020 and continues to increase year on year

77%

of consumers are more motivated to purchase from companies that are committed to a greater good

73%

of investors say efforts to improve the environment and society have an impact on their investment decisions



Strategic benefits

Move the dial

Support and inform organisational transformation by strategically monitoring, benchmarking and shaping public discourse.

- ✓ Perform periodic analysis of your impact
- ✓ Benchmark your performance against competitors
- ✓ Measure effectiveness of ESG strategies

Analyse ESG materiality

Dynamically track company topics and stay informed on influential events, discussions or trends to support a more proactive ESG stance.

- ✓ Understand trends, indicators, relationships, and triggers
- ✓ Deep dive into specific topics
- ✓ Compare performance with other companies or markets

Track real time events

Understand the impact of unfolding events in the market and on your business's reputation so you can inform decisions and mitigate risk.

- ✓ Monitor ongoing incident cycles
- ✓ Identify event patterns and anomalies
- ✓ Measure the effectiveness of tactical response

Loop in your teams

Keep your teams automatically up to date with critical topics, trends, and updates in the conversation around the topics that matter to them.

- ✓ Choose your watch topics
- ✓ Automatically get topic alerts and headlines
- ✓ Quickly curate detailed reports or top-level briefs

Why Polecat?

Organisational impact, not just mentions

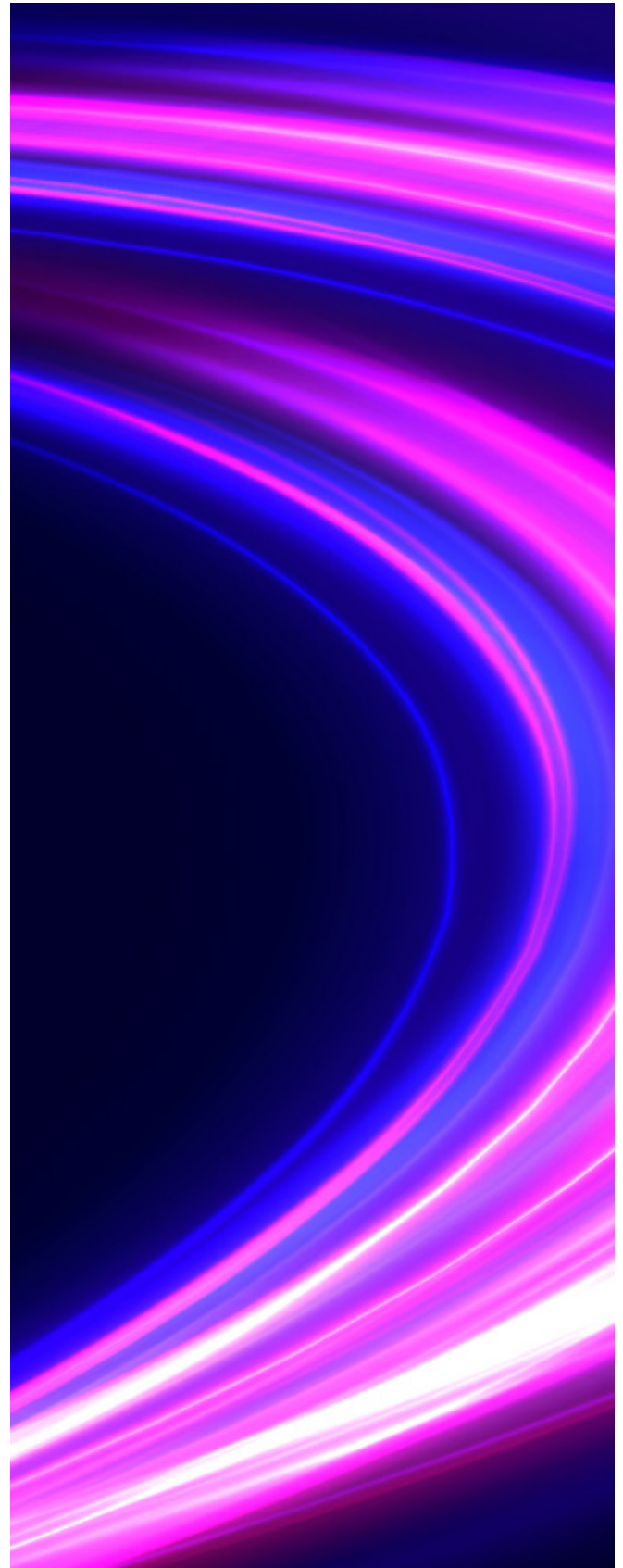
Cut through the noise to pinpoint the conversations that matter. Polecat provides one combined score that considers everything from sentiment to credibility to reach, so you can understand the nature and quality of the impact you're making. Whether negative or positive, you can analyse your exposure to see the what, why, how, and when behind every event.

Curated and contextualised data

Our pre-curated taxonomies analyse thousands upon thousands of keywords in the context of your business, your market, and your chosen perspective. Whether you want to understand your reputation regarding greenwashing in the context of climate, or ESG in the context of modern slavery strategies over time, Polecat gives you 360° visibility.

Intelligence at your fingertips

Polecat offers unparalleled speed to insight from enormous numbers of validated data sources. All intelligence in Polecat is ready to go, with no need for users to prepare data, perform any research or set up complex dashboards. Organisations can start measuring the topics of their choice and deliver board-ready reports, instantly: **simply turn it on.**





Customers using Polecat

DIAGEO

Johnson & Johnson



An infinite selection of corporate ESG taxonomies

Data collected from

234

countries

30

million documents processed per day

3000+

topics /reputation relevant themes identified



Intelligence,
Reputation,
Sustainability
- in context.

Get in touch at info@polecat.com to learn more about Polecat, visit [the website](#).