

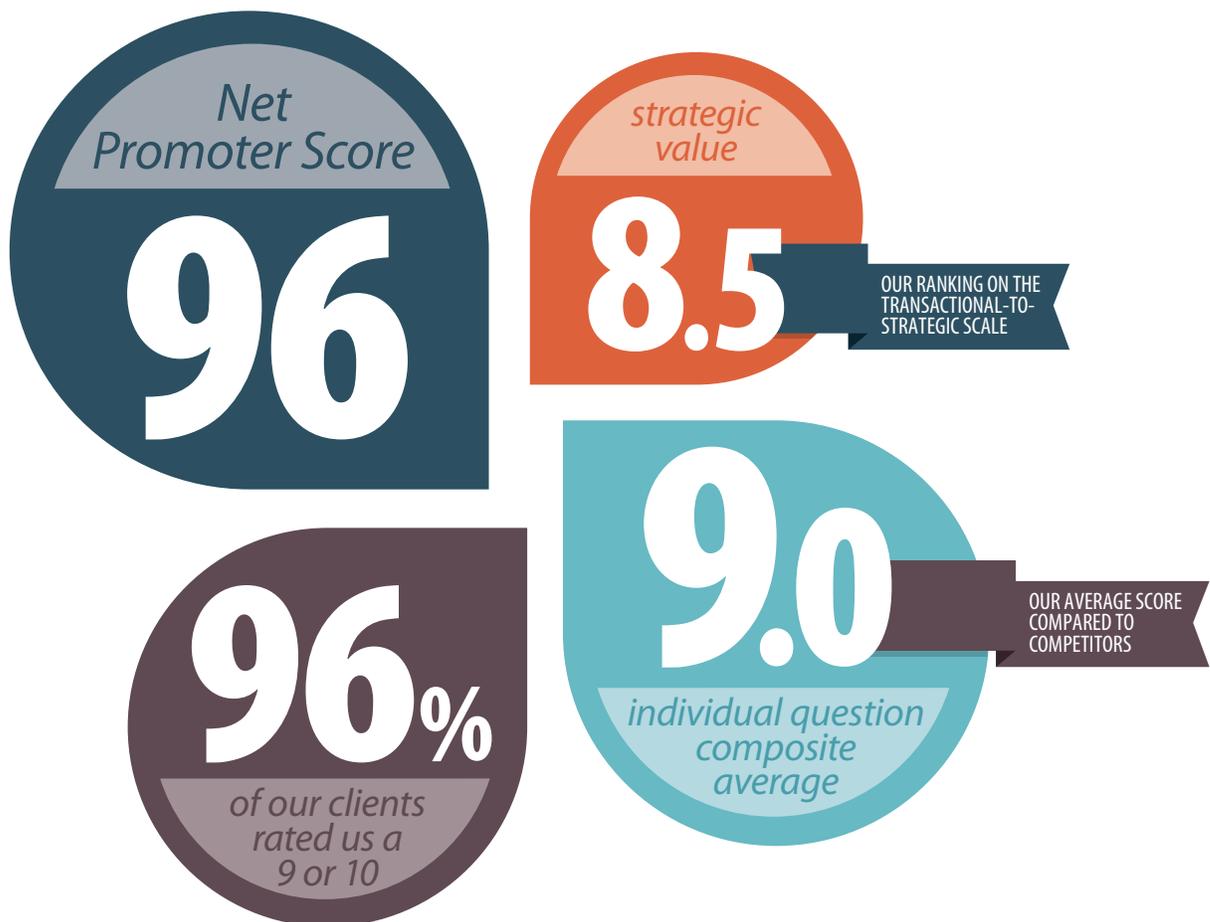
VANTAGEPOINT MARKETING

2022 Client Satisfaction Survey Report

At VantagePoint, we pride ourselves on focusing on what matters to our clients. For nearly 20 years, we have conducted client satisfaction surveys to better understand how we are performing in our clients' eyes. And, more importantly, we gauge our performance based on what our clients say matters to them.

Read on to find out what our clients thought of us: from a Net Promoter Score of 96, to individual rankings on specific questions, you'll see that our clients are very satisfied with their relationships with VantagePoint.

For more details about the scores, the methodology, or the Net Promoter Score in general, see the explanation on the last page of this report.

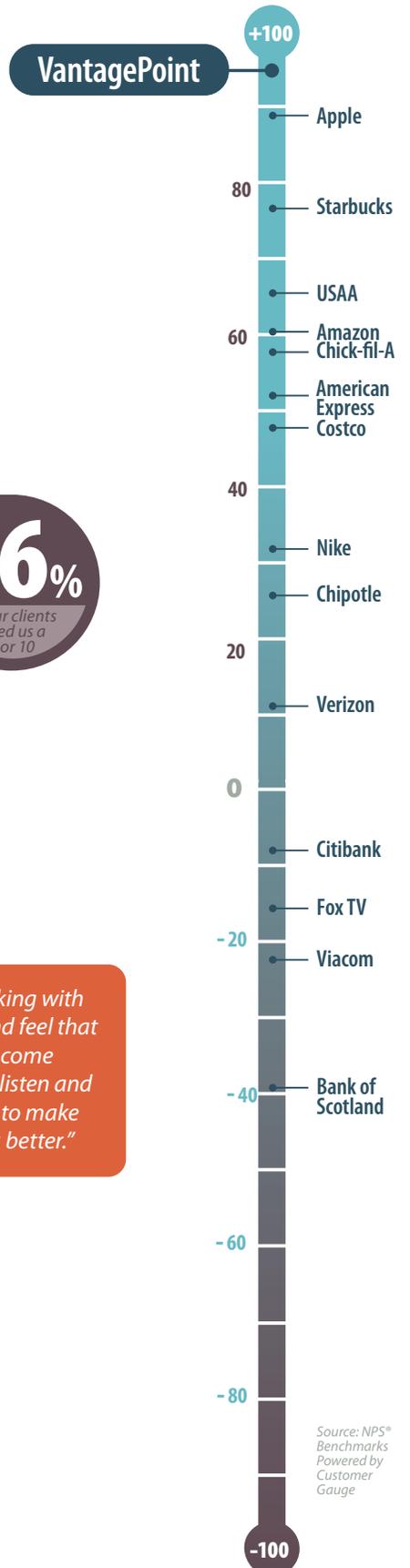




1

Net Promoter Score

We asked a single question: "On a 0 to 10 scale, how likely is it that you would recommend our company to a friend or colleague?"



2

Comments

We also asked respondents to tell us why they gave us the score they did. Here are some of the verbatim comments.



"No surprises on budget and highly reliable to deliver what (and when) they say."

"All around professional and responsive organization."

"Valued partner that delivers on time and within budget."

"Works to understand our business and challenges as they relate to market recognition."

"I enjoy working with this team and feel that they always come prepared to listen and discuss how to make our business better."

"Creative, committed to timelines, true partner."

"VP makes the effort to learn about our business and to understand our needs."

"It's a pleasure to work with each and every one of them in all aspects."

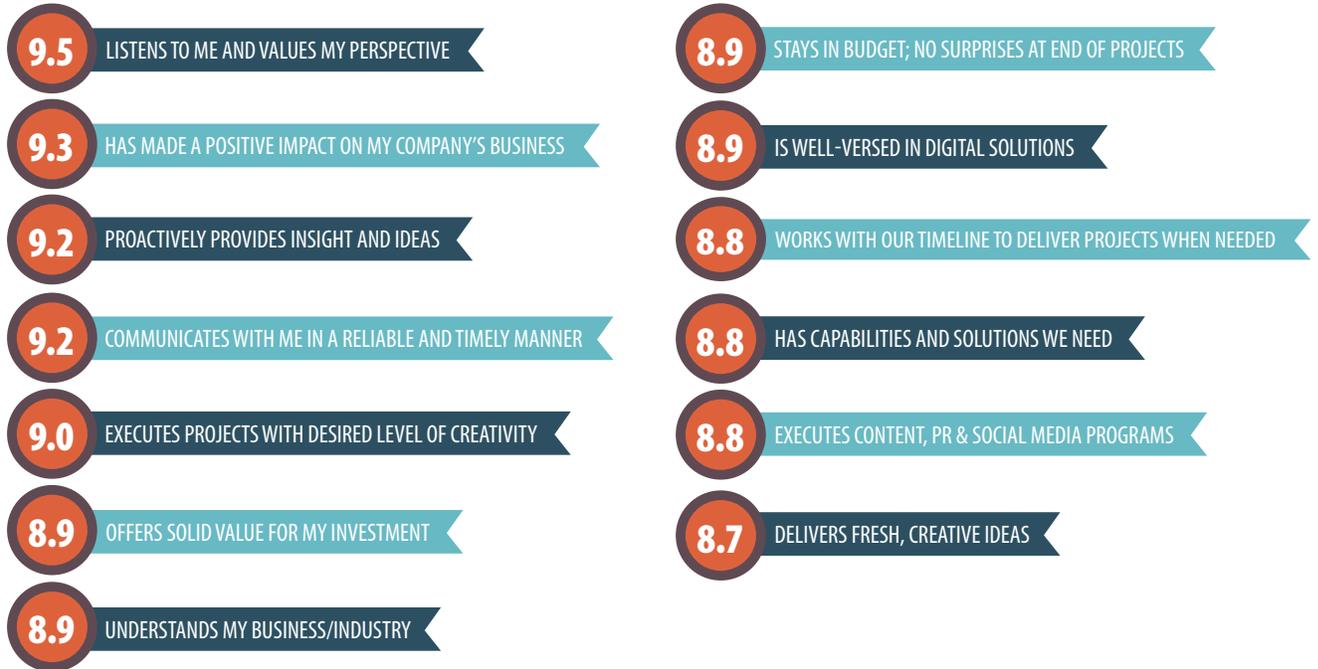
"There is a trust built with the team and the product delivered meets expectations and needs."

Source: NPS® Benchmarks Powered by Customer Gauge



3 13 additional questions

We then asked clients to evaluate 13 additional factors by rating how well VantagePoint is performing compared to all competitors. (For reference, performing equal to a competitor would be a 5.)



4 Strategic vs. transactional

To help determine how helpful we were to our clients in influencing their business goals, we asked an additional question regarding our strategic integration: "On a scale of 1-10, with 1 representing 'purely transactional' and 10 representing 'strategic partnership,' what number would you assign our working relationship?"



"Their biggest value comes with the strategic thinking to address our business challenges and goals."

"VP listens and custom tailors solutions to our needs."

"VP understands the company and is open to react and respond to new challenges."



About our Net Promoter Score

Since 2009 we have more than tripled our Net Promoter Score, a remarkable feat by NPS standards. Our 2022 NPS score is a 96, a figure higher than nearly all the best-performing companies across many different industries (see the inside graphic for specific examples). In addition, 96% of our client base rated us a 9 or 10 (promoters) based on the question: "On a 0 to 10 scale, how likely is it that you would recommend our company to a friend or colleague?" We received tremendous feedback as to why they scored us so well. Check out the infographic on the preceding pages to see some of the specific quotes.

About the 13 additional questions

In addition to the important NPS question, we asked 13 more questions to gain additional insights from our clients. On a 1 to 10 scale, we asked how well we performed compared to competitors. The results showed that our performance is quite strong across the board, with a composite average of 9.0.

The infographic on the preceding pages shows the 13 questions, listed in descending order of performance.

#_nas_portfolio

About Net Promoter Score

Net Promoter was first introduced as a customer loyalty metric by Fred Reichheld in a 2003 article in Harvard Business Review. Designed to be a simple, less complicated method of tracking a brand's performance, a company can obtain its Net Promoter Score by asking customers a single question: "How likely is it that you would recommend the company to a friend or colleague?"

Based on the responses, which are rated from 0 to 10, customers can be categorized into one of three groups: Promoters (9-10 rating), Passives (7-8 rating), and Detractors (0-6 rating). The overall Net Promoter Score is taken from the percentage of Promoters minus the percentage of Detractors.

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.