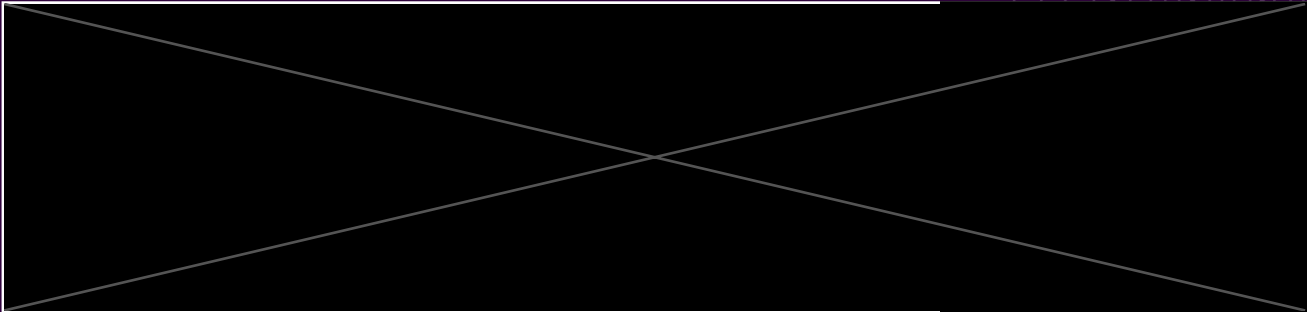




Brand Engagement Score

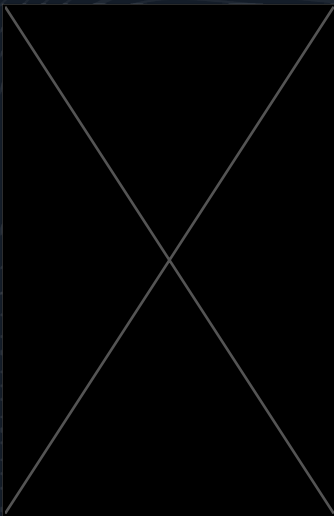
Q2 FY '24



Objective

The **Brand Engagement Score** evaluates key visibility, engagement, and sentiment metrics specifically for the product pages within [REDACTED] portfolio, including core indications such as herbicides, insecticides, fungicides and seed treatments.

Below are some of the products used in the calculation:



This calculation is using a 3-month snapshot of data

To see the top 25 of product page brands used click [here](#)



Analysis

- The **Visibility Metrics** measure the brand's visibility in the context of organic online conversations in media relations and social media.
 - Analysis gauges the brand to understand how consistently it's achieving its maximum potential awareness across digital platforms.
- The **Sentiment Analysis** assesses the audience's perception and emotional response to the brand by analyzing positive and negative brand sentiment and overall website performance.
 - Provides insight into how well the brand resonates with its audience.



Brand Engagement Score Weighting

WEAK

"Weak" metrics have **minimal importance in the context of this score**. They may offer some insight into brand visibility or engagement but are not reliable standalone indicators of a brand's overall perception or engagement.

MEDIUM

Metrics considered "medium" are important but **secondary indicators**. While these metrics contribute valuable insights into brand performance, **they may not capture the full depth of audience engagement or sentiment**.

STRONG

Metrics categorized as "strong" are the **most critical indicators of how well a brand is perceived and engaged with** by its audience. These metrics have a direct, significant impact on both brand awareness and audience engagement. They are fundamental to understanding the brand's performance and tend to be heavily emphasized in industry best practices.



Brand Engagement Score: What We Track

Strong



Brand Mentions: (social media + media): indicate how often the brand is being discussed or referenced.

Platforms: **Netbase Quid & Muck Rack**



Search Volume: the level of interest and demand for your brand or related keywords; indicates how often people are actively searching for the brand, products, or services.

Platform: **SEMRush**



Website Engagement: measures the percentage of engaged sessions on a website.

Platform: **Google Analytics**



Website Retention: measures the percentage of users who return to a website after their first visit.

Platform: **Google Analytics**



Brand Engagement Score: What We Track

Medium



Share of Voice: measure of the brand's presence compared to competitors in each market or industry; provides insights into the brand's visibility relative to others.

Platform: **Netbase Quid**



Social Media Engagement: measures the level of audience interaction and engagement with the brand's social media content across all available channels; includes likes, comments, and shares.

Platform: **Emplifi (Facebook, Instagram, X)**



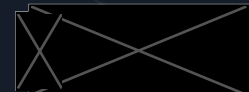
Social Media Impressions: total number of times that the brand's content is viewed.

Platform: **Emplifi (Facebook, Instagram, X)**



Brand Mentions Sentiment: the overall positive or negative tone of online discussions.

Platform: **Netbase Quid**



Methodology

We coalesce readily available metrics that are commonly associated with awareness and visibility and normalize them on a **scale from 0 to 100**. They are then weighted based on importance as either strong, medium, or weak to be included in the total score.

1. Visibility Metrics (70% Total Weight)

- **Brand Mentions** - Strong (25% Weight)
- **Search Volume** - Strong (25% Weight)
- **Share of Voice** - Medium (17% Weight)
- **Social Media Engagement** - Medium (17% Weight)
- **Social Media Impressions** - Medium (17% Weight)

2. Sentiment Analysis (30% Total Weight)

- **Website Engagement** - Strong (38% Weight) **
- **Website Retention** - Strong (38% Weight) **
- **Brand Mentions Positive/Negative Sentiment** - Medium (25% Weight)

*Review notes for exclusion and additional details***



Strong Weighted Breakdown

8,141

Brand Mentions (Visibility)

- There were a total of 1,285 social mentions and 6,856 brand mentions.
- Brand mentions are considered a strong metric within visibility as they **directly indicate how often a brand is discussed or referenced** across various platforms.
- This metric is fundamental in gauging brand awareness, as **frequent mentions suggest that the brand is widely recognized** and actively resonates with the audience.

72%

Web Engagement Rate (Sentiment Analysis)

- Web engagement measures how actively users interact with the brand's website content, **offering insights into how well the brand resonates with its audience beyond a single visit.**
- Strong engagement metrics signify that users are **meaningfully interacting** with the brand's content, which suggests a **positive sentiment and deeper brand loyalty**, aligning with best practices for understanding brand affinity and sentiment.

132,488

Avg. Weekly Search Volume (Visibility)

- Search volume is a strong metric because it directly reflects active interest in a brand; **high search volume shows that audiences are deliberately seeking out information** about the brand.
- This behavior signals strong brand recall and awareness, making search volume a foundational component in understanding how effectively a brand captures and maintains the attention of its audience.

27%

Web Retention Rate (Sentiment Analysis)

- Web retention is a strong sentiment metric because it demonstrates **the brand's ability to sustain interest and engagement** over time.
- A high retention rate indicates that users find value in returning to the brand's website after an initial visit, **a critical indicator of a positive brand experience and lasting brand connection.**



Q2 2024 Brand Engagement Score

56.68/100

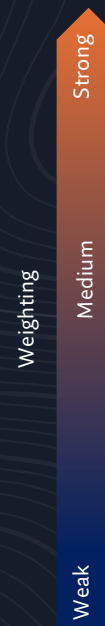
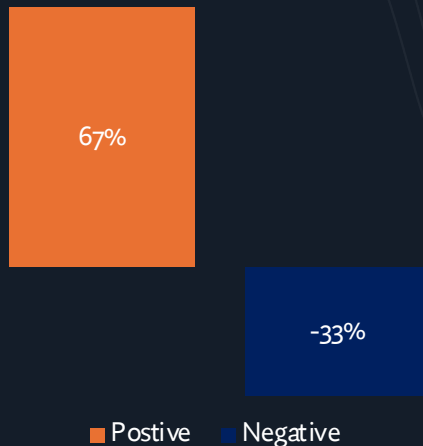
Brand Engagement Score Q2

Key Insights

Web Engagement and **Organic Search** volume achieved the highest weighted scores, underscoring the success of Syngenta US Crop Protection.

Net sentiment of +34% - This indicates an overall **positive** balance of favorable vs. unfavorable mentions.

Net Sentiment



Visibility Metrics (70%): **61.27/100**

- Brand Mentions (25%): **56.47/100**
- Search Volume (25%): **94.78/100**
- Share of Voice (17%): **73.41/100**
- Social Media Engagements (17%): **35.57/100**
- Social Media Impressions (17%): **31.75/100**

Sentiment Analysis (30%): **45.98/100**

- Website Engagement (38%): **72.45/100**
- Website Retention (38%): **27.49/100**
- Brand Mentions Sentiment (25%): **34.00/100**

Insight Overview

- SEO audits, web assessments, and keyword enhancements are boosting organic search efforts, **driving increased traffic to the website.**
- Leading keywords are [REDACTED]. Additional top 5 keywords within the quarter were [REDACTED].
- With a net sentiment of **+34%** - indicating a positive tilt in the balance of favorable to unfavorable mentions – conversations about the brand show a higher proportion of positive mentions, primarily focused on [REDACTED] financial performance, strategic initiatives, commitment to sustainability, agricultural innovation, as well as the challenges and controversies the company faces.
- Web performance reflects the impact of targeted web optimizations and effective traffic-driving strategies that enhance overall site engagement.
- While we are driving engaged users to the sites, only 27% of users are returning users. This is an area we could improve on with future strategies.



Next Steps

1

Consider enhancing the placement of Newsroom related content to increase Share of Voice, Net Sentiment, and Brand Mentions.

2

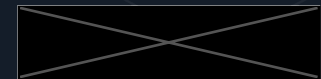
The Brand Engagement Score will be updated every 6 months to provide ongoing data and actionable insights.

3

Deliver actionable digital recommendations to planning and strategy teams to guide both market communications and digital strategies.

4

Continue to improve the calculation and expand the data set to account for a full years' worth of data, to get a complete picture for all quarters.



- Consider enhancing the placement of Newsroom related content to increase Share of Voice, Net Sentiment, and Brand Mentions.
- Deliver actionable digital recommendations to planning and strategy teams to guide both market communications and digital strategies.
 - Sharing learnings and direction with brand teams to continue to increase overall brand engagement score.
- Utilizin insights and data to inform content direction o [REDACTED] as it is a vessel for awareness at the [REDACTED] level.
- Set date in early summer to share insights with brand teams as they are adjusting and executing against their 2025 plans.
- The Brand Engagement Score will be updated in June 2025 to include a full year of benchmark data, offering deeper insights into brand seasonality. These insights will be shared with brand teams to refine and execute their 2025 plans.
 - Reconvene in June, before planning, after gathering an additional six months of data to inform the remainder of the 2025 plans and 2026 planning.
 - Provide recommendations based on these insights to guide 2026 planning.



Appendix



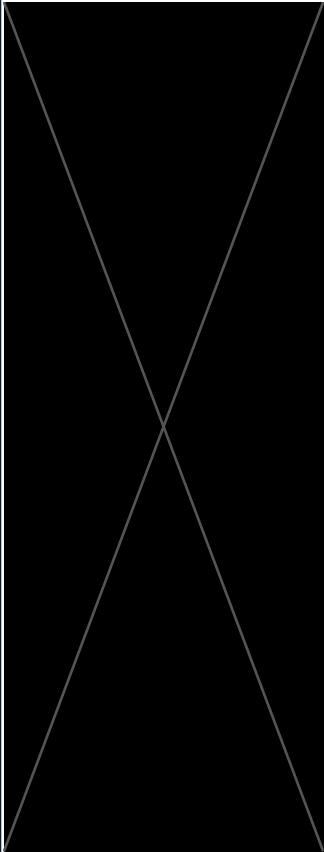
Glossary

- **Brand Mentions:** The number of times a brand is mentioned in weekly article content, as tracked by MuckRack. These mentions include references in earned media sources such as news articles, blogs, and other digital publications.
- **Social Media Mentions:** The weekly count of brand mentions, based on social media sources and earned media, tracked by Quid. This includes mentions from user-generated content, tweets, posts, and discussions across social platforms like Facebook, Twitter, and Instagram.
- **Search Volume:** The organic traffic volume per week, measured by Semrush. It reflects the total number of searches for the brand or related keywords that lead users to organic search results.
- **Share of Voice:** The percentage of total online mentions that a brand captures within its industry or compared to competitors, based on Quid data. This metric helps assess the brand's visibility and prominence in online conversations.
- **Social Media Engagement:** The sum of interactions, including likes, shares, and comments, across various social media platforms, exported from Emplifi. This metric provides insight into how actively users are interacting with the brand's content.
- **Social Media Impressions:** The total number of times a brand's social media content has been shown to users in an organic context, tracked and exported from Emplifi. This represents the potential reach of a brand's content on social platforms.
- **Brand Mentions Net Sentiment:** A score between -100 and 100 that expresses the ratio of positive to negative sentiment in conversations.
- **Website Retention:** A GA4 metric that measures the percentage of users who return to the website after their initial visit. It is calculated as returning users divided by total users, offering insight into how well the site retains visitors over time.
- **Website Engagement:** This GA4-based metric captures the percentage of sessions classified as "engaged" on the website. It is calculated by dividing engaged sessions by total sessions, and it indicates how effectively the website encourages active interaction from users.



Top 25 Keyword Search Terms

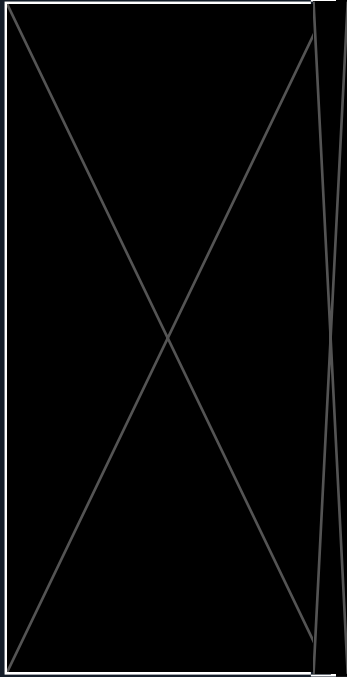
Top Search Terms

	Clicks	Impressions	CTR	Position
	2317	7587	30.54%	1.8
	2116	172560	1.23%	7.43
	1874	4563	41.07%	1.02
	1798	32691	5.50%	6.25
	1629	3149	51.73%	1.16
	1597	2718	58.76%	1.17
	1570	4467	35.15%	1.1
	1494	2203	67.82%	1.01
	1419	2889	49.12%	1.12
	1315	9734	13.51%	2.36
	1311	2287	57.32%	1.03
	1306	3189	40.95%	1.65
	1273	27935	4.56%	4.21
	1248	1868	66.81%	1
	1158	30822	3.76%	5.04
	1105	2495	44.29%	1.11
	1104	11479	9.62%	2.22
	1074	8385	12.81%	6.92
	1005	7363	13.65%	2.45
	986	2800	35.21%	1.78
	985	1986	49.60%	1.09
	826	1322	62.48%	1
	787	1247	63.11%	1.06
	783	15652	5%	5.12
	781	7988	9.78%	3.14

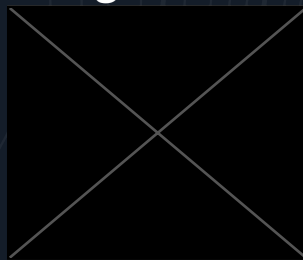


Top 25 Brands and Product pages

Herbicide Products:



Fungicide Products:



Insecticide Products:

