

# SOLAR MARKETING INSIGHT

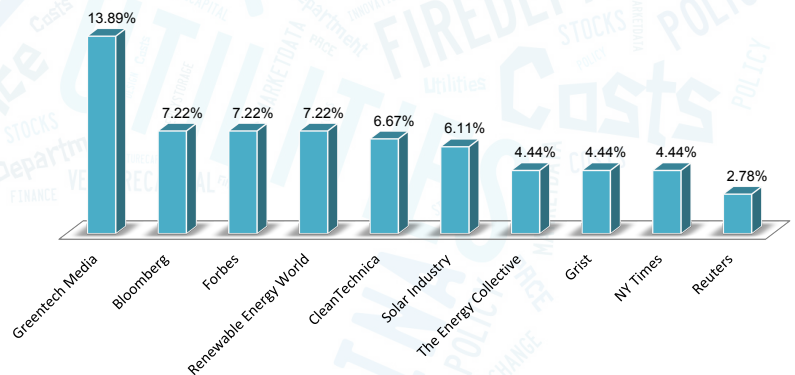
A SOLARWAKEUP.COM REPORT

SolarWakeup.com publishes 9 news articles relevant to solar professionals, 5 days per week. Since the first edition of SolarWakeup, the news aggregation has remained an unbiased source of solar news most valuable to our industry. In another effort to help solar companies and executives make great decisions, SolarWakeup is releasing its 1st monthly marketing breakdown.

Use this as another tool to make marketing, advertising and content creation decisions. As you publish articles, make sure they are relevant to trending topics. When making marketing decisions, understand where a sample of solar professionals are reading their solar news and when they are doing it. Most importantly, continue to drive solar news to the mainstream in any way possible!

The key metric for SolarWakeup.com articles is the trend. What are the trending topics that solar professionals are reading about? What articles are being published by news sources relevant to solar? See the word cloud identifying the topics most commonly seen in the month of September. Use this information to drive your content for the next month to drive the most traffic possible.

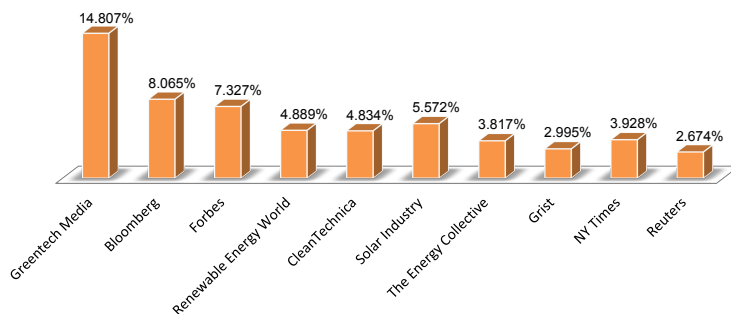
## SOLARWAKEUP CONTENT BY % OF TOTAL STORIES



Graph gives insight to the likelihood the news source is carrying news articles relevant to the solar industry by identifying the source of articles listed on SolarWakeup.com

## MARKET WATCH

### VIEWER ENGAGEMENT BY % OF TOTAL CLICK-THROUGHS



Graph gives insight to the links clicked on by SolarWakeup readers by news source, helping identify potential locations for advertising, engagement and publication location.

Where are SolarWakeup.com readers going to read the solar news? What publications had the most click-throughs from SolarWakeup.com in September?

Solar news articles are often published by the same sources that focus on the industry. Some sources have a higher than average click rate than others. This is another indicator for deciding the location for marketing and content pieces to be placed online

