



EXCELLENCE Benchmarking New Reports 2024

Justus Becker | 10.10.2023

| PEOPLE & DATA - EXCELLENCE needs both.

Our mission is to **SUPPORT TEAMS & DECISIONS** based on resilient **DATA** and practical **EXPERIENCES**.

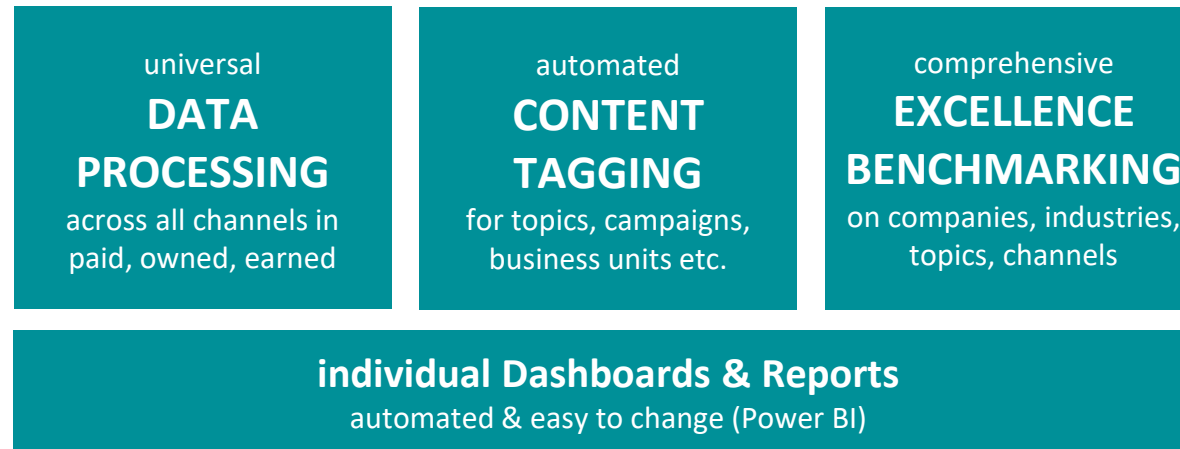


EXCELLENCE Benchmarking & Reporting - ONE for all.

Our universal KPI framework enables comms controlling across all 4 levels of effectiveness for each stakeholder.



EXCELLENCE Reporting Service

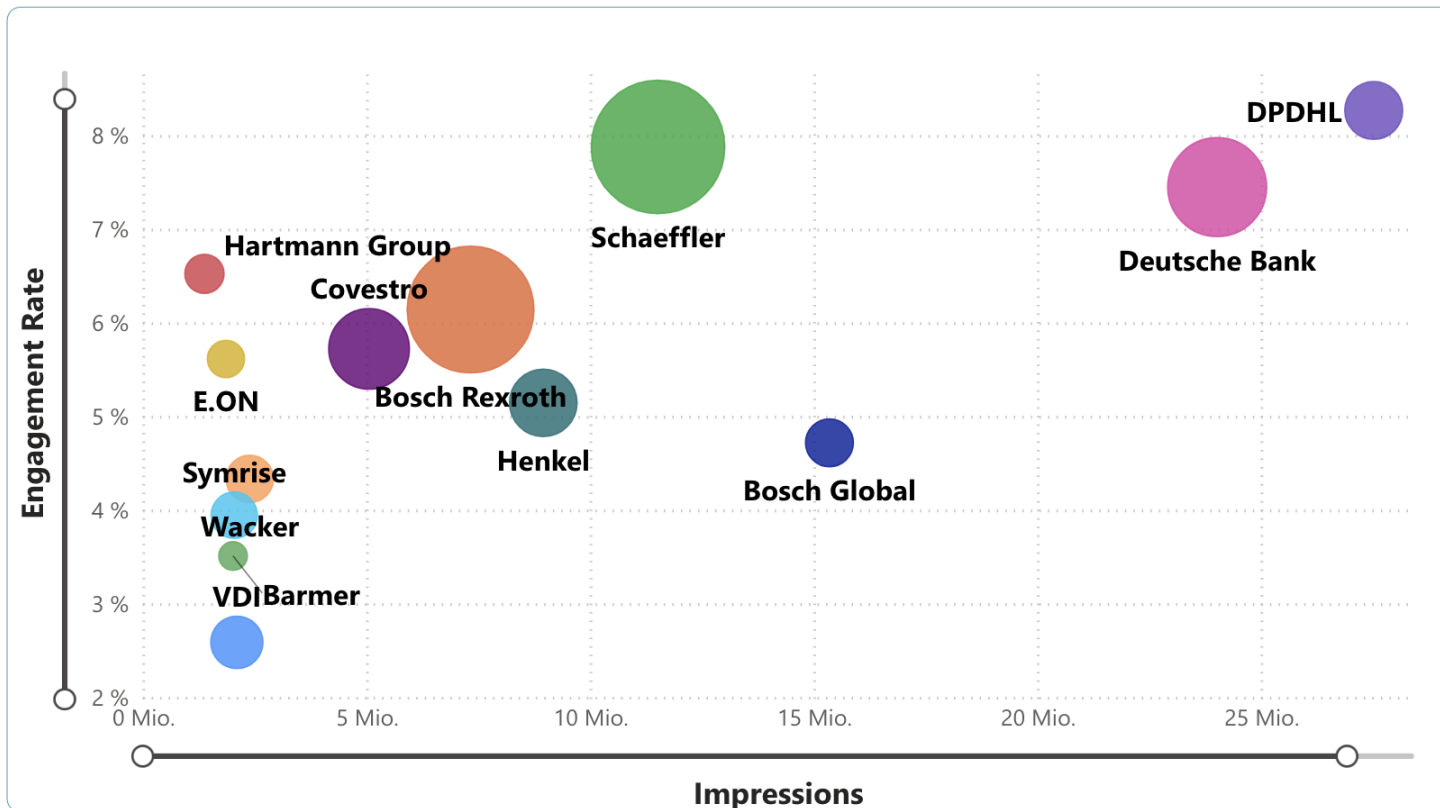


XF Benchmarks – Output, Visibility, Engagement

As our Reporting Services are based on ONE KPI- and Processing-Framework we can aggregate them to XF Benchmarks.

Organic visibility and engagement of XF companies

12 months | 357k Posts | 242m Impressions | 10 Platforms (social & web)



Number of posts (bubble) | Impressions (X-axis) | Engagement Rate (Y-Axis)

LEARNING

DPDHL and Deutsche Bank gain **highest visibility and engagement** with their organic communications. Schaeffler and Bosch Rexroth **published most new organic posts** in the past 12 months.

DECISION

Talk to your colleagues and discuss how to improve organic visibility and engagement.

FURTHER QUESTIONS (to be answered in this Report)

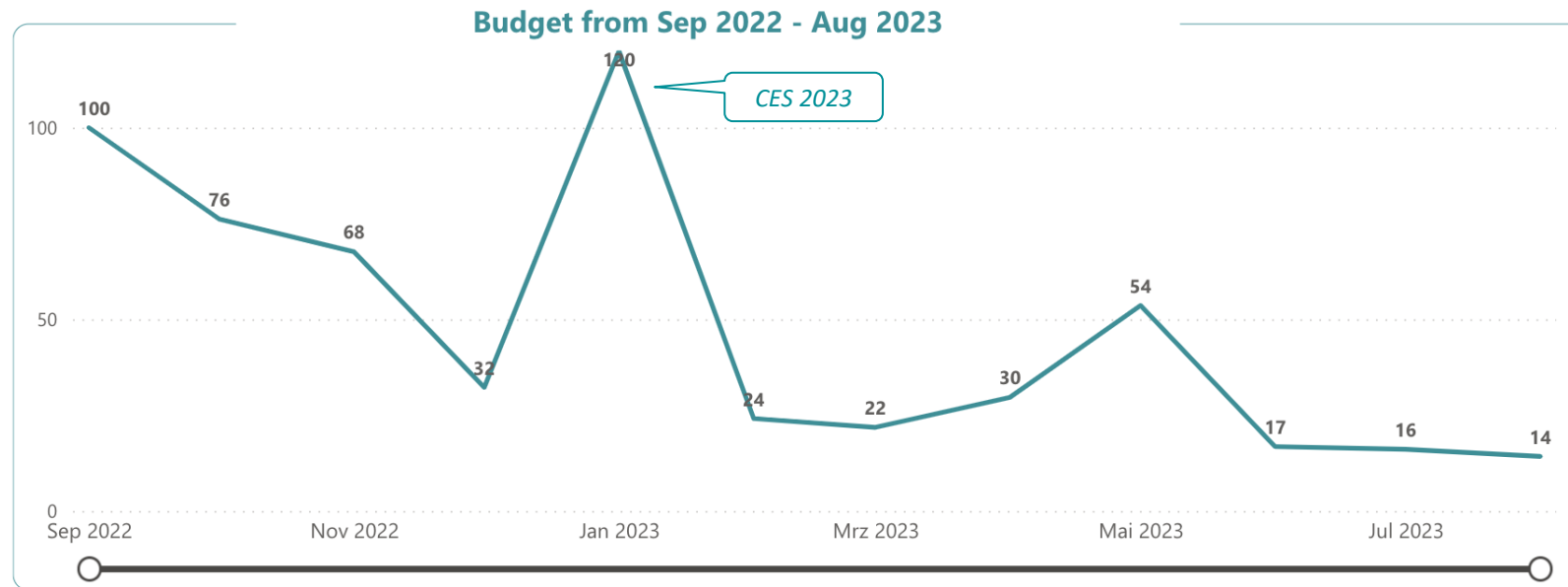
Which channels, campaigns or posts drive this results?

XF Social Trends - channel performance from a long-term perspective.

Our Benchmarks could also give hints about general performance trends on social platforms.

#1 Media Budget on X (Twitter) in free fall

12 months | 7.285 posts | 15 XF companies



Media Budget, scaled to 100

LEARNING

The **budget spent** (and activity) of XF Companies on X (Twitter) **decreased** over the last 12 months by 86%.

DECISION (or confirmation)

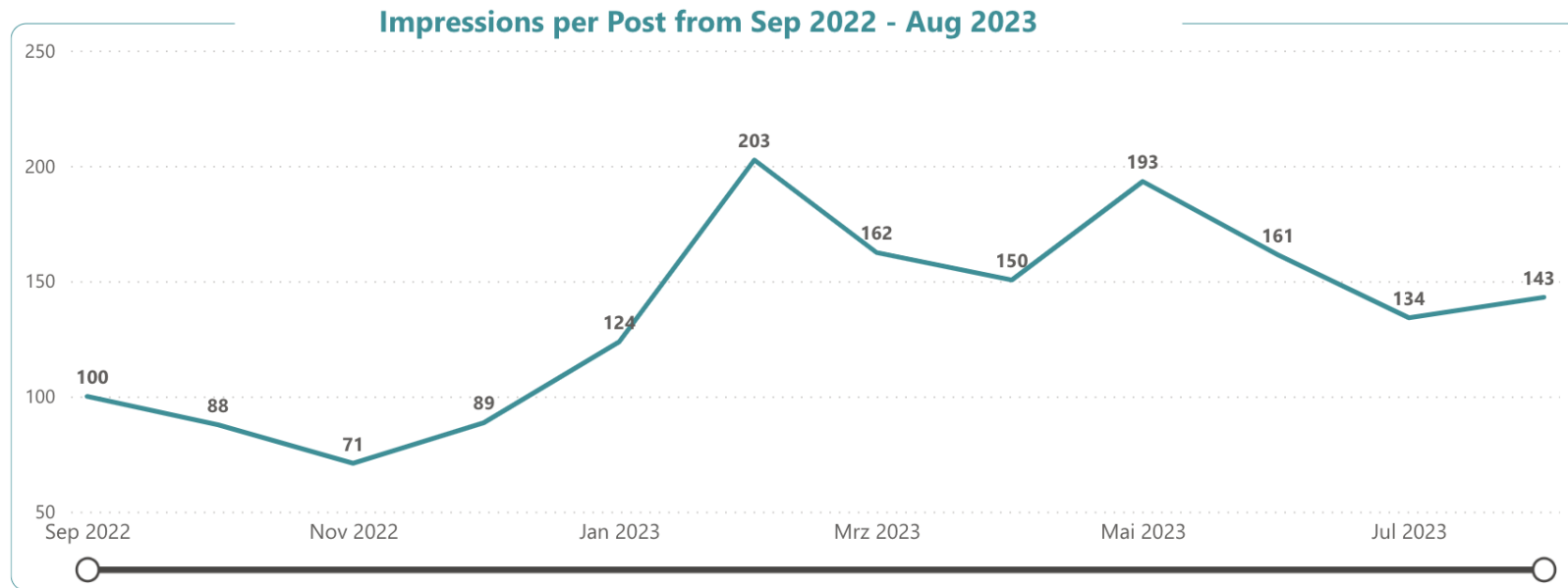
We are in good company with our X (Twitter) **Media-Strategy.**

XF Social Trends - channel performance from a long-term perspective.

Our Benchmarks could also give hints about general performance trends on social platforms.

#2 Organic visibility on LinkedIn increases

12 months | 8.887 posts | 14 XF companies



Impressions per Post, scaled to 100

LEARNING

Organic visibility on LinkedIn of XF Companies **increased** over the last 12 months by 43%.

DECISION

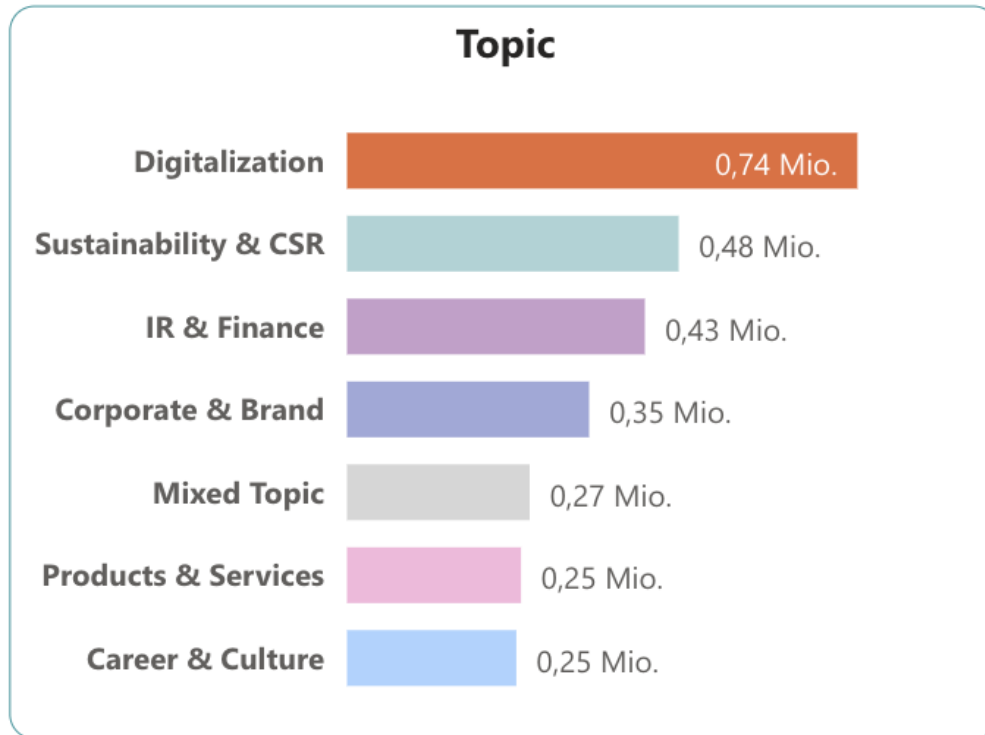
If we need to get awareness without media budget, maybe we should **focus** on LinkedIn.

| XF Topic Trends - How visible are topics and which is the best channel?

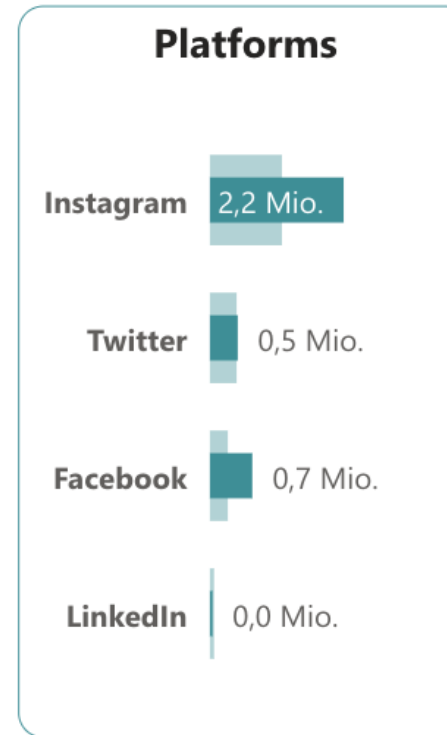
We automatically categorize all social content and provide Topic Benchmarks for XF Companies.

#1 Paid visibility by topic

12 months | 446 posts | 337m impressions | 13 XF companies



Paid Impressions per Post



LEARNING

„Digitalization“ is most *effective* topic in terms of *paid visibility*, especially on *Instagram*.

DECISION

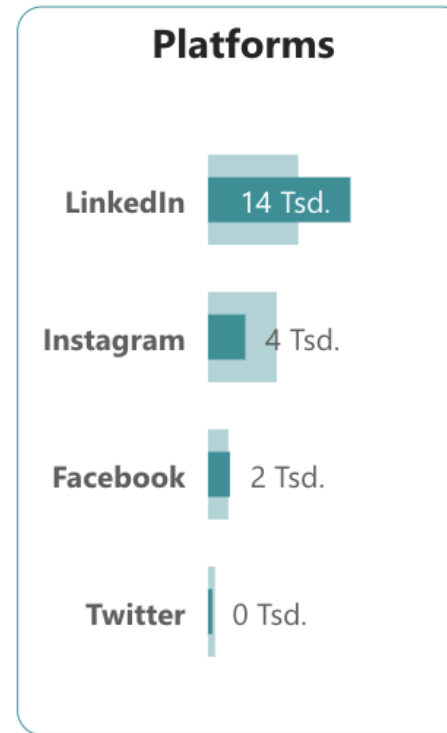
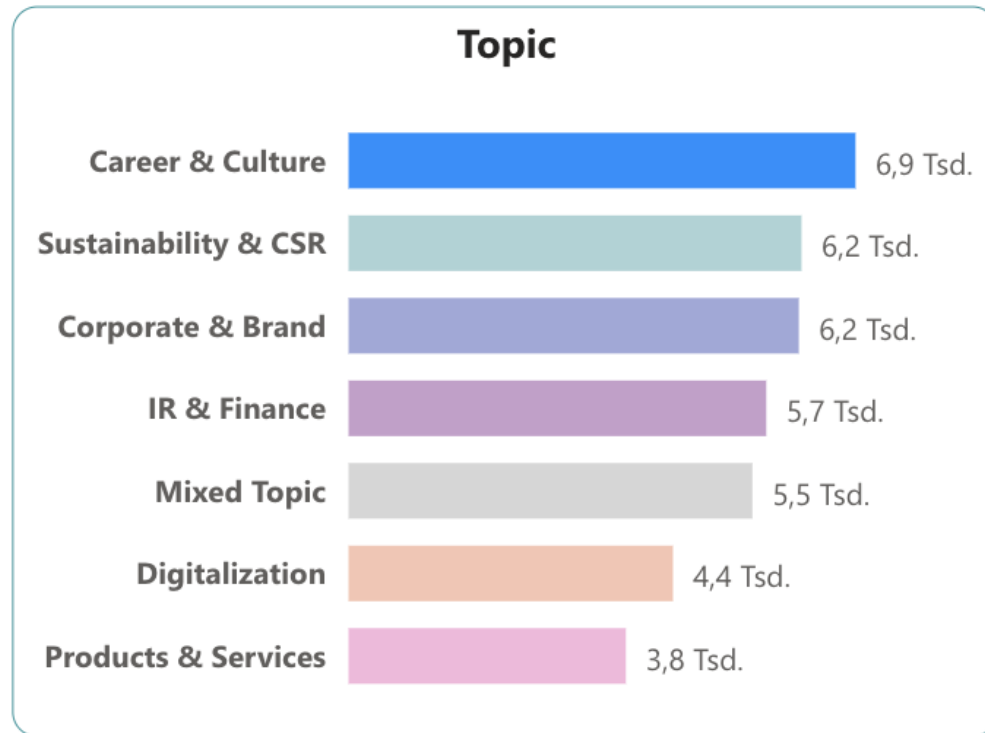
Maybe we should *shift media budget* from LinkedIn to Instagram if we adress the topic of Digitalization.

| XF Topic Trends - How visible are topics and which is the best channel?

We automatically categorize all social content and provide Topic Benchmarks for XF Companies.

#2 Organic visibility by topic

12 months | 3.638 posts | 25m impressions | 13 XF companies



LEARNING

„Career & Culture“ is most **effective** topic in terms of **organic visibility**, especially on **LinkedIn**.

DECISION

If we don't have media budget for HR Comms, maybe we should **focus** on **LinkedIn**.

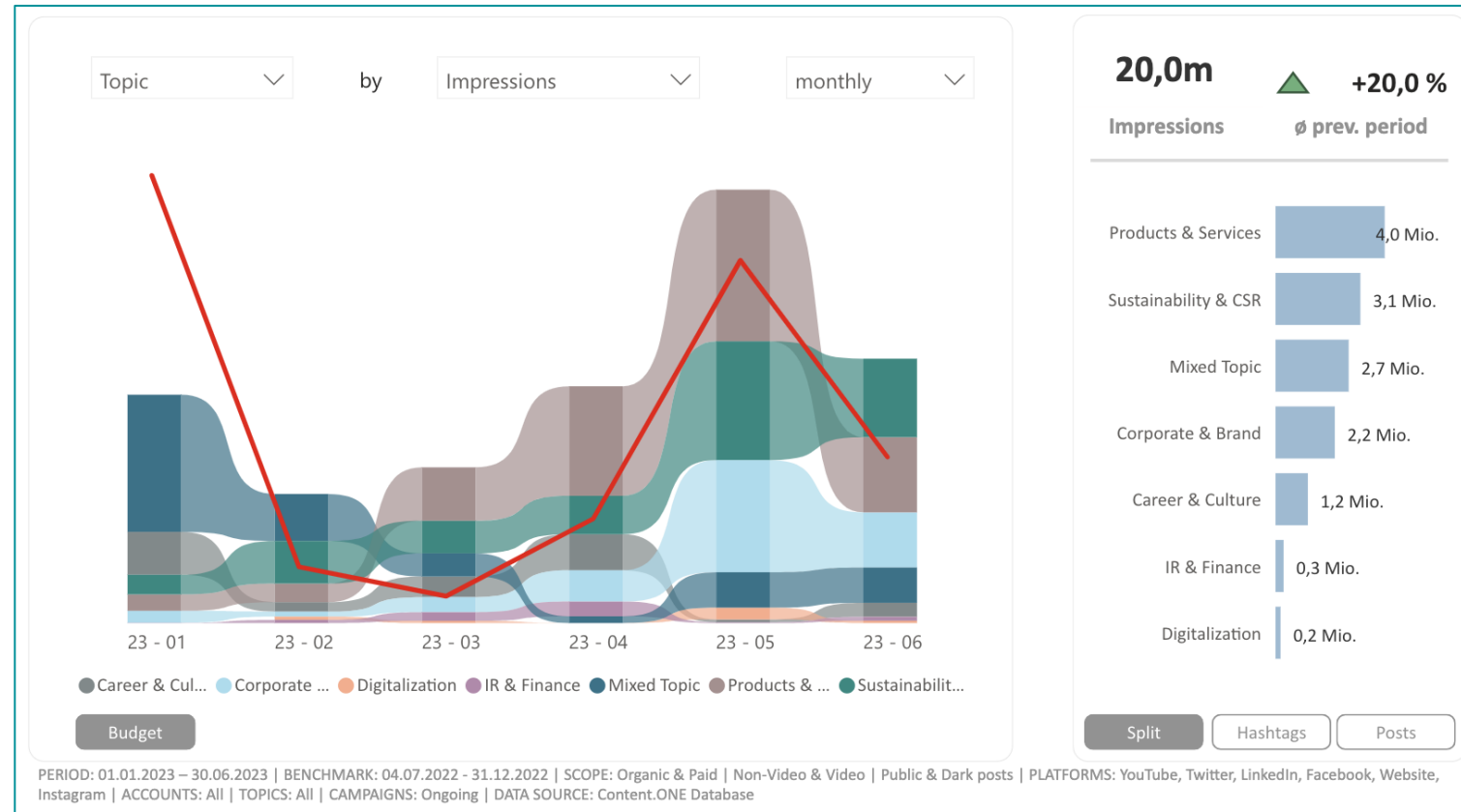
Organic Impressions per Post

Content Reporting - performance in owned & paid media.

Our individual omnichannel reporting for owned media supports editorial teams, content / channel leads or newsrooms.

Owned visibility by topic

H1 / 2023 | paid & organic



LEARNING

Leading topic was **Products & Services**, in January we see a focus on **Sustainability** content, May was the strongest month. The visibility correlates obviously with the media spendings.

DECISION (or confirmation)

Does this fit to my strategic targets or do I have to adjust my content strategy?

FURTHER QUESTIONS (to be answered in this Report)

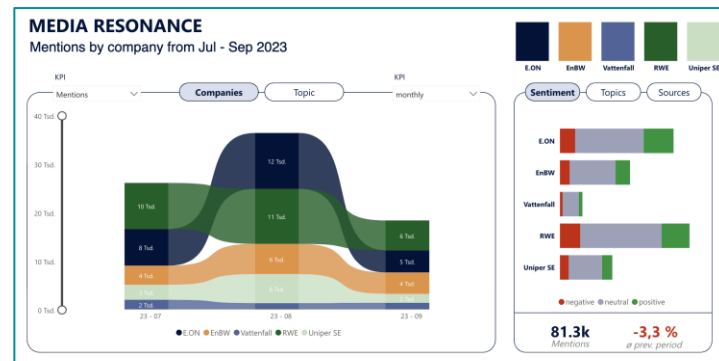
Which channels, campaigns or posts drive this result?

Earned Media Resonance & Reputation – new XF reports in 2024.

We enhanced our reporting portfolio to evaluate the **OUTCOME** of communications compared to individual peer group.

Media Resonance

Which **Media-Echo** do we achieve?



DECISION (or confirmation)

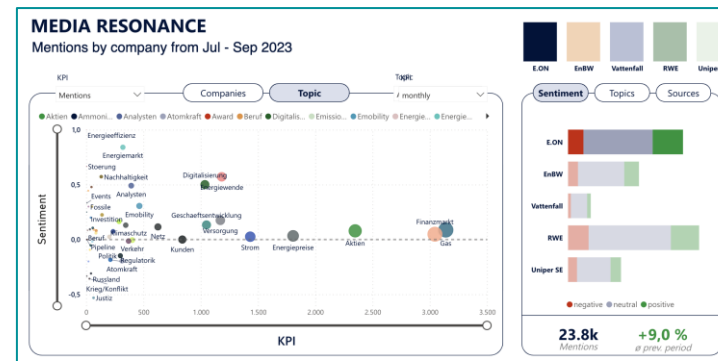
Evaluate the impact of your owned communications on earned media.

FURTHER QUESTIONS (to be answered in this report)

Which media sources, influencers or articles drive this result?

Media Topics

In what **context** is our company mentioned?



DECISION (or confirmation)

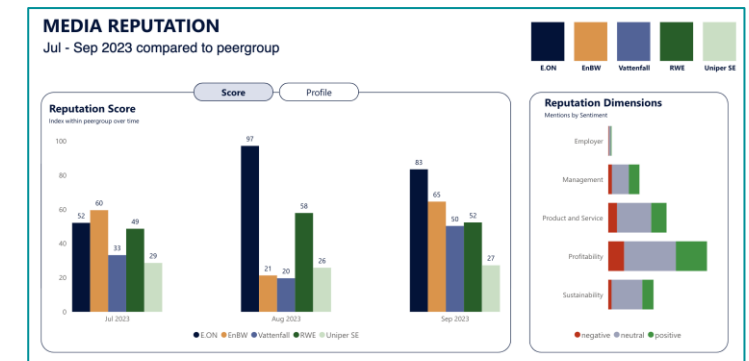
Detect critical issues or potential topics to transform this into content strategy.

FURTHER QUESTIONS (to be answered in this report)

Do we reach our strategic targets or should we adjust our strategy?

Media Reputation

How develops **Reputation** compared to our peer group?



DECISION (or confirmation)

See how your reputation develops and identify risks and potential.

FURTHER QUESTIONS (to be answered in this report)

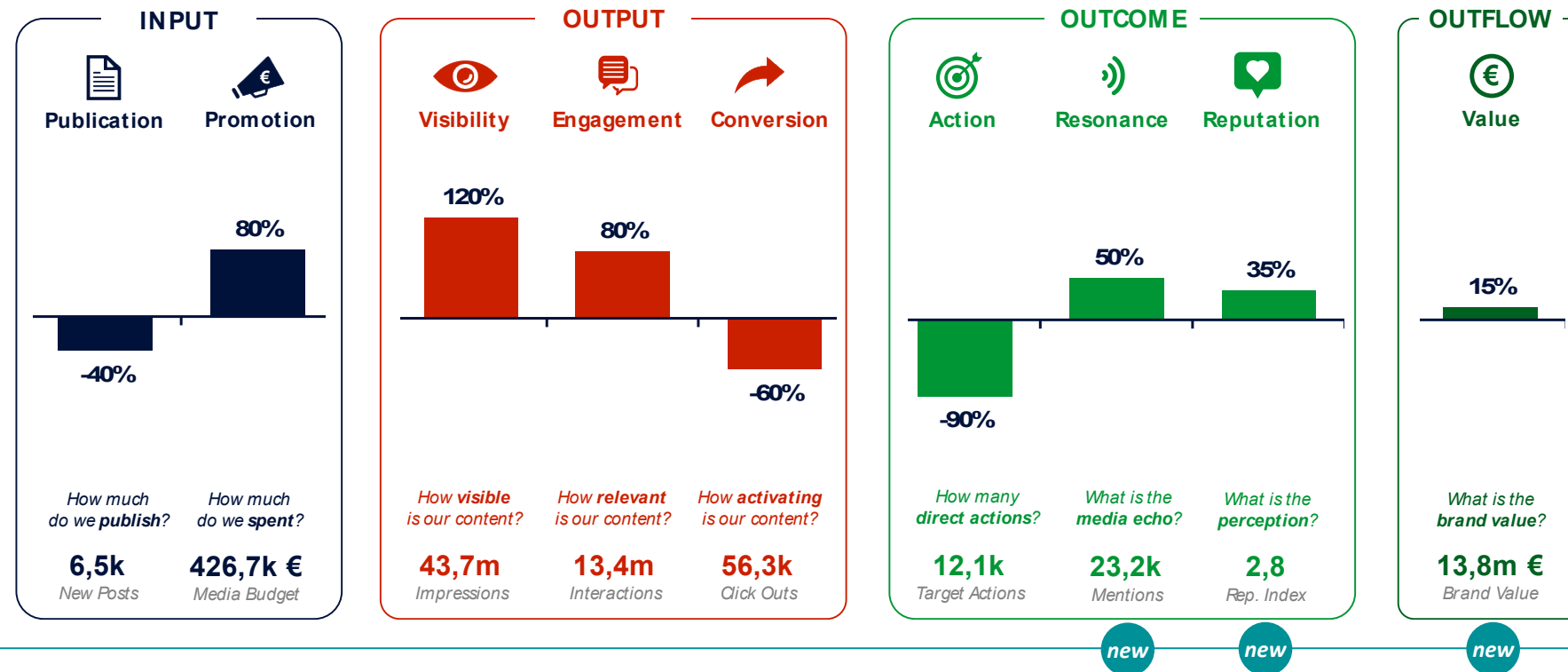
Which articles oder sources drive our positive or negative media reputation?

The Big Picture - communication success along 4 levels with 9 KPI.

Now we close the loop and integrate all evaluation methods (owned, paid, earned) in one report.

COMMUNICATION RESULTS

Change in results from Jan 23 – Dec 23 compared to Jan 22 – Dez 22



We will have a workshop tomorrow to explain and discuss our calculation method of the **Brand Value**.

Excellence Service Packages 2024.

	COMMUNITY	CONTENT	REPUTATION	VALUE
share LEARNINGS	CONFERENCES & WEB CIRCLES	✓	✓	✓
share BENCHMARKS	SDG & CEO Benchmarks	TOPIC Benchmarks	SEARCH VISIBILITY Benchmarks	✓
		new RESONANCE Benchmarks	new REPUTATION Benchmarks	✓
use AGILE SERVICES	--	CONTENT Reporting	new REPUTATION Reporting	new VALUE Reporting
Participation & usage fees min. term 12 months	900 € p.m.	2.900 € p.m.	3.900 € p.m.	4.900 € p.m.





THANK YOU.

Just one more thing ...

We are currently working on automated

„XF weekly updates“

by ChatGPT via MS Power Platform

for instant & relevant summaries & learnings.

***You'll find a SNEAK PREVIEW in your
E-Mailbox NOW (hopefully).***