

KCG Exposure Impact Analysis

Client	Client
Period	2016
Market	SaaS
Source(s)	Print Media, Online News, Blogs, Social Media
Key Words	ERP, SaaS, HCM

	Q1 Raw Exposure	Q2 Raw Exposure	Q3 Raw Exposure	Q4 Raw Exposure	Q1-Q2 Change in Raw Exposure	Q2-Q3 Change in Raw Exposure	Q3-Q4 Change in Raw Exposure		Q1 Exposure Impact	Q2 Exposure Impact	Q3 Exposure Impact	Q4 Exposure Impact	Q1-Q2 Change in Exposure Impact	Q2-Q3 Change in Exposure Impact	Q3-Q4 Change in Exposure Impact
Client	1,343.00	752.45	917.99	1,181.84	(590.55)	165.54	263.85	Client	1,747.79	976.77	1,191.65	1,538.06	(771.03)	214.89	346.40
Vendor "A"	181.00	163.00	198.86	159.28	(18.00)	35.86	(39.58)	Vendor "A"	158.36	90.75	110.71	139.36	(67.62)	19.96	28.65
Vendor "B"	99.00	188.00	229.36	87.12	89.00	41.36	(142.24)	Vendor "B"	82.67	89.60	109.31	72.75	6.93	19.71	(36.57)
Vendor "C"	480.00	842.00	1,027.24	422.40	362.00	185.24	(604.84)	Vendor "C"	456.12	625.57	763.19	401.38	169.45	137.63	(361.81)
Vendor "D"	1,222.00	365.29	445.65	1,075.36	(856.71)	80.36	629.71	Vendor "D"	1,203.67	239.68	292.41	1,059.23	(963.99)	52.73	766.82
Vendor "E"	1,663.00	553.00	674.66	1,463.44	(1,110.00)	121.66	788.78	Vendor "E"	1,648.20	328.00	400.16	1,450.42	(1,320.20)	72.16	1,050.26

	Q1 Average Source Rank	Q2 Average Source Rank	Q3 Average Source Rank	Q4 Average Source Rank	Q1-Q2 Change in Average Source Rank	Q2-Q3 Change in Average Source Rank	Q3-Q4 Change in Average Source Rank		Q1 Weighted Average Sentiment	Q2 Weighted Average Sentiment	Q3 Weighted Average Sentiment	Q4 Weighted Average Sentiment	Q1-Q2 Change in Weighted Average Sentiment	Q1-Q2 Change in Weighted Average Sentiment	Q1-Q2 Change in Weighted Average Sentiment
Client	7.31	7.97	9.72	6.44	0.65	1.75	(3.28)	Client	1.13	1.37	1.67	0.99	0.24	0.30	(0.68)
Vendor "A"	7.13	6.38	7.79	6.28	(0.75)	1.40	(1.51)	Vendor "A"	0.85	1.00	1.22	0.75	0.15	0.22	(0.47)
Vendor "B"	8.11	7.73	9.43	7.14	(0.38)	1.70	(2.30)	Vendor "B"	1.00	1.03	1.25	0.88	0.03	0.23	(0.37)
Vendor "C"	7.91	7.50	9.15	6.96	(0.41)	1.65	(2.19)	Vendor "C"	1.06	0.98	1.20	0.93	(0.08)	0.22	(0.27)
Vendor "D"	7.59	7.46	9.10	6.68	(0.12)	1.64	(2.43)	Vendor "D"	1.00	1.00	1.22	0.88	0.00	0.22	(0.34)
Vendor "E"	7.10	7.53	9.18	6.25	0.43	1.66	(2.94)	Vendor "E"	0.97	1.04	1.27	0.85	0.07	0.23	(0.42)