

Boost Sharing of Your Thought Leadership

Commodities are an underutilized opportunity for **highly shared thought leadership** coverage in the finance industry.

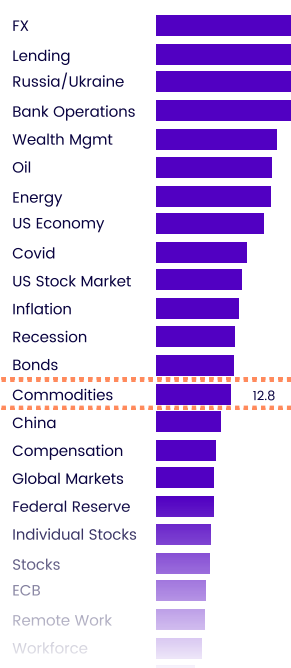
Thought leadership is a leading driver for the finance sector during economic uncertainty. But the competition for share of voice is high among the most popular topics like recession and inflation.

At PublicRelay, we performed a benchmark analysis of the media coverage of the world's leading companies to identify **trends in thought leadership** coverage to help you cut through the noise.

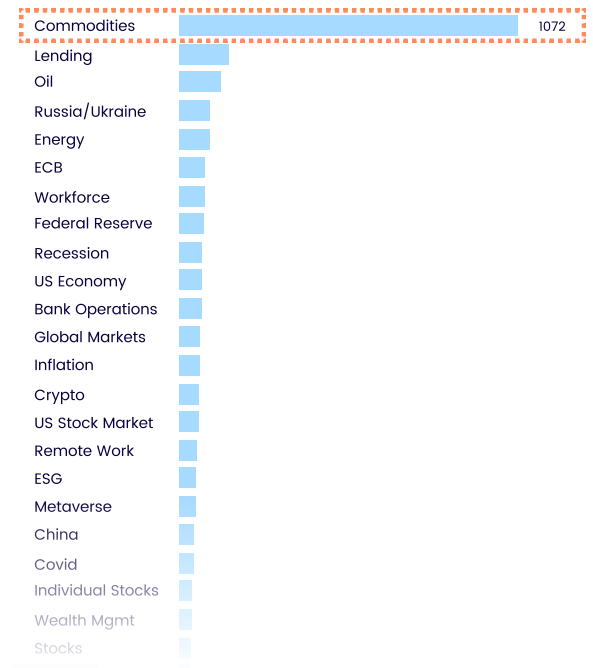
Mentions by Thought Leadership Topic



Average Syndication



Average Twitter Shares



Commodities received the most sharing per article.

Commodities mentions averaged **16.5x more shares** than other thought leadership topics while being less competitive than the more popular topics like recession, individual stocks, and inflation.

So, what does this mean for your communications?

Commodities coverage is an opportunity to **differentiate yourself from peers** with thought leadership that drives sharing with less competition for share of voice.

Want to **elevate your communications**?
Reach out to our [team](#) to **preview more insights**
from the PublicRelay Benchmark report.