

Eni - Best in online communication according to KWD Webranking

Companies' struggle to meet the information demands from an increasingly mobile capital market, according to KWD Webranking - the established international yardstick of corporate website performance.

Of the 850 companies included in the survey, the Italian energy company Eni wins the 17th edition of KWD Webranking – both the Euro 500 and the Global 100 edition.

Finland is the highest scoring country followed by Sweden. The websites are richer in content today but struggles to live up to the demands of the capital market and job seekers.

The traffic from mobile devices on corporate websites is now over 20 percent but very few companies manage to offer a mobile (responsive) version of their website. Social media is more integrated than ever before, especially LinkedIn which is becoming a necessity.

KWD Webranking – established in 1997 – is Europe's leading survey of corporate websites. It is the only global analysis that ranks around 900 websites around the world, measuring how well they meet the expectations of their key stakeholders. It is carried out by digital corporate communications specialists KW Digital, based in Stockholm and London, with partners in Milan and Lisbon. KWD Webranking 2013-2014 has surveyed over 850 listed companies' online communications to gauge how effectively they satisfy the needs of capital markets and potential new employees. The evaluation criteria are updated every year according to the shifting information requirements by the stakeholders. The included companies are selected by market capitalization.

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Eni – Best in online communication 2013

Italian Eni wins the 17th edition of KWD Webranking survey - both the Euro 500 and the Global 100 edition. On the Euro 500 list their countrymen at Telecom Italia comes second and the Swedish hygiene and forest products company SCA takes the bronze.

On the Global 100 list Eni also takes the crown but on this list the silver goes to BASF and the bronze to Bayer. The reason is that neither Telecom Italia nor SCA are large enough for the Global 100 list.

Euro 500			
Rank 2013	Company	Score 2013	Diff score
1	Eni	88,8	5,3
2	Telecom Italia	86,1	-1,4
3	SCA	78,9	-0,4
4	Wärtsilä	74,5	4,7
5	Swedish Match	73,7	2,5
6	Snam Rete Gas	73,5	1,2
7	Swedbank	72,8	9,6
8	BASF	72,0	-6,1
9	Fortum	71,8	-2,6
10	Pirelli	71,3	-2,9

Global 100			
Rank 2013	Company	Score 2013	Diff score
1	Eni	88,8	5,3
2	BASF	72	-6,1
3	Bayer	66	-4,2
4	Nestlé	62	-1,9
5	BP	59,2	-7,1
6	Statoil	58,5	-1,3
7	Royal Dutch Shell	56	-4,6
8	Siemens	53,3	-8,1
9	SABMiller	52,1	1,6
10	Novo Nordisk	51,8	-3,1

Eni have proven to be a consistently strong performer in the history of the KWD Webranking survey. With a score of 88,8, an improvement with 5,3 points, Eni's website stands out for its in-depth presentation of how the company does business, its global presence and the relationship between sustainability and its business model. Compared to last year, Eni has worked to improve its presence in social media and its integration within the corporate website.

"Eni tops the European and the Global ranking for the fourth time, making the energy company a consistently strong performer in the history of the KWD Webranking study. Eni's website stands out for its in-depth presentation of how the company does business, its global presence and the relationship between sustainability and its business model. Compared to last year, Eni has worked to improve its presence in social media improving the integration within the corporate website", says Staffan Lindgren, Managing Director KW Digital.

Eni wins 6 out of 10 sub-sections in the survey, namely; Start page, Financial Reporting, Corporate governance, Corporate responsibility, Career and Functions. Best About Us-section goes to Telecom Italia, SCA holds the best press-section and the Swedish bank Swedbank present

the best Share and Investor relations-sections.

The UK based copper mining group Antofagasta is this year’s best climber on the Euro 500 list with an increase of 13 points. A more welcoming start page, richer investor and sustainability sections are the reason behind Antofagasta’s climb up the charts this year. The best climber on the Global 100 is the Petrochemical Corporation Sinopec from China with an increase of 17,5 points.

The average score for the Euro 500 list is 37,6 out of a possible 100, 1,8 points lower than last year. The average score on the Global 100 has also decreased, from 38,7 to 37,2. The corporate websites have not become worse since last year, but since the research protocol is tied to the information demand from the capital market and job seekers, the decrease should be seen as an evidence of a widening information cap.

Companies are beginning to invest in mobile websites

This year’s ranking also shows how well corporate websites have adapted to smartphones and tablets. The use of smartphones among visitors pushes the companies to invest in mobile versions of the corporate website. The number of smartphones is particularly high within the investor and journalist collective. According to KW Digital’s Capital Market survey to analysts, investors and journalist, 78,8 percent state that they visit corporate websites using either a smartphone or a tablet.

This year’s ranking has studied mobile friendly websites in two parts. Half a point is given if a company offers mobile templates (for example a mobile version of the Press Room) and full score is given for a responsive website, which means that the website automatically adapts the content, navigation and design depending on the visitor’s device and screen resolution.

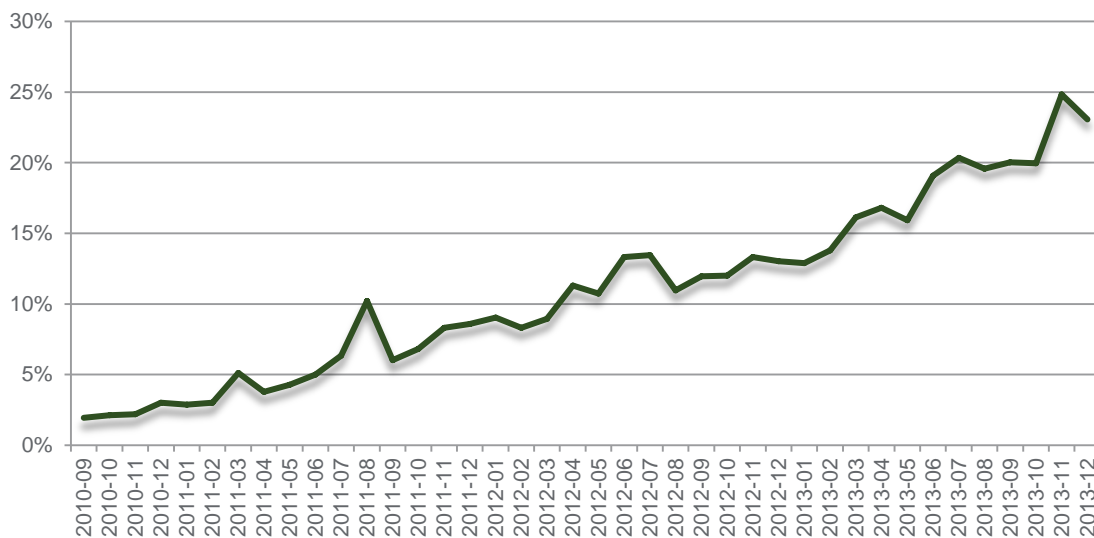
US companies dominating the top followed by Sweden, Denmark and France. Last year there were only one responsive website to be found among the 100 largest companies in Europe, this year that number is 14. Today, approximately 20 percent of the traffic comes from mobile devices. According to KW Digital’s statistics of mobile traffic on 15 corporate websites across Europe (see graph below). At the same time, 39 percent of the companies that do not have a responsive website state that they will invest in the technology during the coming months, according to KW Digital’s web management report.

Mobile friendly websites		
Country	Responsive website	Mobile templates
USA	55%	65%
Sweden	35%	45%
Demark*	23%	46%
France	20%	45%
Netherlands	20%	45%
Italy	15%	40%
Germany	10%	55%
Spain	10%	10%
UK	10%	15%
Norway*	9%	36%
Finland*	9%	18%
China*	9%	27%
Belgium*	9%	9%
Switzerland	5%	25%
Russia	0%	15%
Turkey	0%	15%
<i>Global 100</i>	<i>45%</i>	<i>65%</i>
<i>Europe 500</i>	<i>25%</i>	<i>45%</i>
<i>Average among the 20 largest companies (market cap) in each country</i>		

* Fewer companies than 20 are available

Last year's trend in apps is now replaced by making the websites responsive. A responsive website does not need to be downloaded in an app store and does not require a second technical platform.

Mobile visits - Development for 15 corporate websites, percentage during September 2010 to December 2013.



Examples of well-designed and planned responsive websites we can name are; Telecom Italia, Bayer, Electrolux, Royal Dutch Shell and this year's climber Antofagasta.

Sweden best overall in using social media – Facebook most used by American companies

Social media has gone from a stylish tool used by a few forerunners, to become an integrated part in a company’s communication strategy. Today, social media is widely used by the majority of public companies. However, many companies do not capitalize on the potential of the media to get their ideas across. In order to score in this year’s survey, the accounts need to be regularly updated. It should also be clear which accounts that are official. To do this they should be listed on the corporate websites.

Social media is becoming more important for the capital market. 42 percent of the respondents in KW Digital’s Capital Market survey say they would consider using social media for companies’ disclosures.

The table below shows the average presence in social media by each country. In order to achieve comparable numbers, the average is based on the 20 largest companies, measured by market cap, in each country. Regarding Denmark there are only 13 available companies. The number for China, Finland, Norway and Belgium is 11. The result shows that Wikipedia, is the most commonly used channel, thereafter follows Twitter, YouTube and LinkedIn.

Companies with an account and have received score/s								
Country	Wikipedia	Twitter	YouTube	LinkedIn	Facebook corporate	Google +	Slideshare	Facebook career
Sweden	100%	65%	70%	50%	45%	30%	25%	20%
USA	100%	70%	40%	60%	70%	20%	5%	15%
Germany	100%	65%	55%	40%	60%	30%	10%	20%
Netherlands	90%	65%	65%	50%	45%	15%	20%	10%
Switzerland	100%	45%	55%	60%	55%	5%	5%	15%
Finland*	100%	55%	55%	55%	45%	0%	0%	9%
UK	100%	70%	55%	45%	30%	0%	0%	10%
Denmark*	100%	50%	42%	67%	25%	17%	0%	8%
Italy	100%	40%	50%	50%	15%	5%	25%	0%
France	100%	45%	30%	30%	45%	15%	5%	5%
Norway*	100%	36%	45%	27%	18%	0%	9%	0%
Spain	95%	15%	20%	15%	15%	0%	15%	0%
Belgium*	100%	27%	27%	18%	0%	0%	0%	0%
Russia	100%	20%	0%	0%	15%	0%	0%	0%
Turkey	95%	5%	5%	10%	10%	5%	0%	0%
China*	100%	0%	0%	0%	0%	0%	0%	0%
<i>Euro 500</i>	<i>100%</i>	<i>65%</i>	<i>65%</i>	<i>55%</i>	<i>55%</i>	<i>10%</i>	<i>15%</i>	<i>10%</i>
<i>Global 100</i>	<i>100%</i>	<i>55%</i>	<i>40%</i>	<i>60%</i>	<i>50%</i>	<i>5%</i>	<i>10%</i>	<i>20%</i>

Average among the 20 largest companies (market cap) in each country

* Fewer companies than 20 are available

UK and USA is in the top in using twitter, 70 percent. Sweden, Germany, and Netherlands are trailing close behind. In Turkey only 5 percent use Twitter and none of the Chinese companies

use it. A solid follower base in Twitter creates a marketing value and a direct communication opportunity with stakeholders. Having this in place can also help a company in a crisis situation.

A company that one could expect to dominate in social media is Google. However the ranking shows that Google is not using Google+, at least they don't inform that they do on their website, neither do they receive the highest score in the external search engine test (google.com are used as the search engine in the ranking). LinkedIn, Slideshare and YouTube are also examples where Google fail to score.

A social media trend this year is the establishment of LinkedIn as an information source for both job seekers and the capital market. LinkedIn has become an important tool for the companies in many aspects. 34 percent of the analysts state that they use it as a way of gathering information about the companies according to KW Digital's survey. Above all it is used to identify senior executives (Reputation of key executives) and how the company describes itself is also of significance. LinkedIn is a strategically important tool for the company since its visibility there creates a lot of traffic to the corporate website.

67 percent of the Danish companies use LinkedIn, which puts them at the top. USA, Switzerland and Finland are also well over the 50 percent mark. It remains to be seen if Facebook for employer branding can challenge LinkedIn in the coming years, as of today it is only used by 7 percent of the companies have a specific career page on Facebook.

Do the companies meet the investor demand

KWD Webranking always begins with a questionnaire to analysts, investors and journalists. The answers from the questionnaire are used as the key input when shaping the ranking protocol. This ensures that the protocol is objective, up-to-date, and relevant.

According to this questionnaire, these areas are under the greatest demand. In descending order:

1. Financial targets and achievements
2. Growth drivers
3. Key debt ratio
4. Corporate bonds (non-current liabilities). Loan portfolio (liabilities/loans, current liabilities)
5. Investments and divestments
6. A clearly labelled Debt and or Debt investors' section
7. Risk management
8. Sensitivity analysis
9. Information about company ratings from leading institutes (rating agency information)
10. Investor proposition

Although this information is highly valued by the capital market, we see a big gap in supply. For example, only 10 percent of the 500 largest companies in Europe present their financial goals with a clear and detailed description on how to reach them. When it comes to presenting a basic sensitivity analysis, the number is even lower at 3 percent.

Companies rarely talk about the future on their websites and only 14 percent publish the company's growth drivers, which is especially important to institutional investors. Even if the active visitor is familiar with a company's general strategy and business plan, companies should take the opportunity to inform their audience about how they will grow and make money in the future.

Half of the companies have a Debt and/or Debt investors' section on their websites, but only a third receives a full score for key debt ratio and corporate bonds and loan portfolios. Almost 70 % are missing out on publishing their credit ratings and only 11 percent receive full score for their Investor proposition.

A positive example is Danish Danske Bank who has a separate segment called "Debt" under their Investor Relations section on the websites filled to the top with information. They also display their Group Treasury team with personal contacts, a rare and professional approach.

Financial Transparency	
Criteria	Fullfillment
Financial targets and achievements	10%
Growth drivers	14%
Key debt ratio	33%
Corporate bonds & Loan portfolio	31%
Investments and divestments	14%
A Debt and or Debt investors' section	53%
Risk management	23%
Sensitivity analysis	3%
Company ratings (rating agency information)	34%
Investor proposition	11%
Average score on the Euro-500 list	

Methodology

The KWD Webranking methodology has been refined during the 17 years we have conducted the research. Today it follows a step by step approach which starts with the research of target group needs and wants.

Research of the corporate website target groups is the corner stone of the process, forming a solid foundation for the entire survey. The broader range of stakeholder responses including analysts, investors, business journalists and job seekers paint a detailed picture of how stakeholders use corporate websites and what kind of information they require.

More than 400 respondents form the criteria

Questionnaires are sent out to respondents mainly in the European region though this has been expanded to reflect the KWD Webranking's global scale including the Americas and Asia. Based on the respondents' views and opinions, we put together the review criteria which is used when ranking the websites. The criteria of the rankings directly reflect the actual demands of the target groups. For KWD Webranking 2013-2014, around 240 respondents from the capital market and 160 job seekers have answered the questionnaire which was conducted during May and June 2013.

The companies included in the ranking are selected based on market capitalisation. KWD Webranking ranks the 100 largest companies in the world (Financial Times' Global 100 list) and the 500 largest companies in Europe (Financial Times' Europe 500 list). For select markets KWD Webranking has added companies to create more extensive country lists. This year there are national top lists in 19 European countries. In total, 689 European companies, 63 from the Middle East and 100 from the Global list are ranked. The companies are categorized according to the 19 super sectors in the Industry Classification Benchmark (ICB), an industry classification taxonomy developed by Dow Jones and FTSE.

The capital market survey

We conduct one questionnaire that is directed at the capital markets. It is distributed to the respondents by e-mail:

- investors (buy-side)
- analysts (sell-side)
- business journalists

Two reminders are sent out to maximise the number of respondents. This year (2013-2014) the questionnaire consisted of 24 questions covering the whole width of digital corporate communications. The respondents were asked to rate the importance of the questions from 1 to 5 where 1 is not important and 5 is very important.

The career survey

A second questionnaire is directed at young professionals and job seekers. This year (2013-2014) it consisted of 19 questions regarding employer branding. The respondents were asked to rate the importance of the statements from 1 to 5, following the same scale as above.

For more information regarding the KWD Webranking please visit: <http://kw-digital.com/kwd-webranking>

About KW Digital

KW Digital is a digital corporate communications agency that helps companies make better use of digital channels in their corporate communications. We provide strategic advice and execution based on our research and experience.

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