

# BrandLoyalties.com Special Commentary

## 03/03/2014: BrandLoyalties.com Client Update: Exciting New Feature Added For Existing Clients

(Web page version is [here](#))

We are always looking for ways to help our clients better visualize the key equity-specific insights provided by our data. And we listen to suggestions and feedback from our clients -- one of whom requested a better way to visualize the year-over-year changes in our equity rankings.

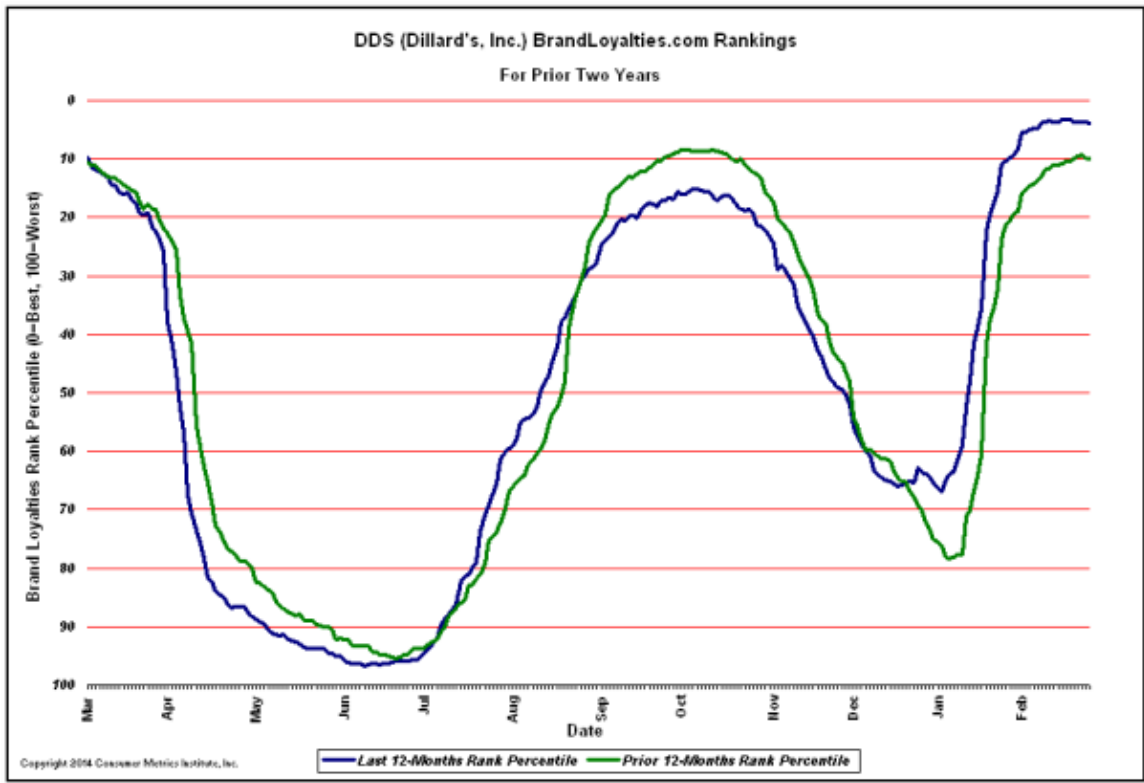
To that end we have recently added a **new chart** to each of the detailed daily equity pages that are "drill-down accessible" from the interactive client area at BrandLoyalties.com. Those detailed pages can be accessed by clicking on the respective ticker symbols in the e-mailed "Alerts" and the sortable table that appears immediately after logging into the client portion of the website. The new chart is just below our traditional 60 market-day view of the equity's rankings and correlations.

As you are aware, we remove first-order seasonality from our data by using only year-over-year changes in brand name citation rates, and tracking in particular how those citation rates have been changing over the trailing 90 days. Each equity's citation rate growth metrics are then ranked among all equities in our current "universe" of web-luminous companies. Although the initial year-over-year change metric removes first-order seasonality from the raw citation count data, the subsequent ranking of citation growth rates reveals a second-order "citation share" seasonality -- i.e., some companies will predictably gain citation share (and market revenue share) at certain times of the year. This can be best visualized by charting the rankings over a full year.

What is critical to a portfolio manager is how this year's rankings compare to the same period in the prior year. For that reason the new chart shows both our rankings for the chosen equity for the trailing 12 months (the blue line, where the current equity-specific second-order seasonality can be seen) and our rankings for the equity for months 13-24 back (the green line, where divergences from the blue line indicate breaks in seasonality -- signaling opportunities for upside or downside surprises).

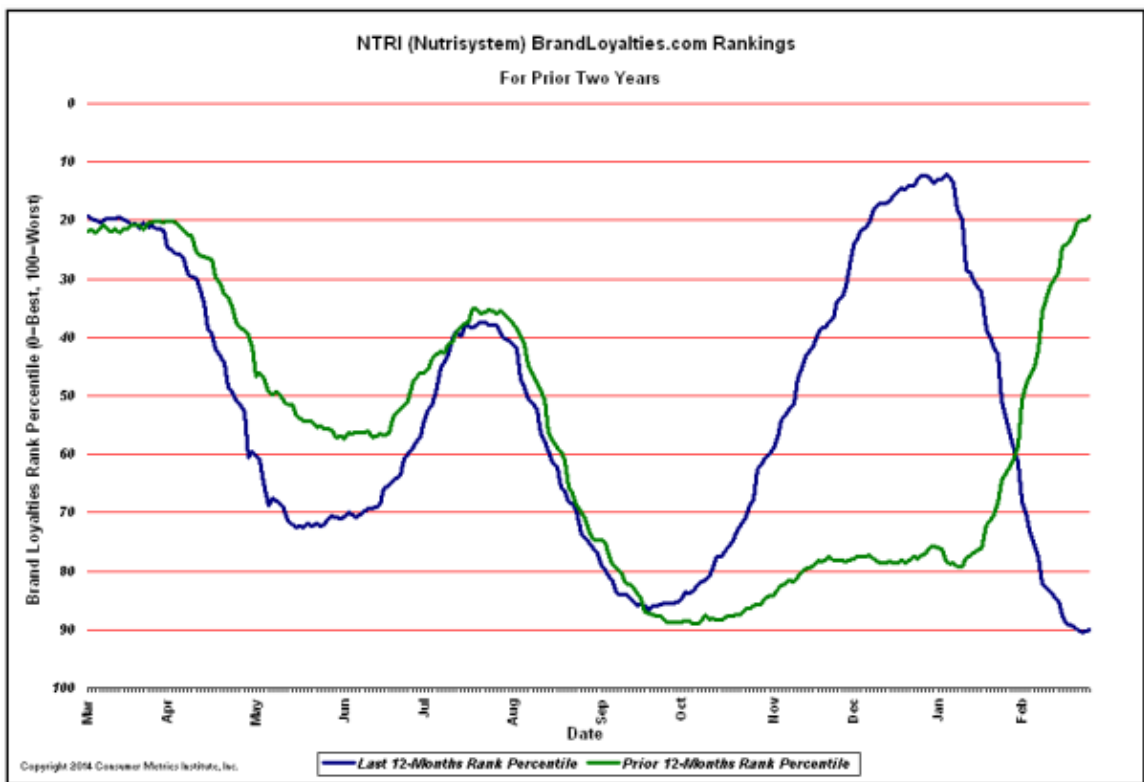
*Examples of what can be seen in the new charts:*

**DDS** (Dillard's, Inc.) -- where the equity-specific seasonality is essentially retraced year-to-year:



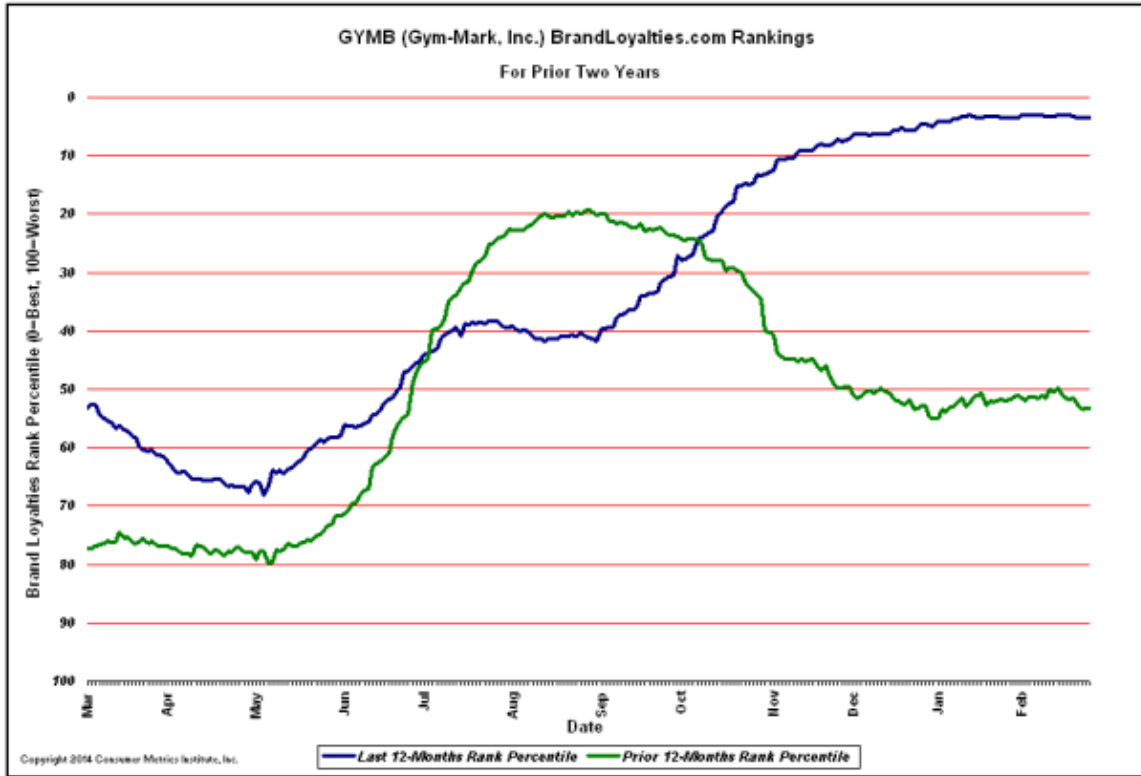
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**NTRI (Nutrisystem)** -- where there is an ongoing YOY divergence event:



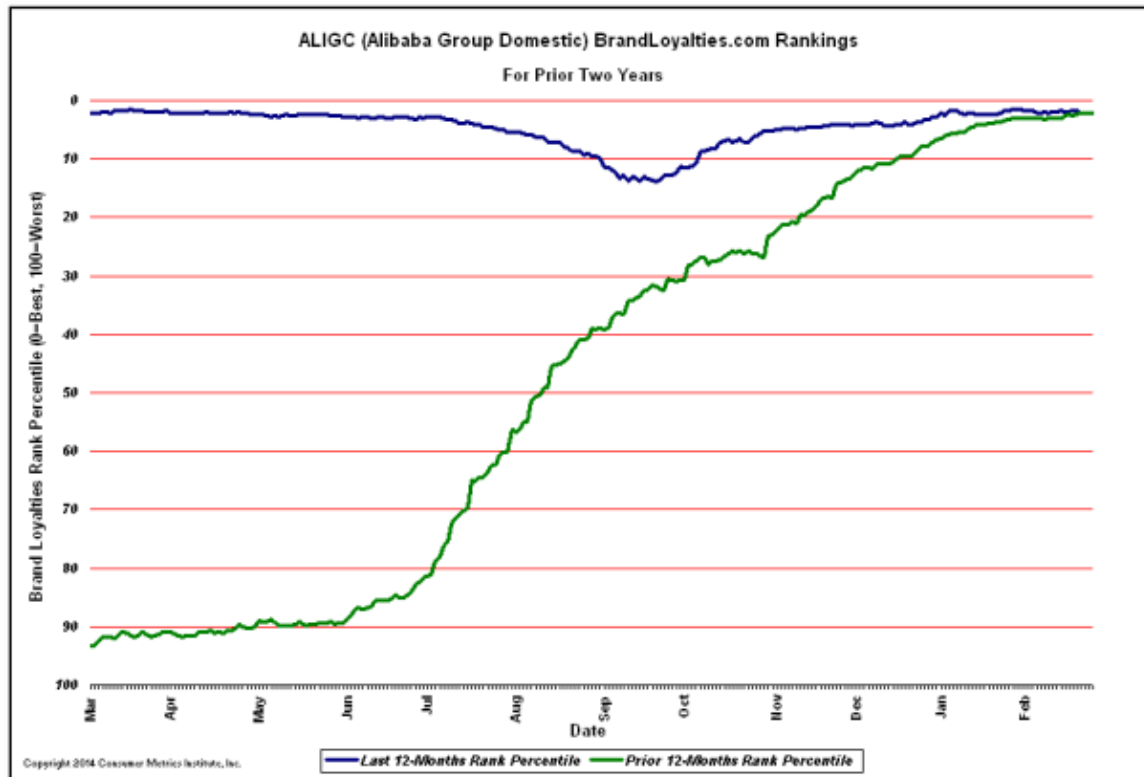
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**Gym-Mark Corporation** (unit of Bain Capital) -- where privately held brand names indicate a continued strong market presence that diverges from prior year:



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**Alibaba** (Chinese home market citations only) -- where the Chinese language citations in the home market have been growing almost continuously for a likely IPO candidate:



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Please pass this exciting new feature at BrandLoyalties.com on to your portfolio managers and equity analysts.

As always, please let us know if you have any questions about anything relating to our data. We are always looking for input on ways to improve the usability of our services.

And thanks again for being a client of BrandLoyalties.com!

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