# Earth.ai Insights

Significance Systems' earth.ai identifies and characterises the real story behind any topic. It takes you out of your media bubble, to highlight the emotions and voices that drive the stories driving your world.

Earth.ai is applied to the analysis of corporate crises, the evaluation of brand strategies, the prediction of electoral outcomes, and the creation of trading signals for financial markets.

Some of what we've seeing in September 2020:

- Trump Remains Resilient in US Election Lead-up
- "Emotion is only impacting tech stocks"? Think again!
- What the Market Really Thinks of ESG Investing

Trump Remains Resilient in US Election Lead-up
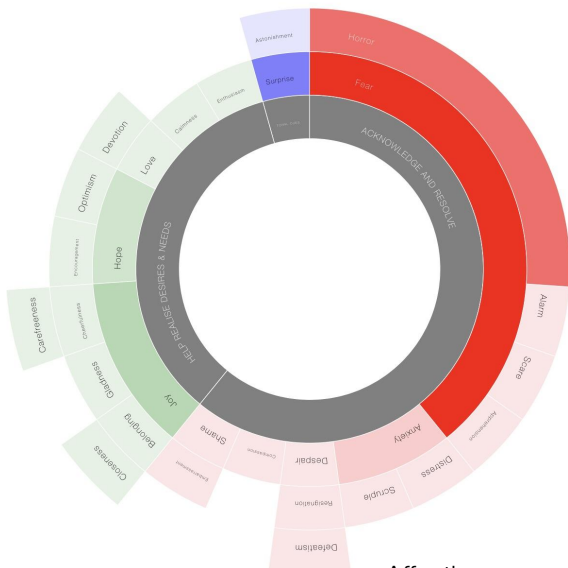
Affective response of US population to Trump 2020: 1 Sept. 2020

President Trump remains a divisive yet resilient figure ahead of US elections.

Democratic candidate Joe Biden simply isn't well liked; indeedly he is actively disliked - party conventions have done little to impact the landscape.

Intense fear and horror dominate electorate emotions surrounding the incumbent. Similar fear drives engagement with the campaigns.

Importantly, overall affect for the president remains active and positive, in line with our observations prior to the 2016 election.

"Emotion is only impacting tech stocks"? Think again!

Name	New Ideas	Abs Hit Rate
FedEx Corp FDX US	14	85.71%
Marriott International Inc MAR US	6	100.00%
PayPal Holdings Inc PYPL US	16	64.71%
Apple Inc AAPL US	5	100.00%
Maxim Integrated Products Inc MXIM US	5	77.78%
United Parcel Service Inc UPS US	4	75.00%
Align Technology Inc ALGN US	7	71.43%
Coca-Cola Co KO US	4	100.00%
Nike Inc NKE US	7	71.43%

Trade signal performance: US equities: June 1 - September 7, 2020

Earth.ai analyses the top 100 Nasdaq and S&P stocks daily. It identifies the emotions, trends and new ideas that influence stock prices, to deliver fresh insights.

Many stocks on occasion trade as much on emotion as on financial fundamentals. The alpha this understanding can contribute to a portfolio strategy can be significant.

The table demonstrates Earth.ai's trade performance for 2020Q3 to date for some key US equities. Performance is good - and in line with our overall history. We've demonstrated strong hit rates over many years.

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What the Market Really Thinks of ESG Investing

Affective response in the US to ESG investing: 24 August

Our analysis shows that momentum behind ESG (Environmental, Social & Governance) based investing in the US is being hindered by despair, discouragement, resignation and defeatism.

This is reflected in the lukewarm engagement with the category. ESG and the investment community is not a marriage of love. Rather, they shuffle reluctantly to the altar. There are clear actions that ESG-based investments can take to "get to the church on time".

Interestingly, BLM-focussed Investing has rapidly established itself as being of comparable importance, but with far greater momentum.

Want to know more?

Further information or questions: contact@significancesystems.com
Earth.ai is a product of Significance Systems.

Full Data Perspective
Real-world online behaviour

Unique Feature Analysis
See past your media bubble
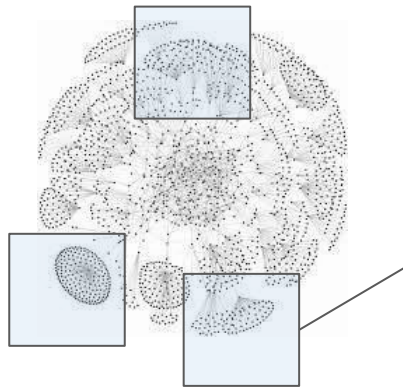
Narrative & Decision Science metrics
Lead indicators

Engagement
Classification
Affect Orientation
Media Power
Content Power
Emotional Response
Topics and Themes

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earth.ai ✛ Proprietary Machine Learning
Non-linear analysis of predictors

➡ Unique Capabilities, Products & Services

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