

alacra PULSE

USE CASE: STREET PULSE

Investor Relations Professionals Track Analyst Commentary

Snapshot

Investor Relations departments engage with sell-side analysts daily. Until recently, monitoring what analysts are saying about their company, and its peers, has been a complex practice.

A new workflow tool leverages Alacra Street Pulse's ability to pinpoint analyst commentary on thousands of global companies, streamed in near-real time. IR professionals can now easily gauge the impact of their outreach efforts.

Leveraging Pulse

Alacra has partnered with a major business information provider to deliver an API feed of analyst commentary from its Street Pulse module of Alacra Pulse, an intelligent news filter that pinpoints company and financial insights from credible news sites, trade publications, RSS feeds and blogs.

Alacra Street Pulse tracks the traditional and alternative media mentions of over 25,000 global analysts –including 19,000 sell-side; 3,000 ratings agency; 2,500 industry analysts; and 1,000 independent analysts and bloggers– and utilizes semantic analysis to tag their commentary on public and private companies worldwide.

Via Alacra Street Pulse, users gain near-real time access to:

- Analyst upgrades and downgrades
- Analysis and projections

Now the investor relations community can zero in on analyst comments to understand whether their message is resonating.

Visit <http://pulse.alacra.com/> to see the latest Street Pulse analyst commentary.

The screenshot displays the Alacra Street Pulse interface for ACME Corporation. At the top, there's a navigation bar with tabs for Dashboard, Analyst Feedback, News, and Web Buzz. The main content area is divided into several sections:

- Dashboard Overview for ACME CORPORATION:** Includes a 'Dashboard Overview' section with a red arrow pointing to the 'Analyst Feedback' tab. Below it, there's a 'News' section with a bar chart showing 'STORY VOLUME AND SENTIMENT VS. STOCK PRICE' and a line chart for 'NYSE Acme Corp (ACM) MOC Sell Imbalance 115,450 Shares'.
- Buy-side Targets:** A table listing top opportunities and risks for various firms.
- Event Activity:** A section for monitoring webcast activity.
- Analyst Assessments and Comments for ACME Corporation and My Tickers Watchlist:** A table showing current analyst average, revenue, EPS, and recommendations for various companies.
- 724 Analyst Comments:** A list of analyst comments with columns for title, subject, ticker, publication date, analyst, source, and category.