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IR Planning – Establishing KPIs and Benchmarking your IR Program

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Investor Relations - Goals and KPIs

What should we measure?

Who should we report to?

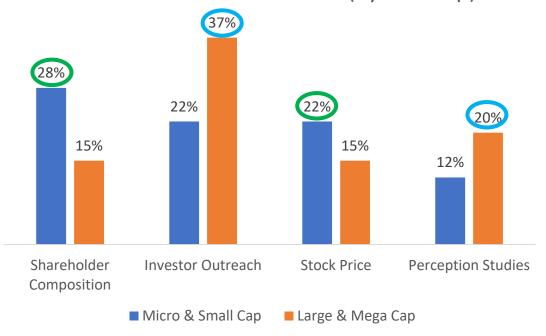
When should we evaluate?

When should we recalibrate?



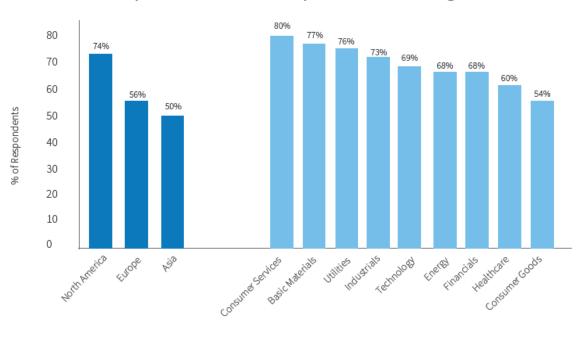
KPIs Vary by Market Cap and Industry





*Source: NIRI Measuring Your IR Program's Success Research Report

of respondents that report KPIs to mgmt / board

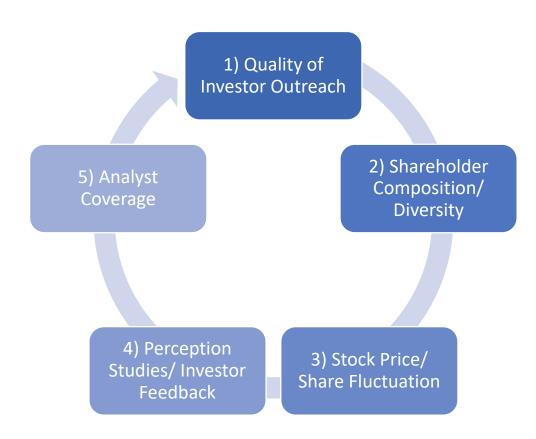


*Source: *Ipreo Corporate Access Survey 2018*





Most Common Categories for KPIs



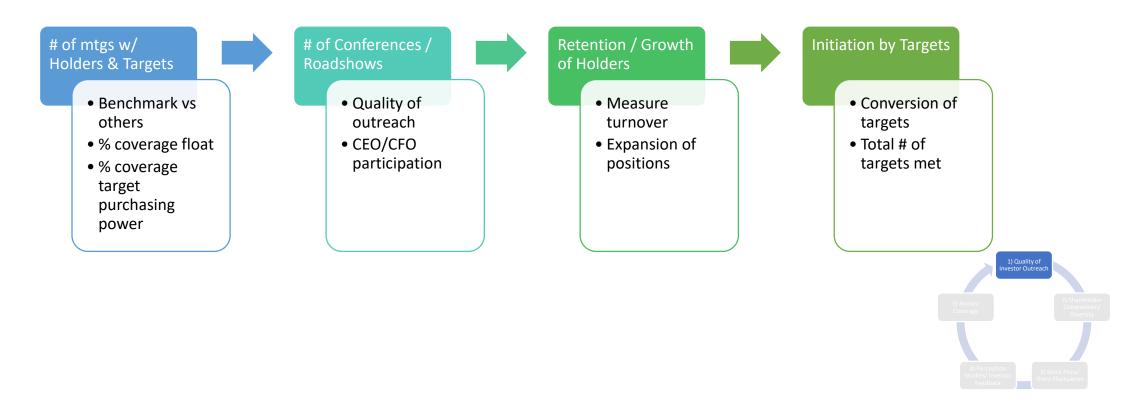
Good KPIs measure both Process
(fully in IR control) and Results
(partially in IR control)

*Source: NIRI Measuring Your IR Program's Success Research Report





1-Measuring Quality of Investor Outreach







2-Measuring Shareholder Composition/Diversity

Institutional Holders

 Deeper institutional penetration can be measure of IR impact

Changes in Concentration

 Less concentration correlates w/lower volatility

Geography

 More diverse ownership contributes to depth of market

Style/Turnover

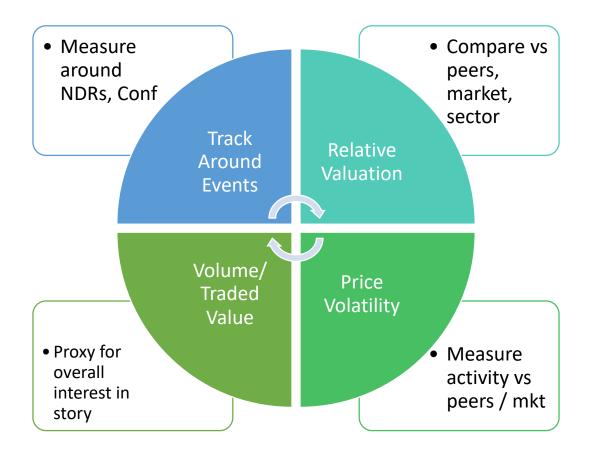
 Measure mix of growth, value, yield, hedge funds over time







3-Measuring Stock Price/Share Fluctuation

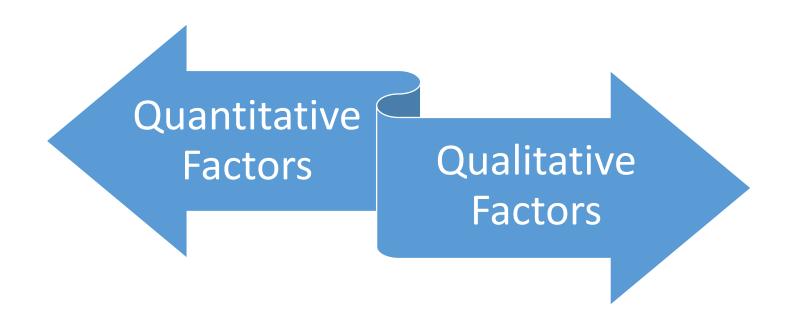








4-Measuring Perception Studies/Investor Feedback

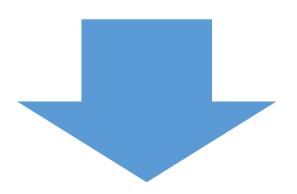








5-Measuring Analyst Coverage



Analyst Coverage

- # of analysts covering story
- NDR allocation
- Conference allocation

Analyst Accuracy

- Consensus reflects guidance provided
- Accurate representation of strategy in reports

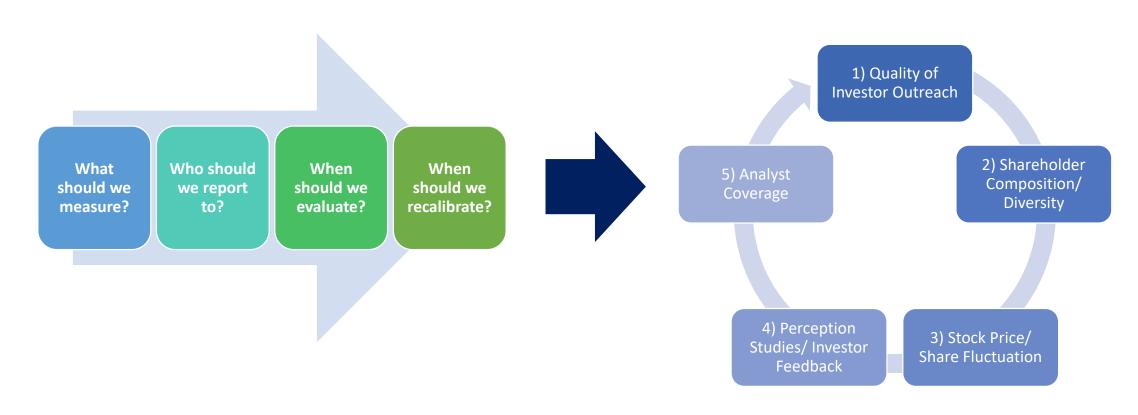








Establish a Process to Measure & Report KPIs







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