CSR in today's climate requires companies to make a meaningful change to the way they operate at their very core; whether it’s radically reforming existing policies, converting manufacturing functions to supplement societal needs, or revamping supplier structures to ensure ethically-sourced goods. When implemented successfully, CSR ultimately shifts the definition of success away from just company well-being to collective, societal well-being.

Additionally, with 78 percent of today's consumers expecting companies to take a stand on social issues, and 87 percent preferring to buy from companies that share their moral beliefs, brands and companies are taking notice – and taking action.¹

With brand reputation more important than ever, CSR has quickly become not just a “nice-to-have,” but a “must-have” in a company’s operating structure.

¹http://www.conecomm.com/research-blog/2017-csr-study
Beyond Vanity Metrics

Using Zignal’s proprietary Media Quality Score and Automation Scores, brands can evaluate their CSR earned media from angles well beyond vanity metrics and identify automated activity spreading disinformation. Easily monitoring and measuring shifts in brand reputation and CSR messaging in real-time has never been more critical in today’s dynamic climate.

Key Benefits

- **Understand the quality** of mentions related to your brand with Zignal’s Media Quality Score (MQS).
- **Learn** where you stand in terms of media value as it relates to your core brand pillars and Key Messages.
- **Craft** messages and select Influencers that reach authentic audiences most effectively and avoid malicious automated networks.
- **Rely on** real-time monitoring for mentions of your brand across every available media outlet.
- **Find the best** media outlets, influencers, and advocates to help promote your brand.
- **Compare** your brand’s reputation against your competition using your CSR Key Messages.

Zignal Labs is the world’s leading impact intelligence company, helping users measure opinion in real-time and identify the topics, networks and people that shape it. Used by the world’s largest companies and public sector organizations, Zignal lets users measure and shape their corporate brand, drive improved marketing campaign performance, understand what features are most impactful in customer products and experiences, and identify risks and opportunities as they emerge. Headquartered in San Francisco with offices in New York, NY and Washington, DC, Zignal serves customers around the world, including Expedia, Under Armour, Synchrony, Prudential, DTE Energy, The Public Goods Project and Uber.

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