

## Crimson Hexagon: Social Media Monitoring and Analysis for Consumer Brands

By leveraging the Crimson Hexagon platform for social media monitoring and analysis, global brands 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 provider of real-time market research to consumer brand marketers and their agency partners. Powered by patent-pending technology developed at Harvard University's Institute for Quantitative Social Science, Crimson Hexagon overcomes the limits of traditional market research by delivering a near real-time view of the online conversation.

### **Benefits for Consumer Brand Marketers**

#### **What are your customers saying?**

As a leading or emerging brand, you live and die by consumer opinion. Before launching a new product, you conduct market research that will inform your strategy. When your product is on the market, you need insight into what your customers think of your offering. After going live with a campaign, you need to understand if your message is hitting home and delivering desired results. And during a crisis, you must assess the scope and impact of the public response.

In essence, having your finger on the pulse of what is being said about your company and products, and why, is critical to your success. You need to know what it all means.

#### **Tap into billions of social media conversations for near real-time insights**

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

The fastest, most reliable way to gain those insights is by understanding what the online conversation in social media really means for your brand. Crimson Hexagon's Opinion Analysis Platform provides near real-time market research that rapidly delivers 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 social media monitoring – you'll see better quality results, make smarter marketing decisions, and understand precisely how to respond to your prospects and customers.

**Crimson Hexagon helps brand marketers 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?

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

<i>First Generation Tools</i>	<i>Crimson Hexagon Platform</i>
Volume of conversation	Meaning of conversation
Positive   Negative	Topical Categories
More Noise	More Signal
Keyword Counting	Statistical Analysis
Language Specific	Language Agnostic / Independent
Accurate +/- 15% (85% accurate)	Accurate +/- 3% (97% accurate)

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

### How are consumers using Benadryl?

Run for Today | Reset Results | Schedule Event | Sharing | Alerts | Edit  
Creator: Ed Schneider on Mar 4, 2010

Results Overview | Content Sources | Sample Posts | Topic Visualizer | Analysis Status

**All Categories**

Result Summary from Mar 24, 2009 to Jul 25, 2010

Choose a category for details:

- Sleep Aid 18%
- Food Allergies 10%
- Sinus Relief 17%
- Off-label Pet Use 13%
- Mitigate Drug Side-Effects 15%
- Dermatological Relief 26%

**Trends Over Time** Past 30 Days

Category Trend

**Analyzed Volume**

### iPad: Raves & Complaints (Blogs & Forums)

Run for Today | Reset Results | Schedule Event | Sharing | Alerts | Edit  
Creator: Melyssa Plunkett-Gomez on Apr 12, 2010

Results Overview | Content Sources | Sample Posts | Topic Visualizer | Analysis Status

**Category :: Wrong Feature/Size Combo**

Result Summary from Jun 25, 2010 to Jul 25, 2010

Choose a category for details:

- Excited for Content & Apps 11%
- Netbook/Kindle Killer 8%
- Likes the iPad 17%
- Wrong Feature/Size Combo 13%
- Just a Big iPhone 9%
- Data Plan/Provider Concerns 9%
- Unimpressed 24%
- Wait & See 10%

**Trends Over Time** Past 30 Days

Category Trend

**Categorized Posts - Feb 13, 2010 through Mar 29, 2010**

Post Title	Date Posted (GMT)	Source
✓ iPad Pointless?	03/29/2010 13:43	agseo.blogspot.com
✓ General Chat - Telltale Games Forums	03/24/2010 00:00	www.telltalegames.com
✓ Just Blow Me - JustBlowMe.com Adult Webmaster Forum	03/17/2010 00:00	www.justblowme.com
✓ Home Theater PCs & Equipment - [H]ardForum	03/16/2010 00:00	hardforum.com:80
✓ The Lounge - Site5 Web Hosting Forums	03/14/2010 00:00	forums.site5.com
✓ Why NOT the iPad	03/10/2010 07:29	arnabocean.wordpress.com

**Global Brand Companies** use Crimson Hexagon to support and track a variety of marketing initiatives:

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