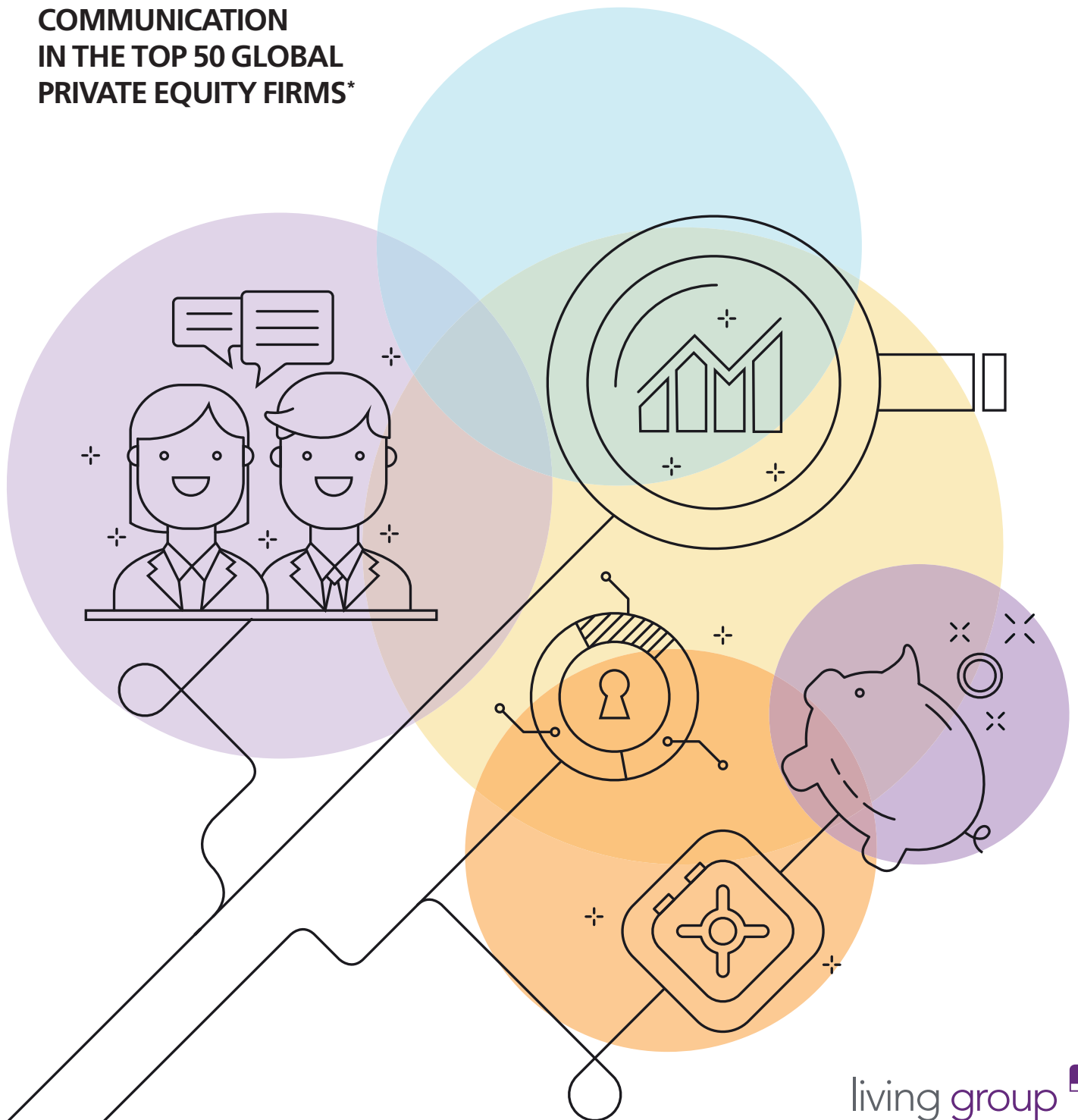


# Living Ratings

of Digital Intelligence



DETERMINED DIGITAL  
COMMUNICATION  
IN THE TOP 50 GLOBAL  
PRIVATE EQUITY FIRMS\*



# Contents



## An opportunity to put differentiating digital content at the fingertips of your audience

So why in 2016 – another year forward in this amazing digital age – are so many financial firms still underperforming when it comes to digital communications?

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## Why is digital & social media engagement so valuable?

Firms that invest in a determined approach to digital and social media engagement are investing in a strategy for business success.

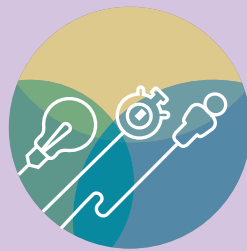
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## The importance of determined digital communication

Without strong digital brands, firms risk being judged as commodities, to be selected purely on price. After all, if one firm has the same track record as another, how do you choose?

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## Behind Living Ratings

A focus on who we review, what we look for and our classification of each firm.

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## What our ratings reveal

The majority of Private Equity International's top 50 firms are producing lacklustre digital communications.

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\*Source: Private Equity International's 2016 ranking of the top 300 Private Equity Firms (published May 2016).

**Why your digital footprint matters in today’s world**

*“Even as I write this introduction, the world is changing. Never before has the importance of storytelling been so impactful and potentially life changing. As shocked as we may be, Donald Trump’s victory in the race for the White House is evidence of the power and influence of social media and the digital age.*

*So, imagine our surprise when our findings reveal that 88% of the Top 50 leading private equity firms scored less than 50% and are providing digital communications that lack quality engagement or audience-centric content. Two of the Top 50 do not even have a website!”*

**Why audience focus matters.**

*“By providing specific, audience-centric content, private equity firms are signalling to portfolio companies and investors their shared ambitions. Enabling your audience to access carefully considered digital content is paramount. In the battle for dollars and assets under management, deal flow and mandates, without demonstrating your capabilities and track record, what are you saying to your audience? Shouldn’t your Portfolio page demonstrate your industry knowledge, track record and expertise?”*

*In the following pages we examine the digital engagement of Private Equity International’s Top 50 firms, looking at their digital footprint from their websites to their social media engagement. Could do better, would be my summary!”*

**Kate Shaw, CEO, Living Group**



**Headline findings**

A statistical overview of the findings.



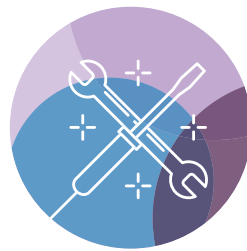
**Client focus is at the heart of determined digital engagement**

Few firms in our ratings demonstrate true client-centricity. Too many firms claim: “We put our clients first” – only to indulge in tireless self-promotion.



**Overview of the Top 50**

Check out the graph of the Top 50 showing the engagement and evidence scores of each firm.



**Are you determined or lacklustre? Focused or energetic?**

We classify Private Equity International’s top 50 firms according to the total score they achieve in our ratings. We allocate them to one of four types: Determined, Energetic, Focused, or Lacklustre.

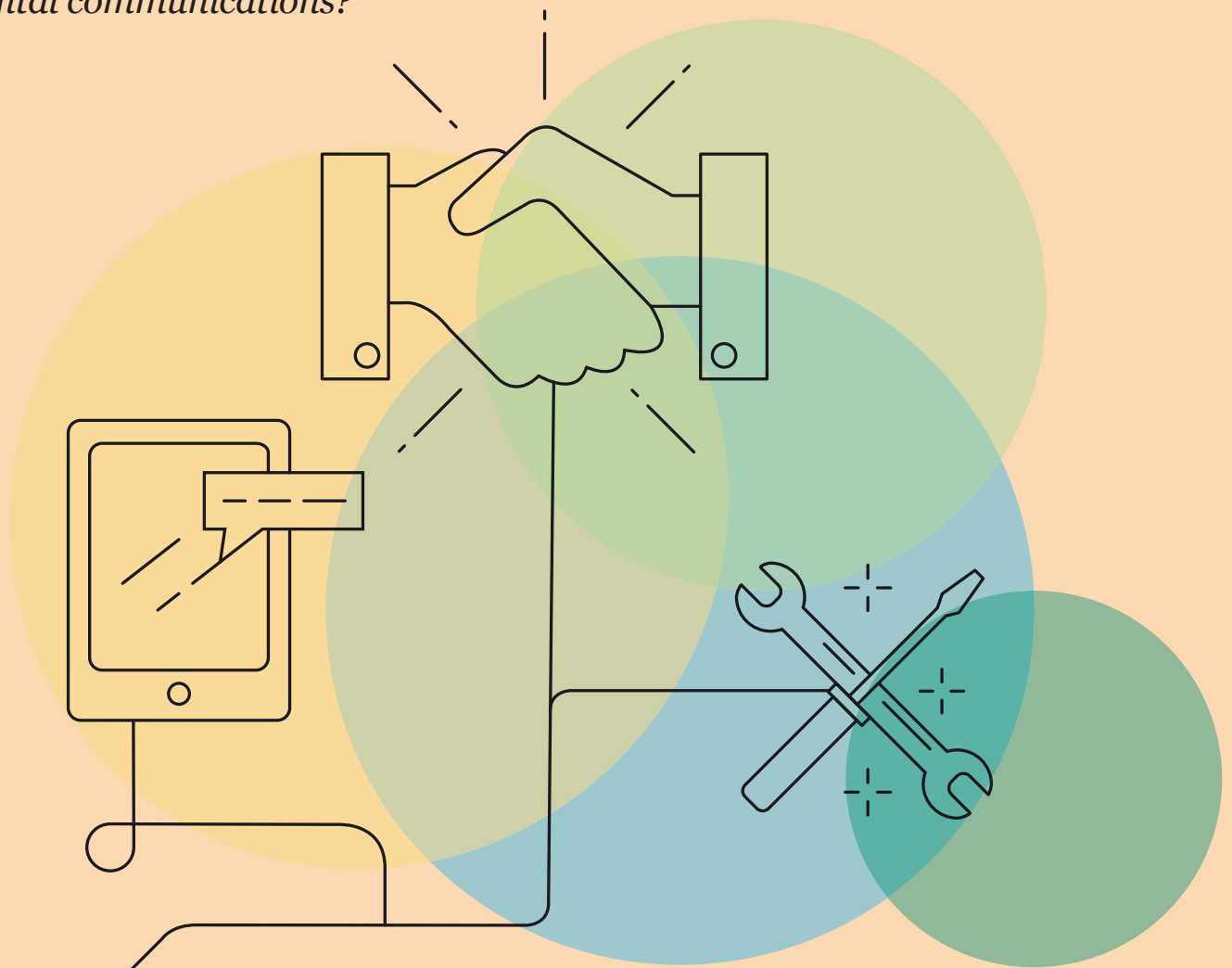


**The top 5 most determined firms**

A review of the websites and social media of five firms that made the top of our ratings.

# *An opportunity to put differentiating digital content at the fingertips of your audience*

*So why in 2016 – another year forward in this amazing digital age – are so many private equity firms still underperforming when it comes to digital communications?*



In their 2016 ranking of 300 private equity firms, Private Equity International (PEI) state: “Capital-raising relies on a number of different elements, but one – performance – tends to trump the rest. The top 50 firms on PEI’s 2016 rankings have earned their place at the top table by generating superior returns”.

However, they go on to point out that the difference between two successful firms is not investment performance but something else. There are a number of differentiating factors. The largest and most successful firms tend to be the best equipped in other areas including investor relations, communications, compliance and the range of strategies and structures.

For a large investor key factors such as sustainability, scale, reputation, brand and consistency are immensely reassuring. And one of the ways investors and portfolio companies gain valuable insights into a company’s offer is through their website and social media. The more that firms can do to expedite the deal flow process the better.

In this edition of Living Ratings we take an in-depth look at how private equity firms are using digital communications to engage with investors and portfolio companies online.

*“All private equity companies need deal flow and the more we can do to expedite the process, the better.”*

Investment Partner, Private Equity

**The financial services sector is experiencing a new disruption; digital disruption.**

Increasing online access to information, research, data and analysis means that people now have a huge amount of information at their fingertips to help them decide which firms to do business with. Because of this, it’s critical that firms invest in building a quality user experience with quality content that meets the needs of each individual audience.

### Audiences are changing

Firms are now required to be increasingly agile as the mobility of users continues to increase. In the UK alone there are now more actively used hand held devices in circulation than there are people!

**Yet only 54% of leading private equity firms offer a mobile-friendly website.**

Investors and entrepreneurs are getting younger. They’re ultra brand sensitive and performance savvy when it comes to investment decisions. They’re adept at making investment decisions through careful research and highly enabling technology.

Corporate marketers have a lot to think about. Their audiences demand useful content, data and insight instantly in real time across different channels and devices to suit their lifestyles. Can they provide all this in a way that differentiates them from their competitors and aligns totally with their business strategy and brand?

**Digital communications professionals in private equity firms need to raise their sights beyond historic deal marketing. They need to look forward and create rounded, user-centric digital experiences with innovative and substantive content that stimulates new relationships with all their audiences.**



## Private Equity International

- 1 The Blackstone Group
- 2 KKR
- 3 Warburg Pincus
- 4 Advent International
- 5 The Carlyle Group
- 6 Apollo Global Management
- 7 CVC Capital Partners
- 8 EnCap Investments
- 9 TPG
- 10 EQT Partners

*Firms that invest in a determined approach to digital and social media communication are investing in a strategy for business success.*

# Why digital engagement and evidence matter.

At Living we know that firms who focus on creating determined digital and social media communications are more likely to elicit a positive audience response and enjoy enhanced levels of positive engagement with clients, investors, portfolio companies, prospects and future hires.

However, the evidence in our ratings suggests that rather than engage with these audiences with content that is of specific interest to them, too many firms are over-reliant on generic archive content and self-promotion. Little thought is given to their audience's interests and access points.

This matters because firms that lack an absolute client-centric approach to digital risk disenfranchising their audiences – potential sources of new business – and bouncing them elsewhere. Audience expectations are increasing daily; with every new iPhone update or software enhancement users expect more from digital communications and their creators. It's not enough to refresh your website every few years. Up-to-date now means up-to-the-minute!

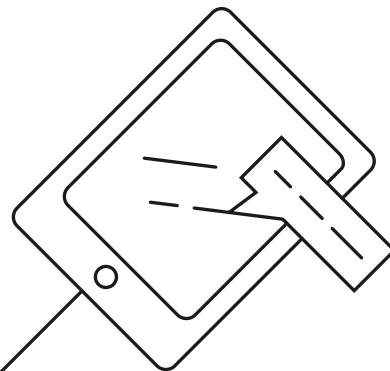
*Evidence says that private equity firms' websites are over reliant on generic content and self-promotion*

## How can Living Ratings help?

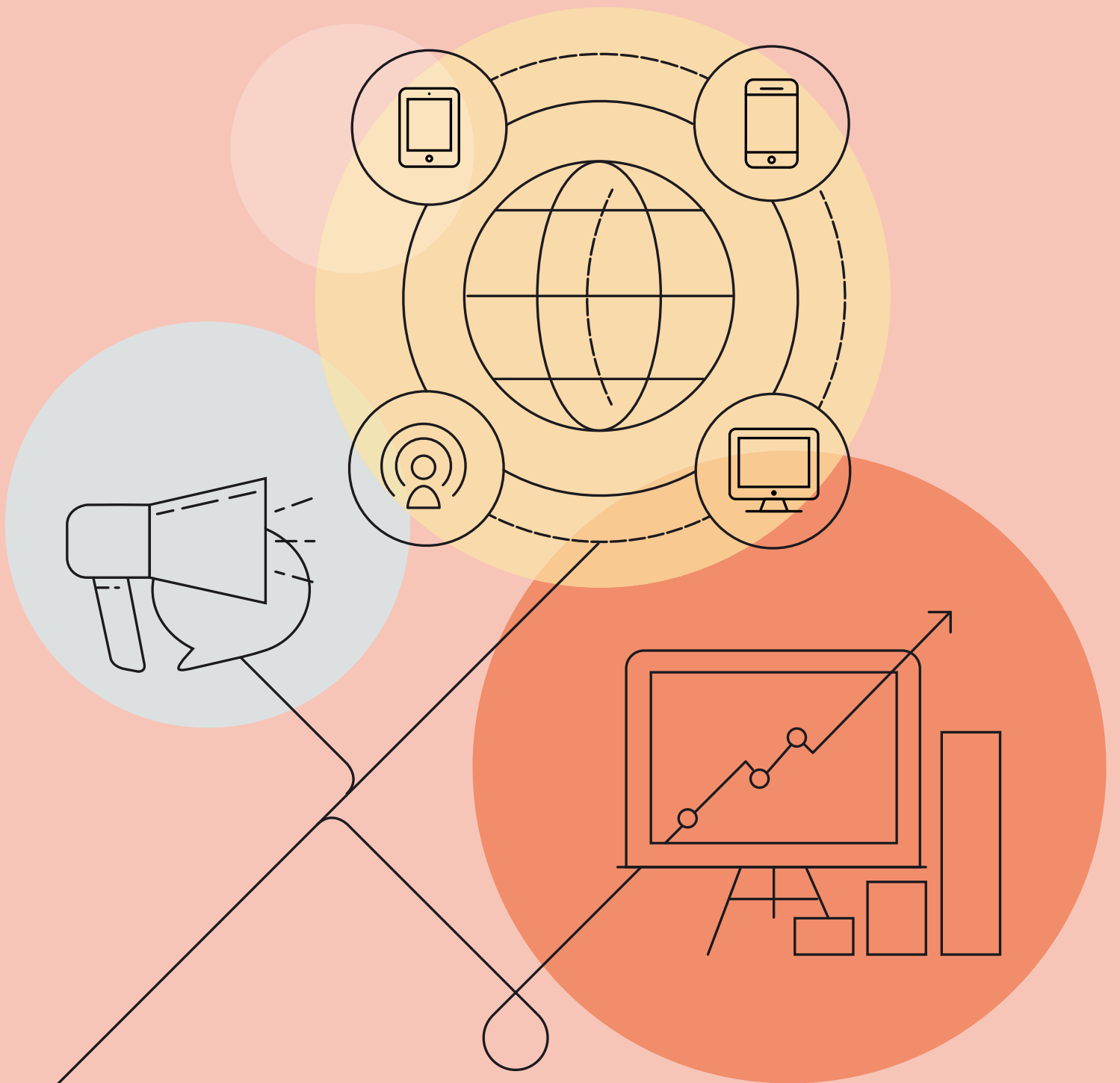
Since 2010, we have been researching and publishing in-depth analysis of how marketers in financial, professional service and technology firms use websites and social media to engage and communicate with their audiences.

Each ratings report provides useful benchmarks, helping you to compare your activities with those of your peers and highlighting their strengths and weaknesses. This, our latest report, analyses the digital communications of Private Equity International's top 50 private equity firms through over 50 individual criteria.

**Our aim is to give you the evidence and insight you need to formulate an approach to digital communication that is aligned with your users' expectations, your brand and your business.**



# The importance of determined digital communication





## Lack of investment in digital

Over 20% of our study scored less than 10%, the lowest scoring sector we have ever reviewed. Why would this be? It would appear that private equity feels that as long as the past performance and track record is good, institutional investors will allocate to them. The established Blackstone brand, known to investors as a “franchise they trust, a safe pair of hands” according to Stephen Schwarzman, Chairman and Chief Executive of Blackstone, goes some way to explaining how important brand and perception is. This becomes even more important to the mid-tier firms in our survey who will need to punch above their weight in terms of brand recognition in order to compete.

## Determined firms have a laser-like user focus

Determined firms demonstrate real purpose in their digital communications. Determined digital brands build positive sentiment that adds value, helping to attract new clients, retain existing ones and draw in the most talented employees. The same is true for any corporate brand in any sector.

Their winning-formula maximises digital interaction with their audience by focusing on two key elements; engagement and evidence.

**Engagement.** Firms with a mastery of digital communications set out to engage not enrage. By combining useful functionality with precision design, graphics, audio, video, visual identity and good writing, they create stimulating two-way communications experiences. These help build meaningful and mutually fruitful relationships with people using websites and social media channels to explain their services and the value they provide.

**Evidence.** Evidence is about proof. Proof of a claim comes in the form of timely, relevant and accurate content. Providing a clear offer, informative messaging, relevant subject matter and the kind of insight and market data that shows a deep understanding of client issues and signals an alignment of interests with investors, portfolio companies or career graduates. What’s the point of bombarding users with an html version of your entire company presentation?

Ultimately, firms that invest in a determined approach to digital and social media are more likely to form positive connections with their audiences. This can encourage conversation and inspire belief, trust and eventually buy-in.

## Success is about embracing determined digital communication

In one sense private equity firms are pushing against an open door. According to Preqin’s 2016 Private Equity Outlook:

**“Despite the challenges facing investors, the outlook for private equity in H2 2016 is positive. Avid investor demand for the asset class, as well as private equity’s proven track record during times of economic downturn, means we anticipate fundraising in the remainder of the year to remain robust.”**

In this respect websites and social media have a key role to play in helping firms gain an edge. Private equity firms that fail to invest in fit-for-purpose digital communication face a long game of catch-up.

# Living Ratings. How do we work?

## Who we review

Our study examines the top 50 of Private Equity International's 2016 ranking of the top 300 firms. We reviewed each one in detail in September and October 2016.

If your firm sits outside our top 20, or you would like to discuss a firm that is outside the Private Equity International's top 50 listing please let us know.

## What we look for

Taking each firm in turn we examine each element of its publicly available digital footprint. We don't rely on, or count, access to private channels through client relationships or subscriptions. This report is based on moment-in-time analysis of each available channel across the web and social media.

## How we score

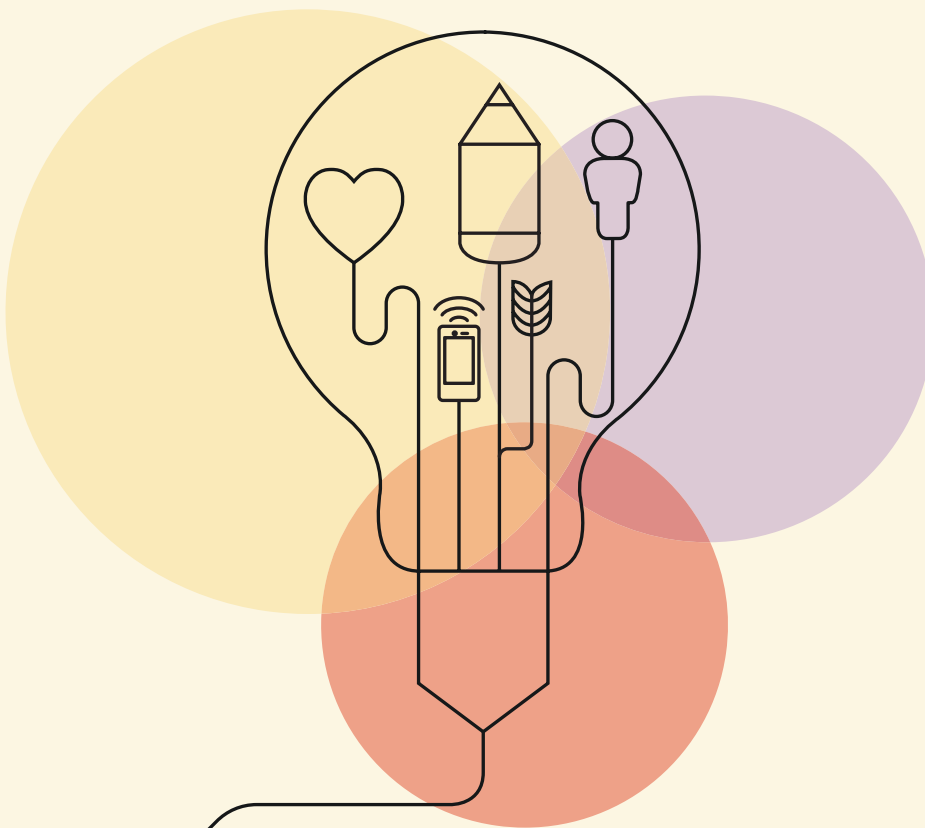
Each firm is allocated a total percentage score. This is reached by adding together scores across over 50 individual criteria.

## Our classification

Overall scores are then used to determine a firm's place on a matrix that classifies them as:

- Determined
- Energetic
- Focused
- Lacklustre.

*“Determined firms combine focus, content, functionality and purpose that is truly client-centric.”*



# What did we discover?

## Leading private equity firms lack determination in their digital and social media channels.

Our findings clearly indicate that many are failing their audiences with a sub-optimal digital experience and falling behind other financial services companies.

Look at the table opposite and you'll note that only ten of Private Equity International's Top 20 firms have made our Top 20.

**01**  
Ardian

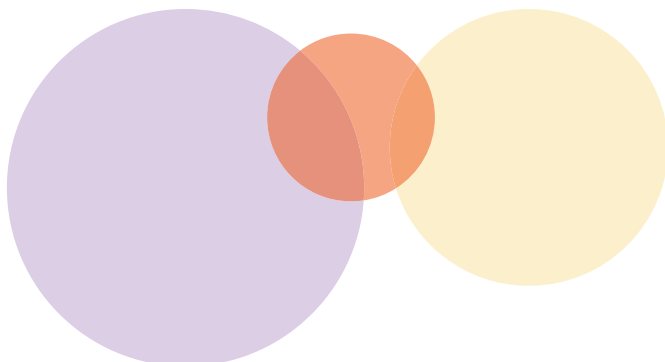
**02**  
KKR

**03**  
The Blackstone Group



## The top 20 'Determined' private equity firms

PEI ranking	Living Ratings Rank	Top 300 private equity firms	Score	%
21	1	Ardian	307.0	87.46%
2	2	KKR	279.0	79.49%
1	3	The Blackstone Group	269.0	76.64%
11	4	Bain Capital	258.0	73.50%
12	5	Neuberger Berman Group	249.0	70.94%
27	6	Goldman Sachs Merchant Banking Division	220.0	62.68%
29	7	American Securities Capital Partners	166.0	47.29%
32	8	Insight Venture Partners	160.0	45.58%
36	9	Partners Group	159.0	45.30%
9	10	TPG	158.0	45.01%
46	11	The Abraaj Group	152.0	43.30%
50	12	Montagu Private Equity	146.0	41.60%
10	13	EQT Partners	144.0	41.03%
34	14	Oaktree Capital Management	143.0	40.74%
5	15	The Carlyle Group	133.0	37.89%
19	16	General Atlantic	131.0	37.32%
18	17	Hellman & Friedman	128.0	36.47%
48	18	TA Associates	127.0	36.18%
31	19	Russian Direct Investment Fund	121.0	34.47%
13	20	Ares Management	118.0	33.62%



## Successful private equity doesn't always mean successful brand equity

Being high up in Private Equity International's top 300 ranking is no guarantee that a firm rates highly for its digital communications. Only three of Private Equity International's Top 10 firms feature in our Top 10 and three of them are nearer the bottom of the top 50 firms we rated.

What this demonstrates is that while a few firms in our ratings can rightly be proud of their digital performance, Private Equity International's top 50 as a whole has a lot of ground to make up. And if the top 50 aren't up to the task what can we expect from those lower down the order?

## 46% of the top 50 private equity firms are still ignoring mobile

The internet continues to change the way we go about our lives. In the UK in 2015, according to the Office for National Statistics, over three quarters of adults used the internet every day, or almost every day (78%) and a similar proportion (74%) accessed the internet "on the go" (away from home or work).

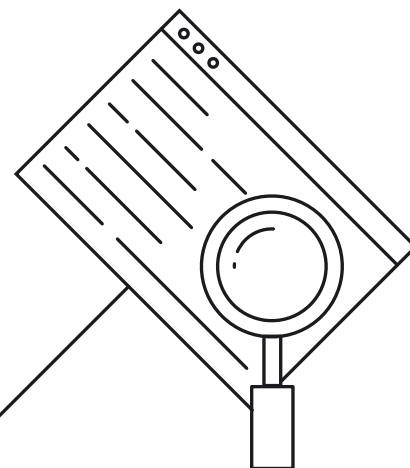


## Leading private equity firms?

Firm	PEI top 300 ranking	Living Ratings ranking
<b>The Blackstone Group</b>	<b>1</b>	<b>3</b>
<b>KKR</b>	<b>2</b>	<b>2</b>
<b>Warburg Pincus</b>	<b>3</b>	<b>30</b>
<b>Advent International</b>	<b>4</b>	<b>21</b>
<b>The Carlyle Group</b>	<b>5</b>	<b>15</b>
<b>Apollo Global Management</b>	<b>6</b>	<b>43</b>
<b>CVC Capital Partners</b>	<b>7</b>	<b>34</b>
<b>EnCap Investments</b>	<b>8</b>	<b>23</b>
<b>TPG</b>	<b>9</b>	<b>10</b>
<b>EQT Partners</b>	<b>10</b>	<b>13</b>

According to Informa, in the USA, internet connectivity to websites via smartphone rose from 18% in 2009 to 64% in 2014. Clearly this will continue in 2016 and beyond. However, many private equity firms are failing to respond to this trend.

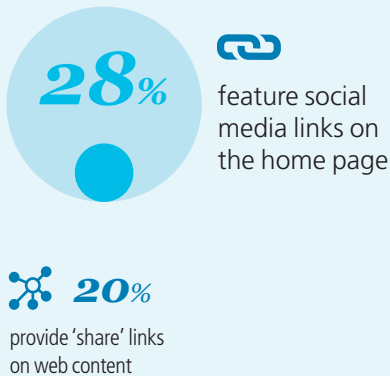
Firms that fail to build for mobile as well as desktop users risk alienating the growing number of people who use smartphones or hand-held devices to browse and research the internet.



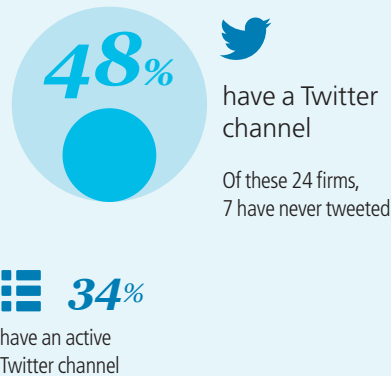
# Headline findings



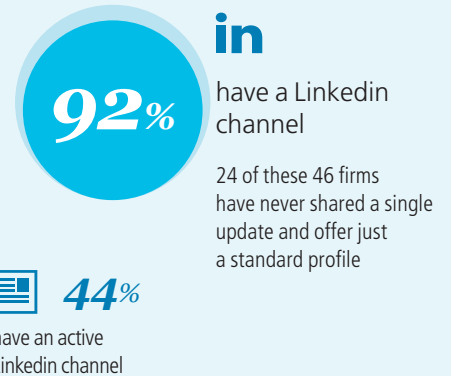
## Social



## Twitter



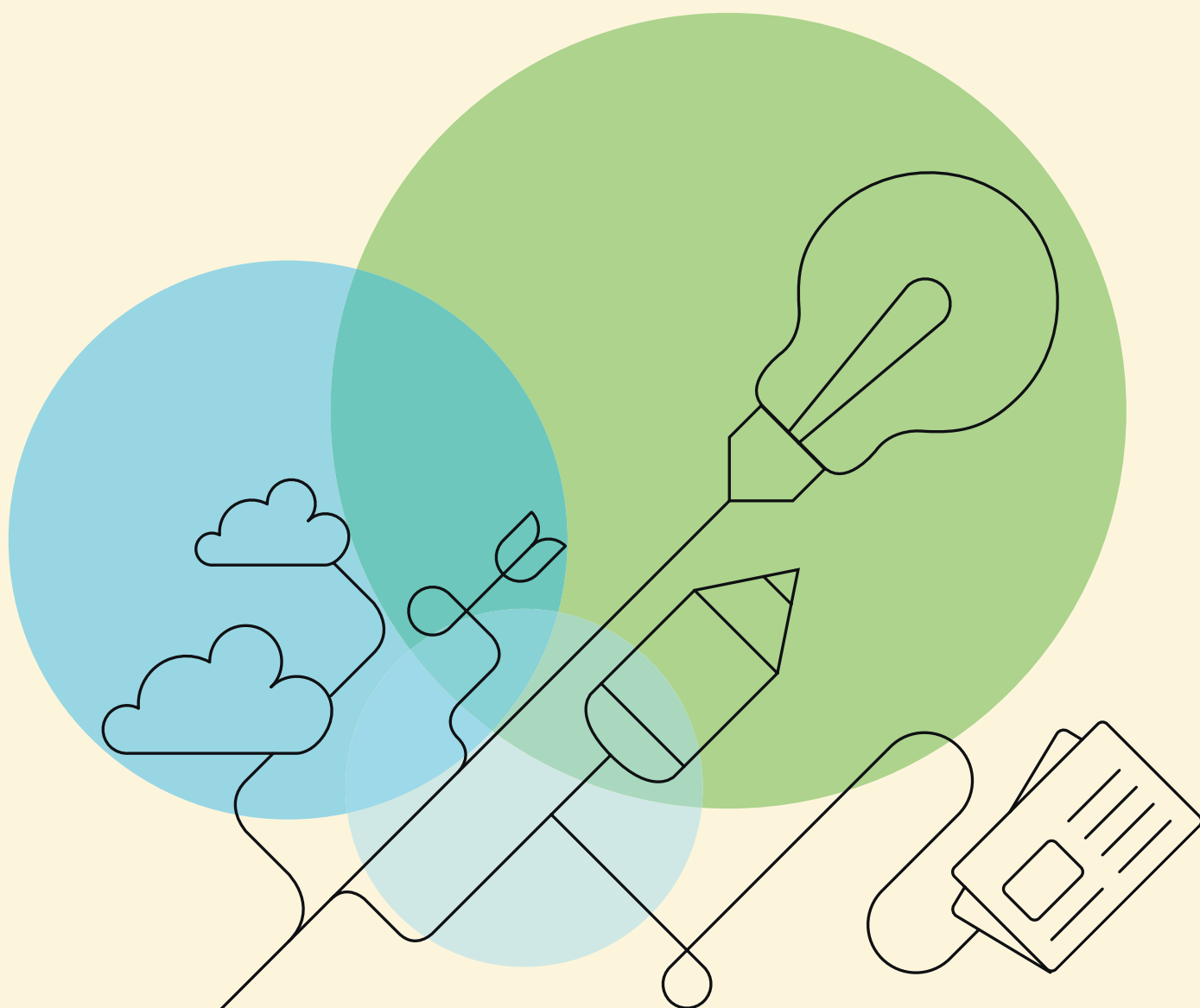
## LinkedIn



## Other



# *Creating determined digital communications*



## If you say you put your clients first; prove it!

Many of the firms in our ratings pay lip service to being client-centric. How many times have we seen them make the claim: "We're putting our clients first" and then writing incessantly about themselves? Firms often talk about what they do; they don't talk enough about why it matters.

To develop trust and positive engagement with audiences, firms need to focus on what clients want to hear most. How are you going to solve the issues they face? What's the evidence for your success? What's the value you add?

Aligning your approach to the user helps your messaging become accessible and human. Develop a connection with your audience and help them believe they can work with you.

## Create and curate engaging and substantive content

If your firm is to prevail online you must create content that demonstrates your worth. It must engage, inform and inspire an intelligent and increasingly savvy and sophisticated audience.

Once this is done you mustn't hide it away. Make sure that you curate your content so it can be found easily and quickly on your website. Then use social media to direct readers to it, while also recommending additional reading and nominating experts to talk to.

## Invest in the future of your firm by attracting the best talent

Firms may say that they are seeking the best recruits; both graduates and experienced professionals. Few actively demonstrate why they should be considered as a destination employer.

Only 22% of the websites we reviewed feature some form of careers content. Much of it is uninspiring, poorly designed and undifferentiated.

To attract the best, you need to demonstrate that you are the best. You need to talk to potential recruits in a way that inspires them and through channels they use.

## Continue to build for mobile

It's a well-worn phrase, but you cannot ignore mobile. Just look around you every day. How many people do you see using mobile devices to access the internet, read email, send texts or check LinkedIn or Twitter?

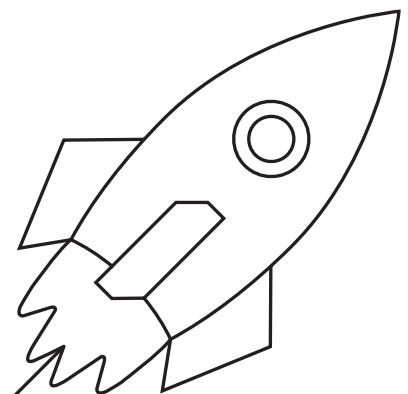
Mobile is no longer a luxury reserved for the consumer sector, it is a business necessity. The ability to create mobile-specific content is now critical to any corporate communications strategy.

Many new firms are taking advantage of the latest technological and mobile applications to create differentiation and offer a nimbler, more accessible service to their audiences.

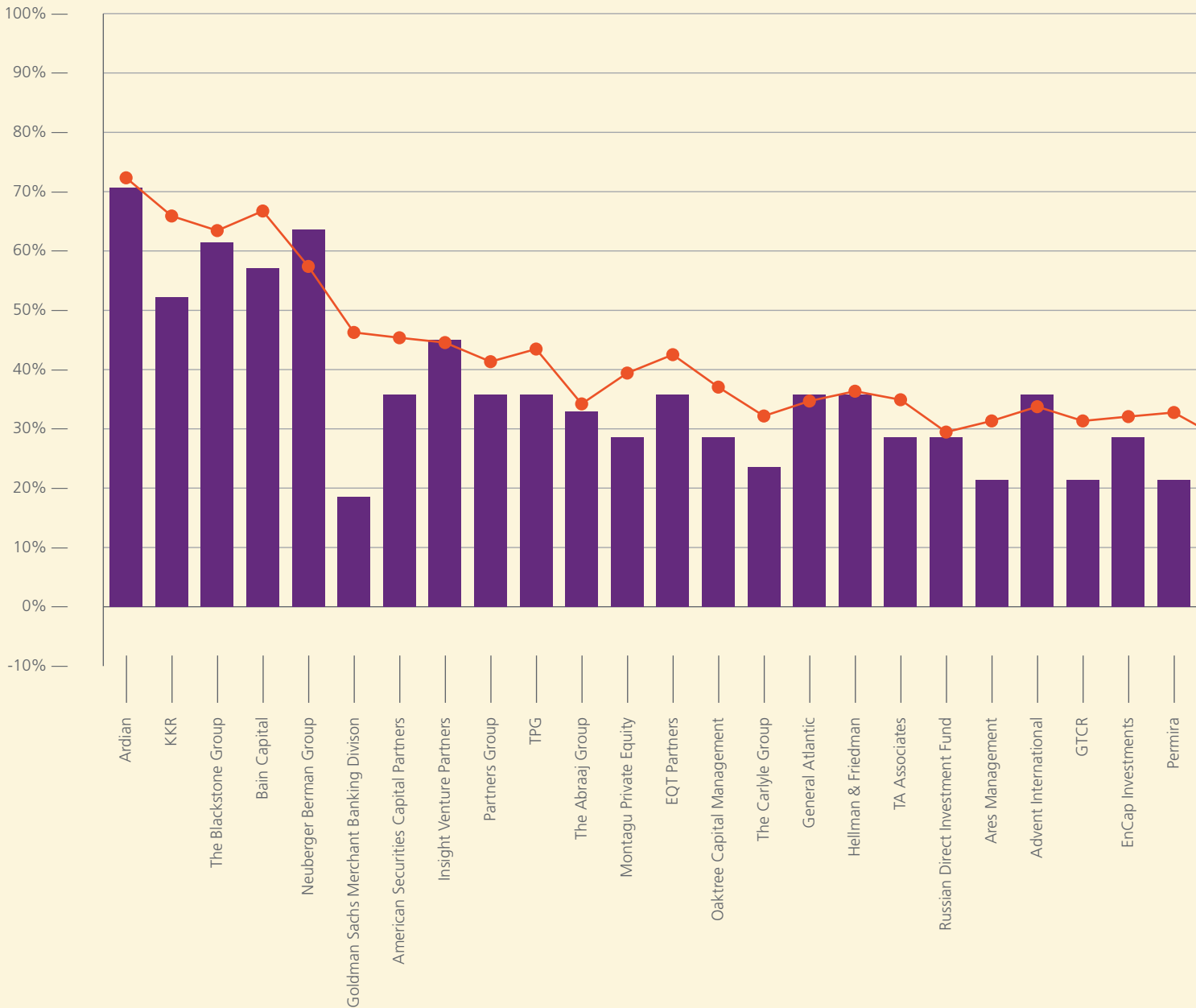
## Build a responsive website for search engine success

Marketeers should also be aware of the latest rules surrounding SEO and that all-important Google ranking. Google now penalises businesses (which affects their rankings and visibility) for not being mobile-friendly and for not having responsive websites. You need to be responsive to achieve a higher ranking in search results.

Clearly the arguments in favour of mobile and responsive web design are obvious. So why are only 54% of private equity firms adopting it?



# The top 50 overview





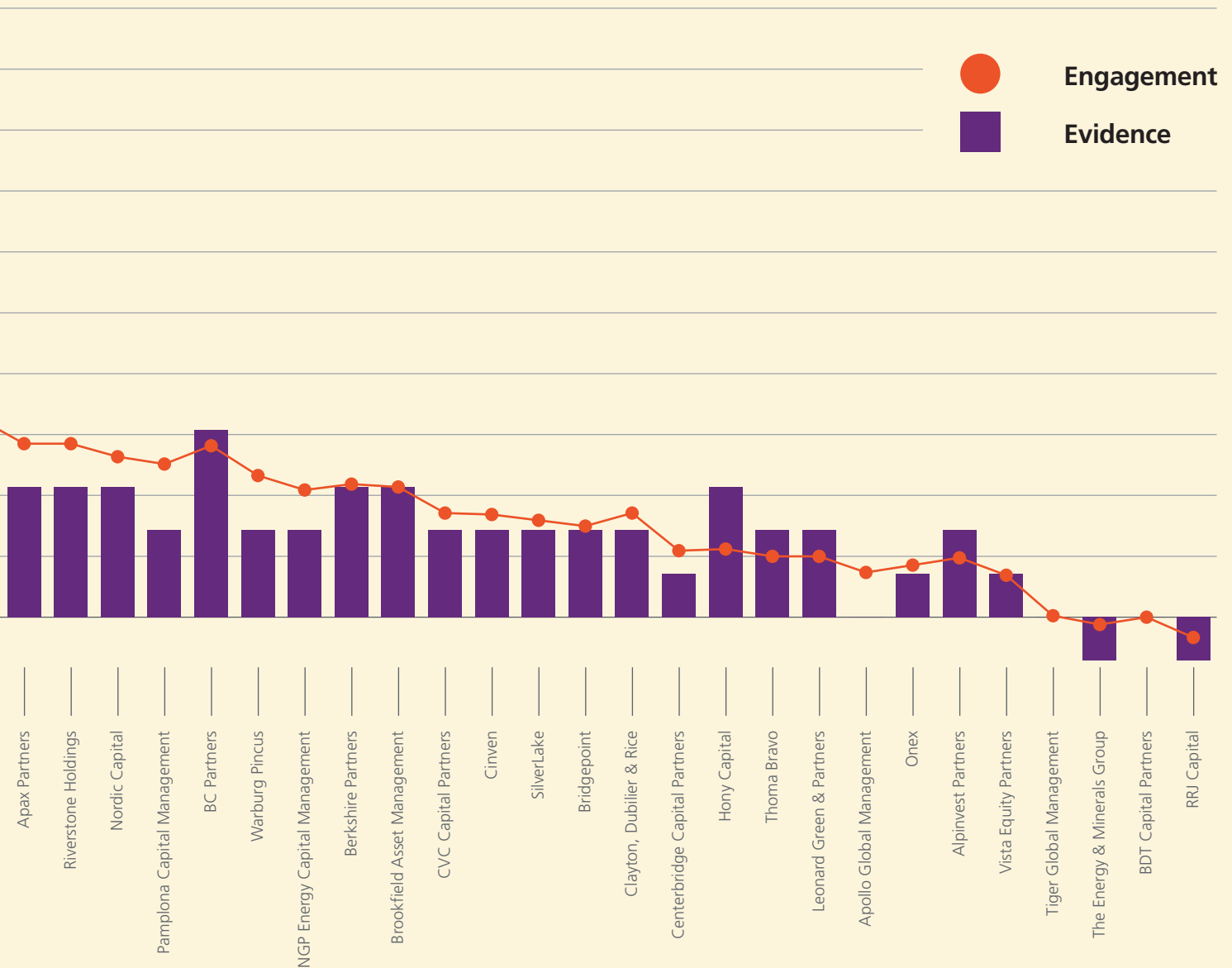
## Engagement.

Firms with a mastery of digital communications set out to engage not enrage. By combining useful functionality with precision design, graphics, audio, video, visual identity and good writing, they create stimulating two-way communications experiences. These help build meaningful and mutually fruitful relationships with people using websites and social media channels to explain their services and the value they provide.

## Evidence.

Evidence is about proof. Proof of a claim comes in the form of timely, relevant and accurate content. Providing a clear offer, informative messaging, relevant subject matter and the kind of insight and market data that shows a deep understanding of client issues and signals an alignment of interests with investors, portfolio companies or career graduates. What's the point of bombarding users with an html version of your entire company presentation?

Ultimately, firms that invest in a determined approach to digital and social media are more likely to form positive connections with their audiences. This can encourage conversation and inspire belief, trust and eventually buy-in.



# How do you score in relationship to your peers?

Private Equity International's top 50 firms according to the total percentages they achieved in our analysis and our four definitions, underpinning our methodology.



## The top 50 firms

Living Ratings Rank	Top 300 private equity firms	Score	%	Living Ratings Rank	Top 300 private equity firms	Score	%
1	Ardian	307.0	87.46%	26	Riverstone Holdings	104.0	29.63%
2	KKR	279.0	79.49%	27	Nordic Capital	96.0	27.35%
3	The Blackstone Group	269.0	76.64%	28	Pamplona Capital Management	95.0	27.07%
4	Bain Capital	258.0	73.50%	29	BC Partners	94.0	26.78%
5	Neuberger Berman Group	249.0	70.94%	30	Warburg Pincus	88.0	25.07%
6	Goldman Sachs Merchant Banking Division	220.0	62.68%	31	NGP Energy Capital Management	78.0	22.22%
7	American Securities Capital Partners	166.0	47.29%	32	Berkshire Partners	77.0	21.94%
8	Insight Venture Partners	160.0	45.58%	33	Brookfield Asset Management	65.0	18.52%
9	Partners Group	159.0	45.30%	34	CVC Capital Partners	62.0	17.66%
10	TPG	158.0	45.01%	35	Cinven	61.0	17.38%
11	The Abraaj Group	152.0	43.30%	36	SilverLake	57.0	16.24%
12	Montagu Private Equity	146.0	41.60%	37	Bridgepoint	53.0	15.10%
13	EQT Partners	144.0	41.03%	38	Clayton, Dubilier & Rice	52.0	14.81%
14	Oaktree Capital Management	143.0	40.74%	39	Centerbridge Capital Partners	41.0	11.68%
15	The Carlyle Group	133.0	37.89%	40	Hony Capital	34.0	9.69%
16	General Atlantic	131.0	37.32%	41	Thoma Bravo	33.0	9.40%
17	Hellman & Friedman	128.0	36.47%	42	Leonard Green & Partners	32.0	9.12%
18	TA Associates	127.0	36.18%	43	Apollo Global Management	31.0	8.83%
19	Russian Direct Investment Fund	121.0	34.47%	44	Onex	30.0	8.55%
20	Ares Management	118.0	33.62%	45	Alpinvest Partners	29.0	8.26%
21	Advent International	117.0	33.33%	46	Vista Equity Partners	24.0	6.84%
22	GTCR	116.0	33.05%	47	Tiger Global Management	1.0	0.28%
23	EnCap Investments	115.0	32.76%	48	The Energy & Minerals Group	0.0	0.00%
24	Permira	113.0	32.19%	49	BDT Capital Partners	0.0	0.00%
25	Apax Partners	105.0	29.91%	50	RRJ Capital	-9.0	-2.56%

**01**  
Ardian

**02**  
KKR

**03**  
The Blackstone Group



### The Energetic

Score: 50% – 75%

Firm	%
Bain Capital	73.50%
Neuberger Berman Group	70.94%
Goldman Sachs Merchant Banking Division	62.68%



### The Determined

Score: Above 75%

Firm	%
Ardian	87.46%
KKR	79.49%
The Blackstone Group	76.64%



### The Lacklustre

Score: Zero – 25%

Firm	%
NGP Energy Capital Management	22.22%
Berkshire Partners	21.94%
Brookfield Asset Management	18.52%
CVC Capital Partners	17.66%
Cinven	17.38%
SilverLake	16.24%
Bridgepoint	15.10%
Clayton, Dubilier & Rice	14.81%
Centerbridge Capital Partners	11.68%
Hony Capital	9.69%
Thoma Bravo	9.40%
Leonard Green & Partners	9.12%
Apollo Global Management	8.83%
Onex	8.55%
Alpinvest Partners	8.26%
Vista Equity Partners	6.84%
Tiger Global Management	0.28%
The Energy & Minerals Group	0.00%
BDT Capital Partners	0.00%
RRJ Capital	-2.56%



### The Focused

Score: 25% – 50%

Firm	%
American Securities Capital Partners	47.29%
Insight Venture Partners	45.58%
Partners Group	45.30%
TPG	45.01%
The Abraaj Group	43.30%
Montagu Private Equity	41.60%
EQT Partners	41.03%
Oaktree Capital Management	40.74%
The Carlyle Group	37.89%
General Atlantic	37.32%
Hellman & Friedman	36.47%
TA Associates	36.18%
Russian Direct Investment Fund	34.47%
Ares Management	33.62%
Advent International	33.33%
GTCR	33.05%
EnCap Investments	32.76%
Permira	32.19%
Apax Partners	29.91%
Riverstone Holdings	29.63%
Nordic Capital	27.35%
Pamplona Capital Management	27.07%
BC Partners	26.78%
Warburg Pincus	25.07%

# The top 5 most determined firms



Case studies

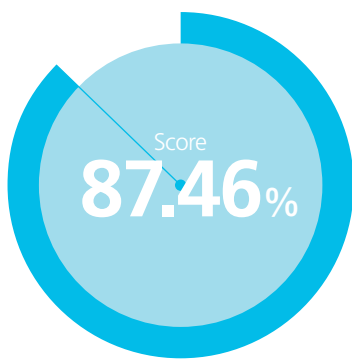
# 1 Ardian

## A customer-driven digital presence with a unique visual identity

A rebrand and new leadership has driven AXA Private Equity to new heights as Ardian – a premium independent private investment company. It leads our ratings in #1 spot and achieves two notable attributes; it's the only pure private equity player and the only non-US firm in our top 5.

### Ardian

www.ardian.com



- Ardian (industry leader)
- Average

### A total digital identity

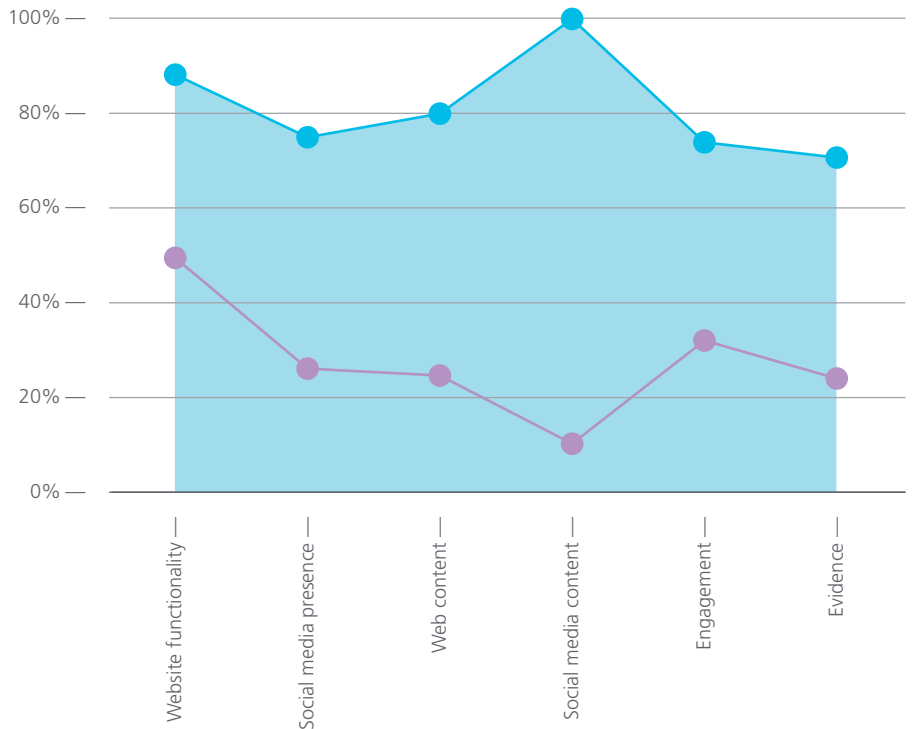
Behind a solid all-round digital presence there's a total identity solution on everything from graphics and typestyle to video animatics and infographics. The website is cleverly branded, and a powerful resource. Ardian utilises video front and centre, putting detailed content in front of the user from the get-go including reports on investment activities and portfolios, plus fund and market insights.

Ardian.com is calm and confident throughout. It features purposeful digital

content management and information flow. It's easily digested, engaging, yet linked to more detail including a corporate activity report in html or pdf.

### Social media at the heart of the user experience

For up-to-the-minute insight the stylish window on the home page streams news and Twitter content direct to the user. It's unique among the top 50 and shows a grasp of social media usually associated with retail or sophisticated fintech brands.



## Case studies

# 2 KKR

### Immense capability in an engaging digital presence

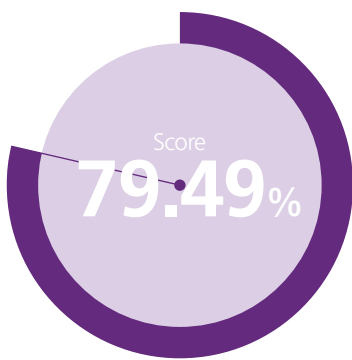
Clarity and capability characterize KKR's web & social media. KKR.com gives a clear sense of a firm that understands the need to create an accessible and more human user experience.

#### Leading with its core strength

Private Equity is the first of eight links on the 'Businesses' tab on KKR's home page. With carefully curated digital content it captures the essence, and the essentials, of its unique

### KKR

www.kkr.com



- KKR
- Average
- Industry leader

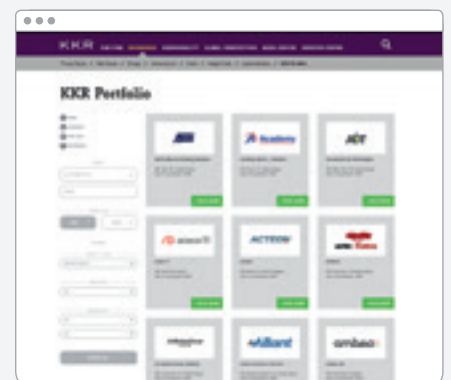
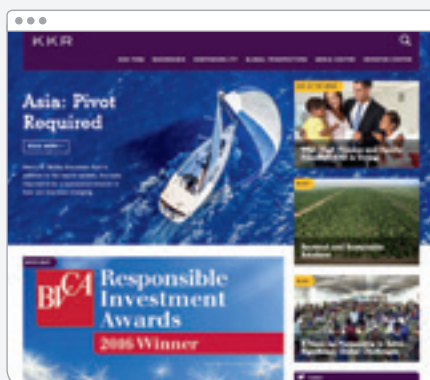
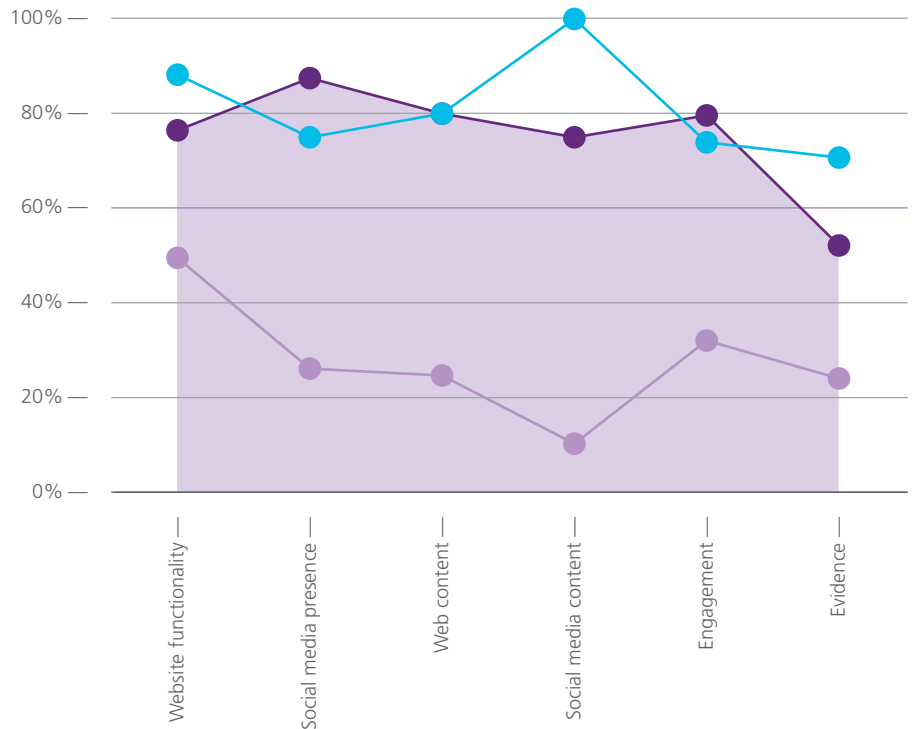
strengths in three sections; Overview, Approach, Portfolio.

In these three sections, with integrated information graphics, KKR promote their seven specific differentiators including their expertise in creating value and creativity and innovation. They present their industry knowledge and proprietary sourcing capabilities with extended content – without overwhelming the user with information. KKR's immense confidence means they know what to leave out.

The site balances user engagement and evidence equally, utilising design, typography, functionality, video and graphics to help users access premium business content.

#### A clear social strategy

As its Twitter banner suggests, with a photomontage portraying every aspect of life at KKR, from high finance to family-friendly – KKR is working to transform its image. Twitter combines proprietary content across sustainability, workplace and private equity with ease and, thankfully, a minimum of retweeted content.



Case studies

# 3 The Blackstone Group

## Building brand equity in a private equity website.

Anyone who doubts the role that a determined digital brand can play in support of business strategy should watch Joe Barrata, Blackstone's Global Head of Private Equity. "Blackstone's brand is a real benefit to the Private Equity Group. We're able to see almost every opportunity that's available in the market."

## A differentiating experience

In just a single web page, users can view a private equity overview, including video, information graphics and interesting layout of portfolio companies.

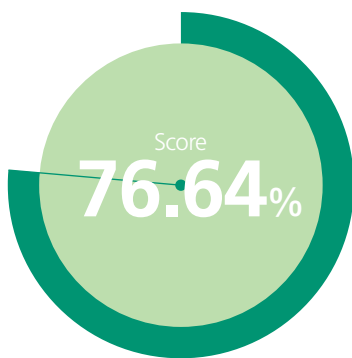
The site also contains an excellent video section and blog, however it is hidden away in the Media area. We would recommend this content is given a higher priority in the main navigation.

## Quality storytelling in social media

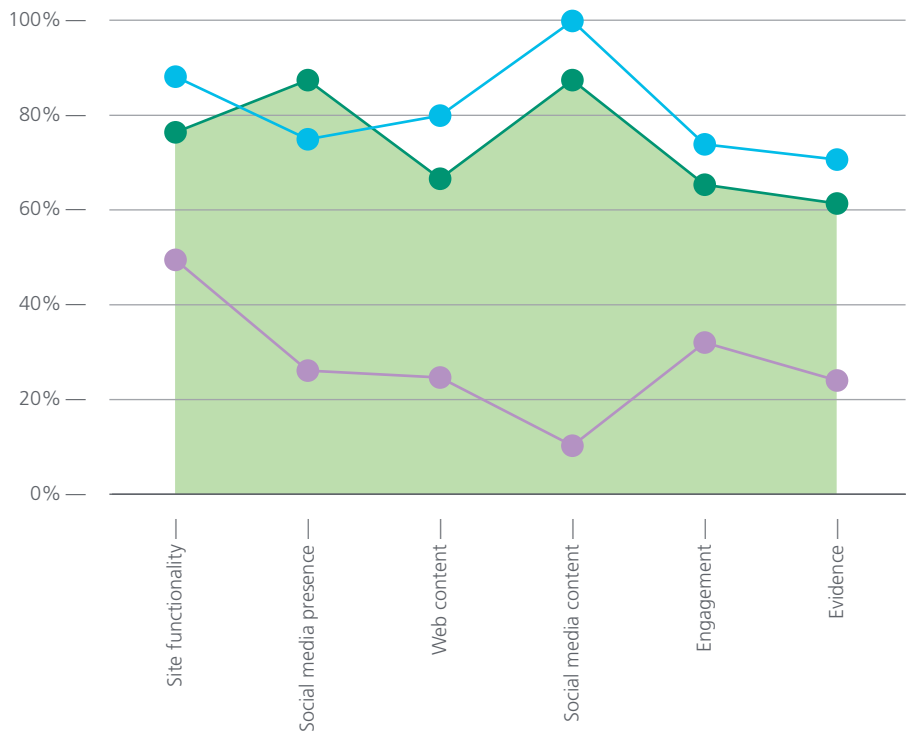
Among some quality social channels Blackstone's LinkedIn stands out for its content, graphics and storytelling. Its writing style hooks for the few extra seconds that make a big difference to the experience.

## The Blackstone Group

www.blackstone.com



- The Blackstone Group
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Case studies

# 4 Bain Capital

## Committed to its users

Bain.com fulfils the promise; ‘Committed to lasting impact’. It commits to its users with an impact that goes beyond design. As befits a value added resource for each of its individual audiences it leaves out what’s peripheral to the user.

## Instant access to in-depth content

Private equity is the first of Bain’s business streams highlighted on their home page. Users are a click away from a detailed private equity site. There’s depth too with

instant links to extended content – via North America, EMEA or Asia Pac – to Bain’s contacts, team and portfolio. Want to learn more? Then browse Bain’s private equity strategy, history, community, regions and portfolio support sections.

To maintain high levels of accessibility the content design contains some smart functionality and easy navigation techniques. It feels like they’ve undertaken deep user analysis as they’re better on audience segmentation than most. It’s clear they thrive on helping portfolio companies thrive too.

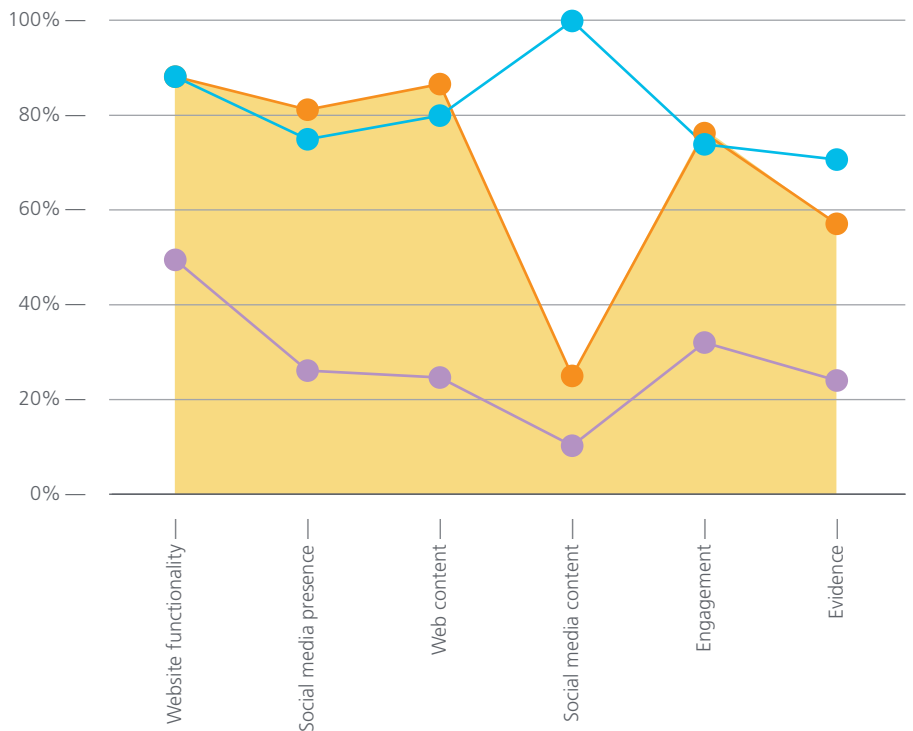
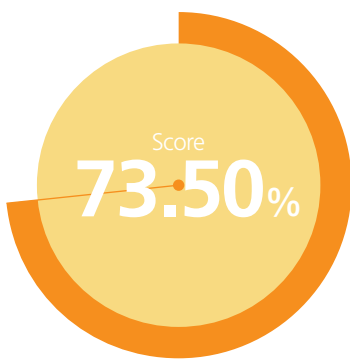
Check out their portfolio company support and dedicated investors sections and the smart interactive timeline.

## Showcasing Bain’s softer side on social media

The high impact imagery fronting Bain’s Twitter page shows a desire to convey the softer side of the firm. Bain use Twitter to journey out of the business arena to community initiatives, gap year successes, philanthropy, family-friendly, community, client-centric, and workplace features.

## Bain Capital

www.baincapital.com



- Bain Capital
- Average
- Industry leader





Case studies

# 5 Neuberger Berman Group

## Utilising digital design to aid communication

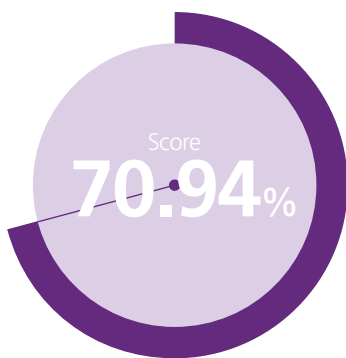
NB.com combines rich insights, outstanding photography, design, and classy typography in a dedicated private equity section linked from the home page of nb.com. As a website it's robust yet engaging.

### Do more, learn more

Neuberger's 'Private Equity Solutions' page unifies the firm's broad range of private equity capabilities including primary, secondary, co-investment, private debt, and specialty

## Neuberger Berman Group

www.nb.com



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strategies in an ordered presentation of investment styles and solutions.

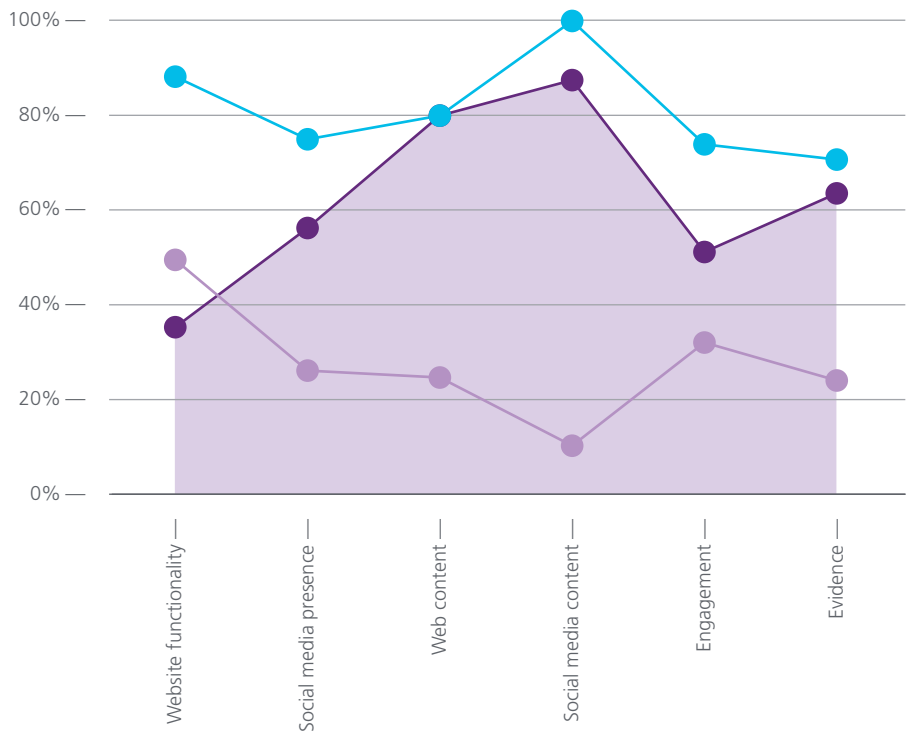
When Neuberger invite us to 'Learn More' they don't disappoint. It's one click to extended content, and smart graphics that bring to life their core differentiators; Approach, philosophy, global reach and a talent pool who can be connected via a powerful contact tool.

Like all the firms at the top of our ratings Neuberger resist the temptation to swamp the user in digital content. Their private

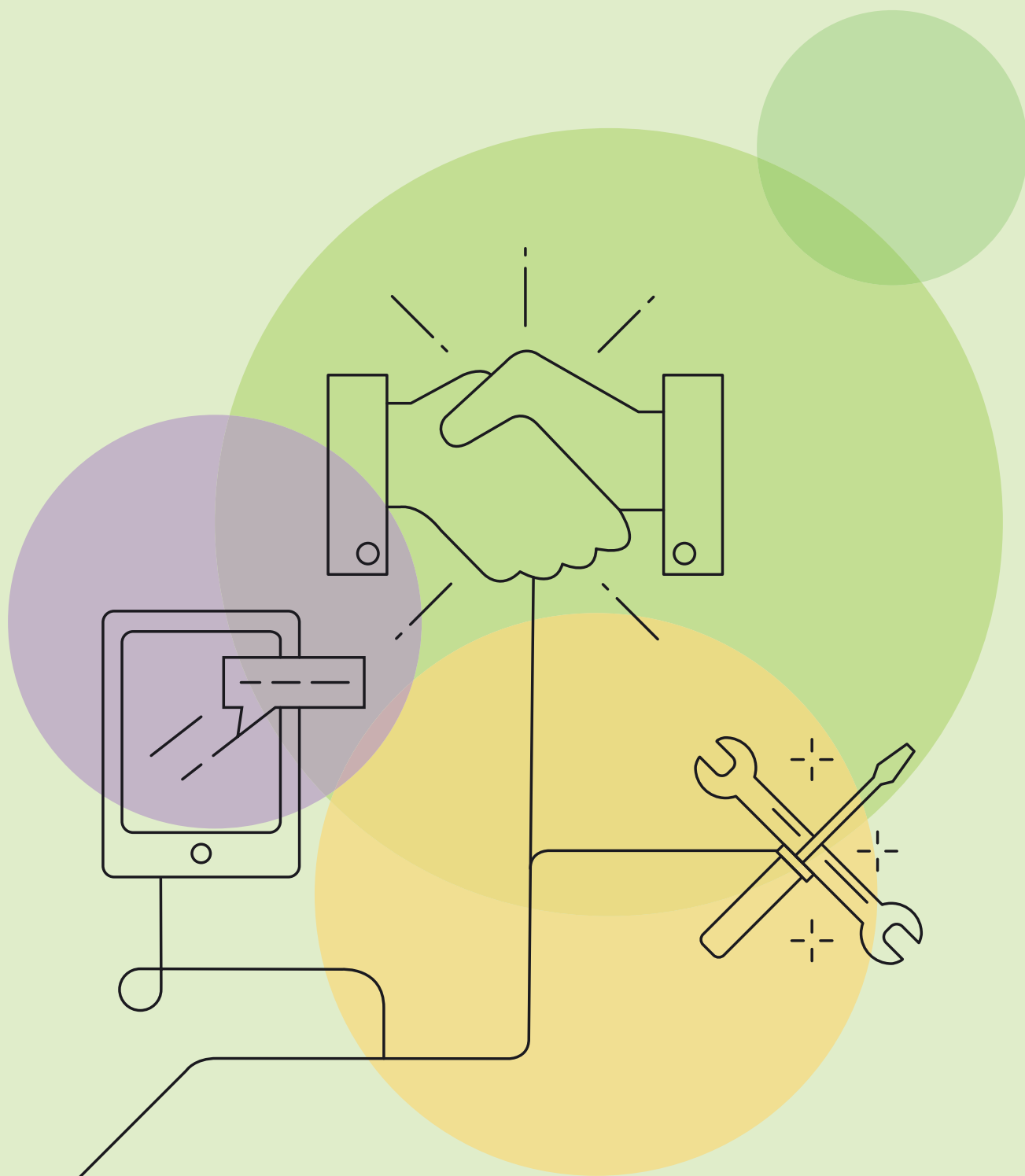
equity platform is a case in point. Detail is omnipresent for those who want it but it's prefaced, separately, by smart, interactive summary graphics.

### Social media

Twitter is Neuberger's key source of insight. It's first and foremost a business channel featuring powerful market commentary and weekly perspectives. It avoids the temptation to showcase non-core business activities. Like all good social channels there's a notable absence of retweets and recycled content. It's proprietary, bespoke and carefully curated.



# Interested in knowing more?



**Living Ratings provides the evidence-based insight you need to develop your digital and social media communications, enhance your digital brand and improve your ROI.**

We are already working on our next ratings report. If you have any recommendations on data you would be interested to see in our analysis, please let us know.

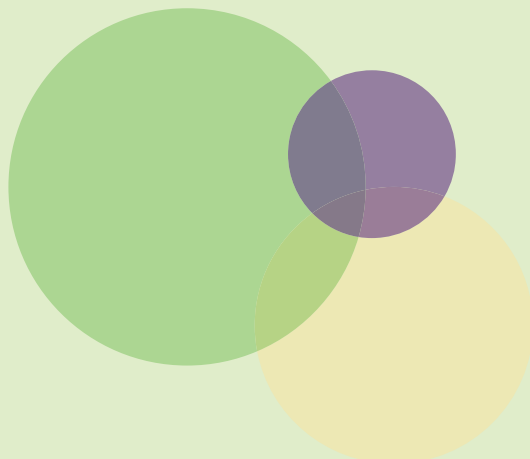
**What's your score?**

Maybe you'd like a more detailed analysis of your firm? Or you feel you could benefit from a new website, new content or a more effective social media strategy? If so, we'd love to hear from you.

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