We augment human intelligence for business growth

datrix
AI applications

3rdPlace
user & customer AI

FinScience
investment AI

ByTek
performance marketing AI

PaperLit
distribution & monetization AI

Maturity Model on Business First Party Data Centric

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Nascent	Emerging	Connected	Multi-Moment

Multi-Moment

Data-Driven Business

Dynamic Execution across multiple channels, **optimised toward individual customer business outcomes** and transactions

Connected

Data Centric

Data Integrated and activated across channels with demonstrated link to ROI or Sales proxies

Emerging

Tech Centric

Some use of owned data in automated activation with single-channel optimisation and testing

Nascent

Media Centric

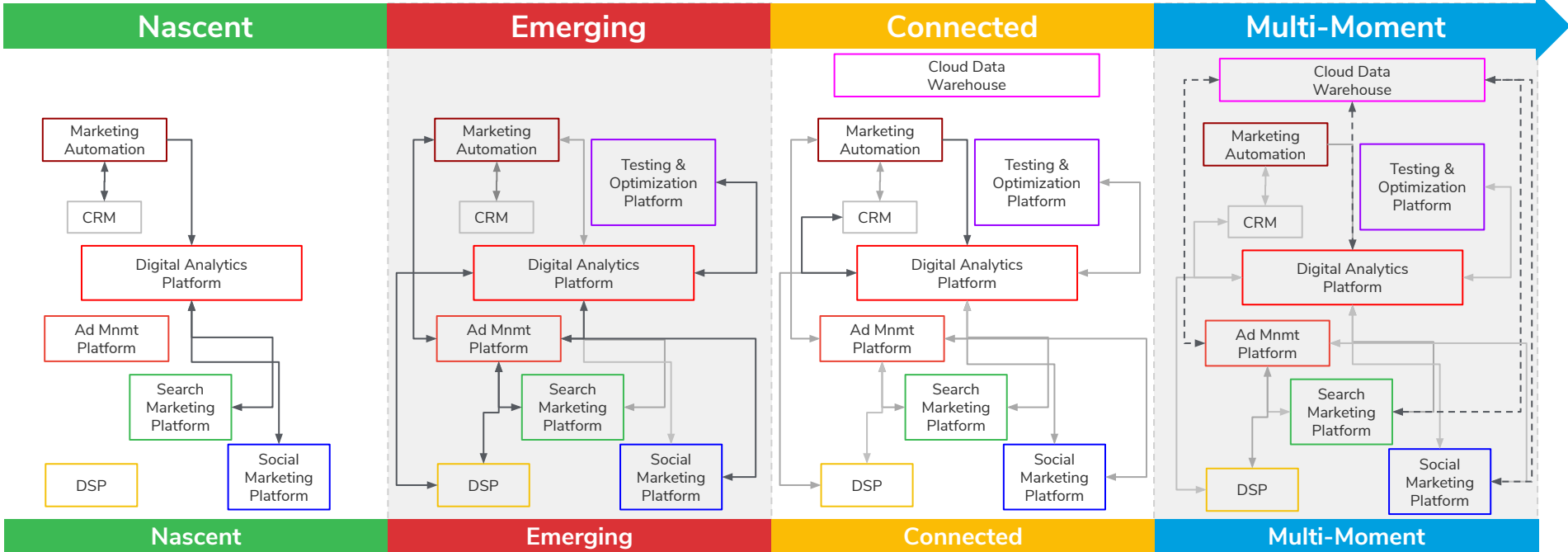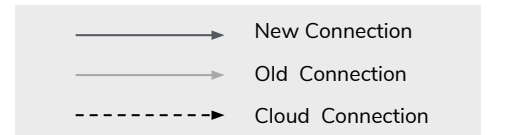Marketing Strategy is executed mainly using external data present inside advertising platform

Maturity Model on Business First Party Data Centric

Legend:
- New Connection
- Old Connection
- Cloud Connection

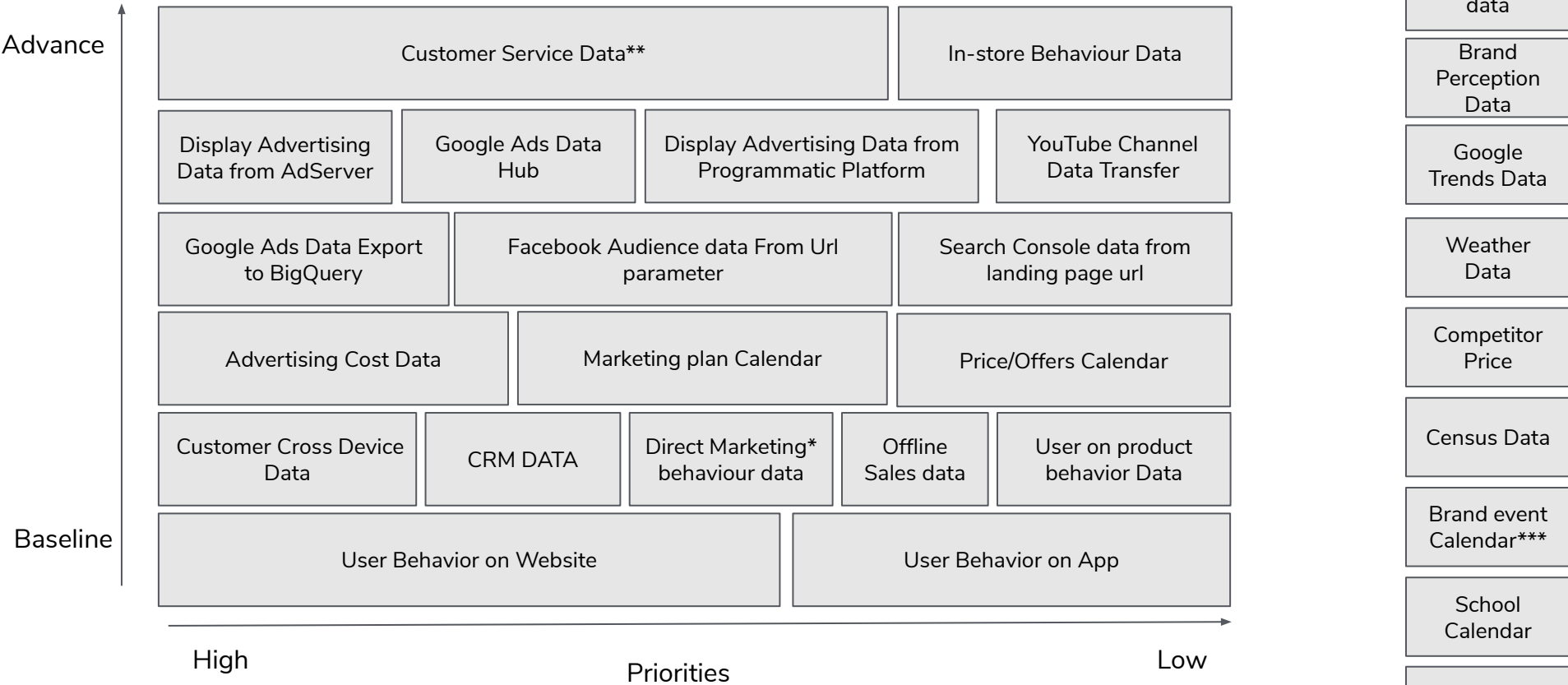| Nascent	Emerging	Connected	Multi-Moment
Implement media & analytics products to unleash out-of-the box capabilities and features. Focus on technically sound implementations to prepare for expanding marketing capabilities overtime	Integrate media & Analytics products to share audience space, manage campaigns across channels and take of technology capabilities. Introduce Audience fueled website optimization	Connect third parties data sources for enhanced data sets for analysis. Experienced how more precise media targeting as well as highly customized analytics tracking can enabled greater return on investment and reduce waste	Take your capabilities to next level using integration and cloud power. Cloud Data warehouse lead to unification of online and offline data, machine learning, automation, scaled activation, and full funnel attribution

First Party Data priority Import - Retail

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Advance

Customer Service Data**	In-store Behaviour Data

| Display Advertising Data from AdServer | Google Ads Data Hub | Display Advertising Data from Programmatic Platform | YouTube Channel Data Transfer |

| Google Ads Data Export to BigQuery | Facebook Audience data From Url parameter | Search Console data from landing page url |

| Advertising Cost Data | Marketing plan Calendar | Price/Offers Calendar |

| Customer Cross Device Data | CRM DATA | Direct Marketing* behaviour data | Offline Sales data | User on product behavior Data |

| User Behavior on Website | User Behavior on App |

Baseline

High   Priorities   Low

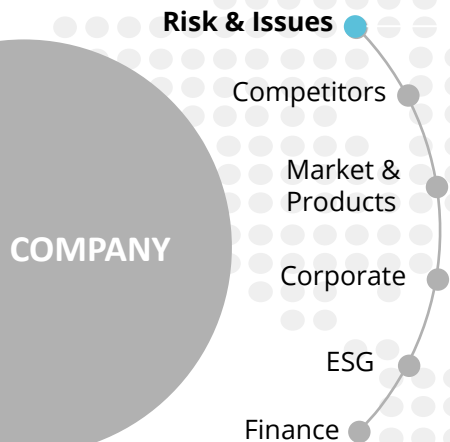| Market Share data |
| --- |
| Brand Perception Data |
| Google Trends Data |
| Weather Data |
| Competitor Price |
| Census Data |
| Brand event Calendar*** |
| School Calendar |
| Holiday Calendar |

*Email, SMS, push notification

**Call Center, Online Chat, Social comments, Social Reactions

***Product Presentation or any kind of event the brand is planning for promotion or present results

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SIGNAL CLASSES

COMPANY

- **Risk & Issues**
- Competitors
- Market & Products
- Corporate
- ESG
- Finance

METRICS AND INSIGHTS

- Popularity
- Investor Popularity
- Sentiment
- Interest Rate
- Top News
- Weak & Relevant Signals

WE EXTRACT AND CLASSIFY INFORMATIONAL SIGNALS IN 6 MACRO CLASSES

Your company represents the central hub of the informational structure. We calculate our proprietary metrics and extract added-value insights on signals contained in each of the following classes:

Risk & Issues – signals that uncover the main risks and/or controversies that might impact your company, both from a consumer and financial perspective;
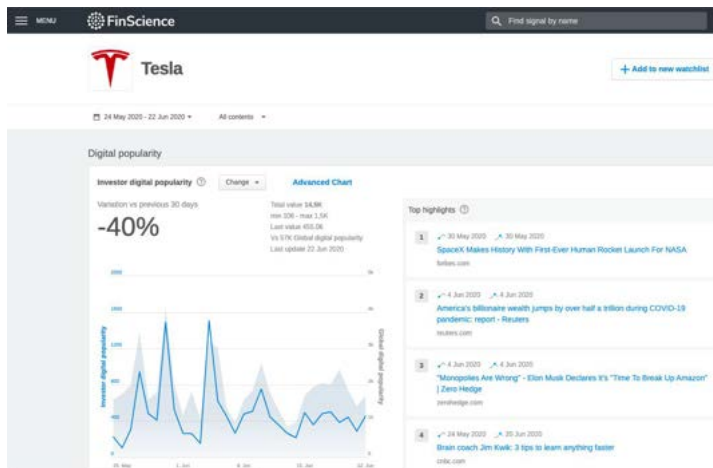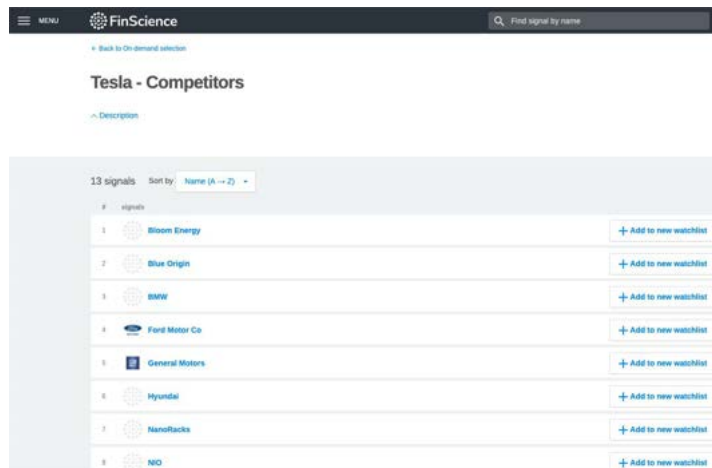
Competitors – signals that provide information about the competition in order to measure the performance of your company, compared to others;.

Market & Products – signals to evaluate your products performance and spot the main trends that are affecting the industries in which you compete;

Corporate – includes all the digital information about your company, management and industry issues;

ESG – includes signals to help you measuring the external perception of your company related to sustainability compared to internal assessement;

Finance – includes signals related to the financial performance of your company.

FinScience Platform puts **the power of AI in your hands** with a unique, intuitive and easy-to-use dashboard to deepen the **digital perception** of your company and competitors

Arricchimento dati open di terza parte - ESG

FinScience ESG Score

Select a ticker: DUK (1) ▼   Duke Energy Corp

FinScience investment AI

Global Scoring

FinScience ESG Score measures a company's ESG performance by combining corporate self-disclosed information and external alternative data. The industry score refers to FinScience average ESG score performed by companies operating in the same industry.

FinScience ESG Score	FinScience Industry Score
72	67
	Utilities

Internal score

This score is based on data disclosed by the company in its website, annual reports, sustainability or CSR reports, or through social media.

Internal Score	Industry Internal Score
84	74

External score

This score is based on public information retrieved from NGOs websites, news and business review sites.

External Score	Industry External Score
65	65

Score for SDGs

Finscience ESG score for each SDG, divided in internal, external and final score

Change score type: final (1) ▼

Arricchimento e integrazione dati open di terza parte - ESG

Sustainability Rankings

N.	Relevant indicators (TOT: 55)	SDGs
1	Corporate Knights Global 100	1-16
2	Best Workplace for Commuters	8, 10
3	Comparably - Best Places to Work for Women	5, 8, 10
4	Computerworld - Computer World 100 Best Places to Work in IT	8, 9
5	Fortune 100 Best Companies to work for	8
6	Forbes The World's Most Innovative Companies	9

ESG Controversial Activities

SIN PRODUCERS
chemsec
PERI
VIOLATION TRACKER

N.	Relevant indicators (TOT: 11)	SDGs
1	SIPRI - Contribution to arm industry	16
2	ChemSec SIN Producers	3, 16, 12, 14, 15
3	PERI - Toxic 100 Water Polluters Index	3, 6, 12, 14
4	Workplace safety or health violations	3, 8
5	Environmental violations	6, 12, 13, 14, 15

Reviews

indeed Trustpilot
glassdoor PayScale

N.	Relevant indicators (TOT: 36)	SDGs
1	Glassdoor: Overall/Rating Trend	5, 8, 16
2	Glassdoor Culture & Values/Rating Trend	8, 16

ESG Indexes

GWE Nasdaq Index
iShares MSCI KLD 400 Social ETF
Calvert US Large-Cap Core Responsible Index Fund (I)

N.	Relevant indicators (TOT: 13)	SDGs
1	Bloomberg Gender Equality Index	5, 8, 10
2	Nasdaq ISE Clean Edge Water Index	6, 14

Sustainability / CSR Reports

N.	Relevant indicators (TOT: 106)	SDGs
1	Third-party assurance on SR	16
2	SDG topics mentioned in the report	1-17
3	Sustainability certifications (ISO 14001, ISO 20400, ISO 50001, BS OHSAS 18001, SA8000 etc.)	1-16
4	% Water recycled (compared to previous year)	6, 12, 14
5	Women employees %	5, 8, 10

Corporate Websites

N.	Relevant indicators (TOT: 8)	SDGs
1	Sustainability/CSR/GRI section on company website	1-16
2	SDG topics mentioned in the website	1-17
3	Transparency on diversity section on company website	5, 16
4	Transparency on compensation section on company website	16
5	...	...

Sustainability Memberships/Affiliations

CSR EUROPE OCEANA
SUSTAINABLE PACKAGING COALITION Investors Against Genocide

N.	Relevant indicators (TOT: 48)	SDGs
1	CSR Europe - Corporate Member	1-17
2	Global Compacts - Participant	1-17
3	Oceana Partner	12, 14, 17
4	TCFD supporter	7, 13, 16, 17
5	Fair Labor Association - Participating Company	1, 2, 3, 4, 5, 8, 16

Sustainability Corporate Engagement - Shareholder Proposals

Ceres

N.	Relevant indicators (TOT: 12)	SDGs
1	Shareholder proposals on Climate Change	7, 13
2	Shareholder proposals on Environmental Management	6, 7, 12, 13, 14, 15
3	Shareholder proposals on Human rights	1, 2, 3, 4, 10
4	Shareholder proposals on Workplace diversity	5, 8, 10,
5	...	...

GRAZIE

PER LA VOSTRA ATTENZIONE

RICHIEDI UN MEETING