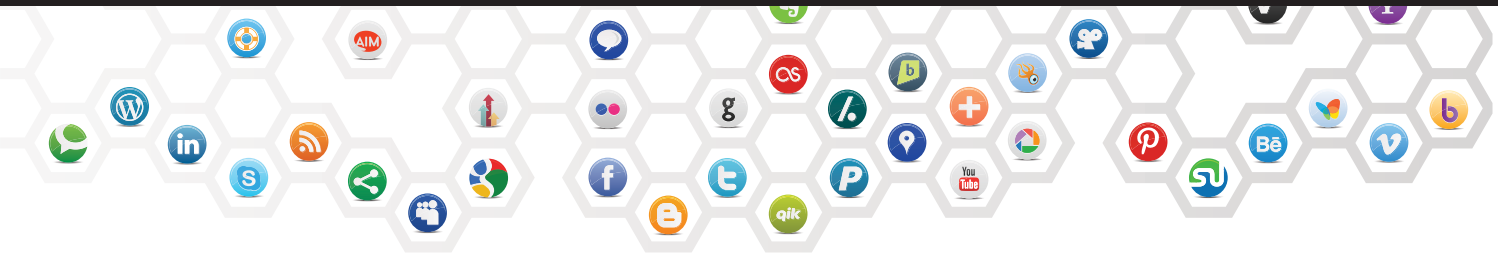




crimson hexagon

KNOW MORE. KNOW WHY. KNOW HOW.



CRIMSON HEXAGON FORSIGHT™ PLATFORM AWARD-WINNING SOCIAL MEDIA ANALYSIS CAPABILITIES

By leveraging the Crimson Hexagon ForSight™ platform for social media monitoring and analysis, global brands, agencies and other organizations can easily uncover consumer opinions and insights about their company, products, industry and competitors. They can then use that information to make meaningful business decisions. Crimson Hexagon is the leading global provider of social media analysis software to consumer brand marketers and their agency partners. Powered by patented technology developed at Harvard University's Institute for Quantitative Social Science, Crimson Hexagon overcomes the limits of traditional market research by delivering a real-time view of the online conversation.

Advanced Technology Enables Deeper Analysis of Social Media Data Sources

To realize business value and measurable benefits from social media monitoring and analysis, you need to do more than count how many times a keyword is mentioned. Crimson Hexagon's ForSight platform goes far beyond simple keyword counting, quantifying opinions and meaning from the vast sea of online conversations by applying computing power capable of sophisticated analysis.

Our technology analyzes the social internet (more than 300 billion posts from Twitter, Facebook, YouTube, Blogs, Forums, etc.) by identifying statistical patterns in the words used to express opinions on different topics. Based on this insight, it goes beyond simply measuring positive versus negative. Instead, it delivers a clear understanding of the nature of the online conversation – the drivers of sentiment, key themes, their relative size, and how they change over time – with an astounding 92% correlation to human derived results.

Tap Into Billions of Social Media Conversations for Real-time Insights

To date, you've likely relied on traditional market research or first generation "buzz" tools in an attempt to derive meaningful insights. But those methods tend to be time consuming, lead to artificial results or don't provide the depth of information needed to make meaningful business decisions.

Crimson Hexagon provides real-time insights that rapidly deliver a view of how engaged consumers truly think and feel about your brand and related themes. With these dynamic insights – which go far beyond what's possible via basic

Crimson Hexagon helps organizations uncover consumer opinions and insights about their company, brand, products, industry, and more. Get answers to key questions, such as:

- How do consumers truly feel about your brand and products?
- What complaints do people have about your company or competitors?
- Why are consumers choosing another brand over your own?
- What do your advertisements and marketing really "mean" to people?
- What are the most important factors to consumers when choosing a product in your category?
- Who are the most influential individuals regarding your brand, category or topic of interest?



social media monitoring – you’ll see better quality results, make smarter business and marketing decisions, and understand precisely how to respond and market to prospects and customers.

The Crimson Hexagon ForSight Platform goes well beyond social media buzz monitoring to provide deep consumer insights about your brand or industry that can be acted upon.

First Generation Tools	Crimson Hexagon Platform
Volume of conversation	Meaning of conversation
Basic Positive Negative only	Topical Categories / Business context
More noise	More signal
Keyword counting	Statistical analysis
Language specific	Language agnostic / independent
Low sentiment accuracy (~50%)	92% correlation with human analysis

“We use Crimson Hexagon as a primary tool to really get us the data we need to shape sound strategies.”

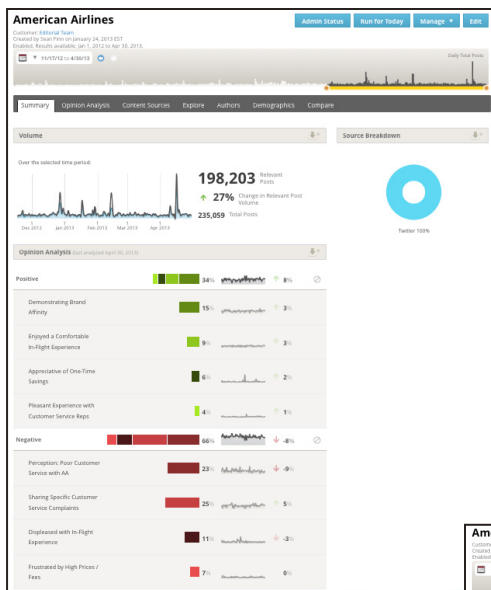
Jason Comier
Co-Founder
Room 214

“The Crimson Hexagon system gave us an element of control... something that we hadn’t seen and still have not yet seen in any other competitive technologies.”

Richard Ng
VP, Insights & Intelligence
Edelman

“There’s something about Crimson Hexagon that is above and beyond the rest of the competition and it’s not even comparable.”

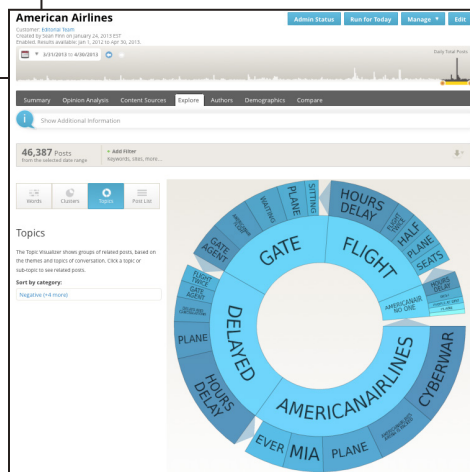
Russell Pinke
Social Media Analytics Manager
Translation



Online Consumer Insights from Crimson Hexagon’s social media monitoring and analysis platform help organizations to make more effective marketing investments that can be directed and redirected in a rapid, intelligent way with immediate analysis of consumer opinions.

Global Brand Companies and their Agencies use Crimson Hexagon to support, track and analyze a variety of marketing initiatives:

- Pre- and post-campaign tracking
- Brand positioning assessment
- Consumer satisfaction assessment
- Price/value correlation
- New product guidance
- Competitive positioning (SWOT)
- Early warning – crisis management



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