

ISA's Top Line Pulse is a monthly snapshot of how your top line measures up. Month and year-to-date comparatives against the market, your peer group and industry indexes of your choosing, help you assess your performance along the way.

## REPORTING

The Top Line Pulse application is housed within the ISA Benchmarking Portal ([www.ISABenchmarking.com](http://www.ISABenchmarking.com)). Data is entered securely either directly through the application home page or users may opt to receive text notifications. The text feature allows respondents to simply report their monthly sales figure via text messaging.



## INTERACTIVE ONLINE RESULTS DASHBOARD

Results are displayed both graphically and in table format. All results are fully exportable (Excel, PDF, etc.). This tool allows users to easily compare their own sales trends against economic indicators and industry results to assist strategic decisions.

ORGANIZATION ADMIN

Distributor Analytics that Fuels Growth

Annual Performance Report

Enter Monthly Sales Data

**Filter Options Include:**

- Your Company Data
- Industry
- Economic Indicators (e.g., Industrial Production Index)

### Top Line Pulse

**Series Filters**

- (All)
- (1) My Data
- (2) Industrial Production Index
- (3) U.S. Aerospace & Misc. Transportation Production
- (4) U.S. Automobile & Light Duty Motor Vehicle Production
- (5) U.S. Chemical Products Production
- (6) U.S. Durable Manufacturing Production
- (7) U.S. Electrical Equip. (ex. appliances) Prod.
- (8) U.S. Industrial Machinery Production
- (9) U.S. Shipments of Farm Machinery

Monthly Percent Change	January 2017	February 2017	March 2017	April 2017	May 2017	June 2017	July 2017	August 2017	September 2017	October 2017	November 2017	December 2017	January 2018	February 2018
(1) My Data		10.0%	5.5%	-3.4%	4.5%	2.6%	-8.7%	5.9%	0.9%	1.7%	5.9%	3.2%	2.0%	-5.4%
(4) U.S. Automobile & Light Duty Motor Vehicle Production		0.5%	-5.5%	5.9%	-3.6%	-2.5%	-7.2%	1.1%	0.9%	1.7%	5.9%	3.2%	2.0%	-5.4%
(5) U.S. Chemical Products Production			-1.0%	0.4%	0.1%	1.5%	0.4%	0.9%	0.9%	1.7%	5.9%	3.2%	2.0%	-5.4%
(7) U.S. Electrical Equip. (ex. appliances) Prod.			-0.5%	-0.7%	1.1%	-0.0%	-0.3%	2.3%	0.9%	1.7%	5.9%	3.2%	2.0%	-5.4%

**Monthly Sales Snapshot**  
Shows your current month sales figure:

- Vs. Prior Month
- Vs. Same Month Prior Year
- YTD vs. Same Month Prior YTD

**Your Sales Snapshot**

February 2018 vs. February 2017 1.25M ▲ +154K / +14.03%	February 2018 vs. January 2018 1.25M ▼ -72.2K / -5.44%
Year To Date vs. Prior Year To Date 2.58M ▲ +481K / +22.89%	

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Note: all data are confidentially maintained by Industry Insights, Inc., an independent research firm.