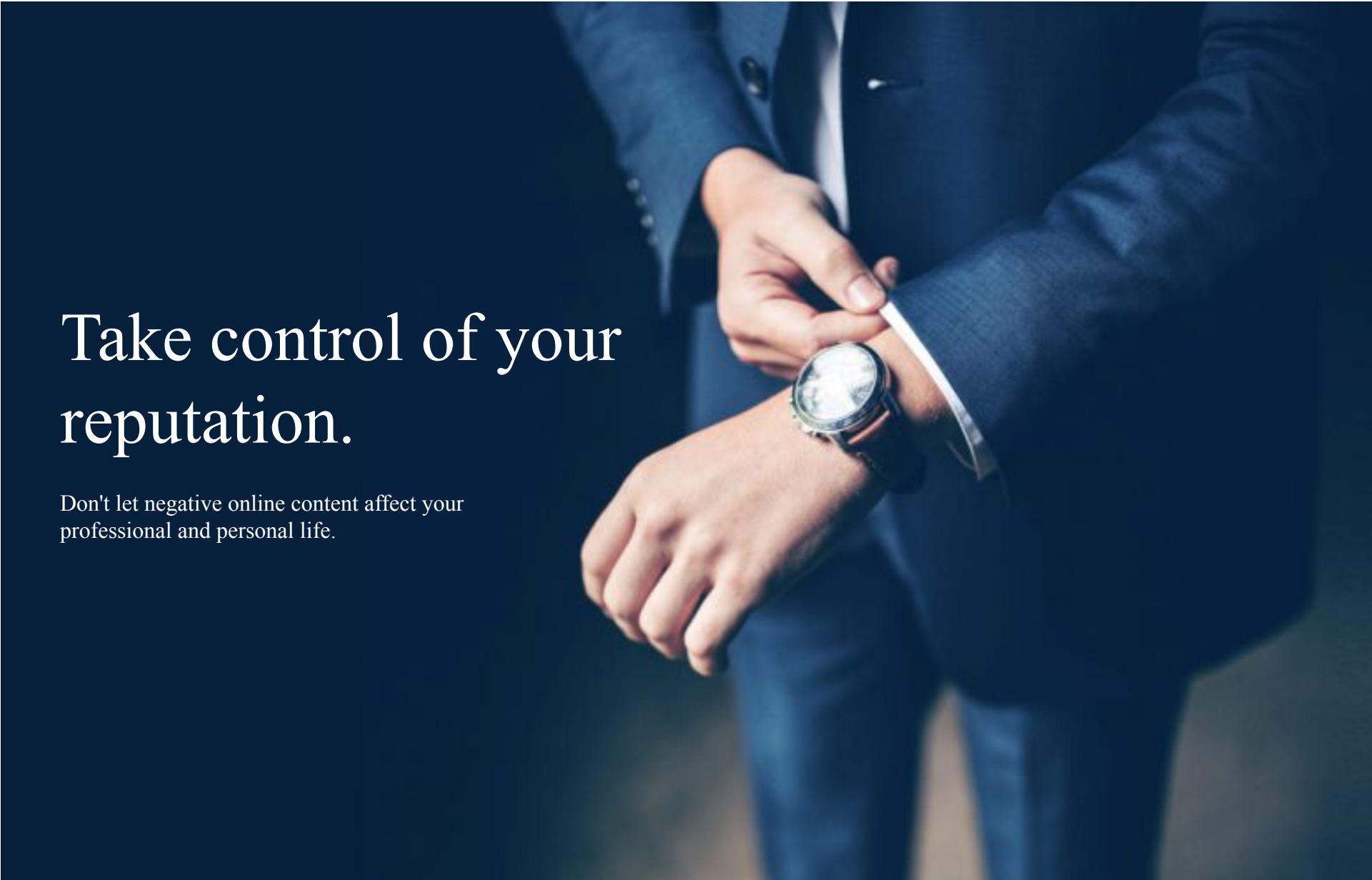


# Take control of your reputation.

Don't let negative online content affect your  
professional and personal life.



# WHO ARE WE?

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Part 1



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REPUTATIONDEFENDER®



REPUTATIONDEFENDER®

IS THE LEADER IN THE ONLINE REPUTATION MANAGEMENT AND DIGITAL PRIVACY SPACE. FOUNDED IN 2006, WE PIONEERED THE INDUSTRY—AND WE REMAIN THE LARGEST, MOST TRUSTED COMPANY WITHIN IT.

**A** wholly owned subsidiary of Reputation.com, Reputation Defender LLC provides online reputation and digital privacy solutions for individuals and businesses. We believe that everyone has the right to be empowered ensuring that accurate information appears prominently in search results, or helping businesses put their best foot forward in online reviews and social media. Reputation Defender provides these solutions and more to our clients.

**WE** are backed by respected Silicon Valley venture capital firms, including Twitter investors Kleiner Perkins Caulfield and Byers, Bessemer Venture Partners, Jafco Ventures, and the Floodgate Fund. The World Economic Forum has named us both a Global Growth Company and a Tech Pioneer, distinctions reserved for high-growth, cutting-edge companies with the potential to become driving forces for economic and social change.



**OVER 1.6 MILLION CUSTOMERS**



**SERVING IN OVER 20 COUNTRIES**



**HOLDER OF OVER 20 REPUTATION  
MANAGEMENT PATENTS**



**REPUTATION  
MANAGEMENT**



**FIRST IN THE SPACE WITH A DECADE OF RESEARCH, OFFERING  
PROVEN AND EFFECTIVE SOLUTIONS**

# STATISTICS



# WHY IS REPUTATION MANAGEMENT IMPORTANT?

Part 2



REPUTATIONDEFENDER<sup>®</sup>

**Online Reputation Management (ORM)** is a rapidly expanding field, with more people looking to manage their image all the time. The internet is largely unregulated and, even when it is possible to have content removed from a website, people will be able to share information far faster than it can be taken down. This is why ORM is becoming more popular all the time. Any person or company who might be researched via Google or social media needs to get up to date with ORM, and make sure their public image is well taken care of.



# KEY STATS

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## BUSINESS RELATED

5

**Reputation and Risk Members report** reputational risk as both their number one ‘keep me awake at night issue’ and a high concern for their executive management and board.

**81%** of firms view reputation as their most valuable asset.

**74%** of consumers claim they will not engage with a business that has negative information online.

**More than 80%** of reputation damage risks come from a mismatch between the buzz and the reality.

**Reputation risk** is the greatest risk facing companies, with as much as 75% of a company’s value based on reputation.

**92%** of consumers conduct online research before deciding whether to purchase from a company.

# ORM

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## DEFINED BY ONLINE CONTENT

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### 1. YOUR CONTENT

- Website
- Press releases
- Company blog
- Official social sites
- Thought leadership

### 2. CUSTOMER CONTENT

- Social media
- Blogs
- Reviews
- Forums
- Images, videos and audio

### 3. INTERESTED PARTIES CONTENT

- Press/Journalists
- Blogs
- Wikipedia
- Regulatory bodies
- Existing and previous employers/partners
- Competitors



# 1. YOUR CONTENT



## Starbucks Twitter

### United's Mistake

Got political

CEO associated brand with own personal views

Used a trusted and well-used platform

### Fallout

Divided customers

Overwhelmingly negative response on social media

#boycottstarbucks hashtag went viral



# 2. CUSTOMER CONTENT



## United Airlines YouTube

### United's Mistake

Broke a guitar

Ignored complaints for 9 months

Used a flimsy technicality to justify not resolving the issue

### Fallout

Broke a guitar

Musician Dave Carroll created song/video

Video went viral, over 12 million views

United stock price fell 10% when the incident reached the news

July 24th, 2009, 19:31 GMT. By Elena Gorosien

### United Airlines Breaks Guitars, Loses \$180 Million

**HAYSTAK** DIGITAL MARKETING | HOW AUTOMOTIVE NEWS TOP 125 DEALERS STAY AHEAD OF THE CURVE WITH THE HAYSTAK DIGITAL MARKETING PLATFORM | VIDEO

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Luggage mishaps are known to happen on airplanes, be it at the airport, or because of the way the packages are stored and transported. Either way, the flight company eventually owns up to them and finds some form of compensation for the respective passenger. This did not happen to Canadian singer Dave Carroll, who had his Taylor acoustic damaged on United Airlines and who took his plight to YouTube. United stock fell by ten percent because of it, amounting to a loss of \$180 million, the Daily Mail informs.

The incident occurred in 2008, when Carroll saw his guitar being thrown around by airport personnel before being loaded. As he arrived in Chicago, he saw that, indeed, his Taylor was broken, so he took his complaint to United Airlines. The company, in its turn, refused to acknowledge any wrongdoing and, after many months of attempts, the singer did the only thing he knew to get his revenge: made a song and a video of the whole thing and posted it on YouTube.

"When airlines damage or lose their passenger's luggage, they normally – perhaps grudgingly – end up paying back compensation of a few hundred pounds. But United Airlines are much more out of pocket in this case. The company has lost 10% of their share value of – a massive \$180million – after being blamed for damaging a musician's guitar. Canadian singer Dave Carroll composed 'United Breaks Guitars' after his Taylor acoustic was damaged at Chicago's O'Hare airport," the Mail writes.

In just ten days, the YouTube video registered nearly four million hits, so it's not really a wonder that United Airlines came out so ruffled from the situation. The response to it was equally favorable, with most commentators applauding Carroll for taking a stand with large corporations as United is and making his personal plight common knowledge, thus.

"On the news here in New Zealand!" jeffnz writes on YouTube. "I'll be honest, these two are indeed, the offended party."

See the video for "United Breaks Guitars"

### Best TOP 10 REPUTATION MANAGEMENT COMPANIES

View Latest Rankings | ↑OPSEOs

### United Breaks Guitars

sonsOfmaxwell | Subscribe | 18 videos

1:09 / 4:37

Like | Add to | Share

12,522,424 views

Uploaded by sonsOfmaxwell on Jul 6, 2009

You saw the video now GET THE BOOK: 63,194 likes, 1,246 dislikes

# 3. THIRD PARTY CONTENT

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## Uber Regularity Restrictions

### Uber's mistake

Ignored advice from TFL

Ignored TFL warning

Ignored customers

### Fallout

UK boss resigned

Loss of licence

Loss of income

Mainstream media scrutiny

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# ORM

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## DEFINED BY ONLINE CONTENT

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- Thought leadership

### B. CUSTOMER CONTENT

- Social media
- Blogs
- Reviews
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- Wikipedia
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"While the impulse may be to say that this is unfair, one of the lessons I've learned over time is that change comes from self-reflection. So it's worth examining how we got here. **The truth is there is a high cost to a bad reputation**"

*(Dara Khorsowahi CEO UBER)*

