

Crimson Hexagon: Social Media Monitoring and Analysis for Agencies

By leveraging the Crimson Hexagon platform for social media monitoring and analysis, agencies can easily uncover consumer opinions and insights about their clients' brands, products, industry and more. They can then use that information to help their clients make meaningful business decisions. Crimson Hexagon is the leading provider of real-time market research to 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 how consumers truly feel about the topics your clients care about.

Benefits for Agencies

Win Big with Real-time Market Research and Insights

You know better than anyone just how fierce the competition is to win big accounts and continuously serve existing ones. Getting a leg up on your rivals by delivering insights they can't could make all the difference when it comes to the day of the pitch. Or maybe you're developing a new digital strategy or launching a campaign for an existing client. Imagine being confident about the ultimate success of your projects – and being able to demonstrate the full value when all is said and done.

Gain Competitive Edge and Deliver Higher Value

With Crimson Hexagon's Opinion Analysis Platform, you gain access to real-time market research that empowers you and your clients to succeed. When you walk through the door to give your pitch, you'll be armed with insights and intelligence that will wow your prospective client.

As you're finessing the details for your campaign, you can uncover the issues and themes that are important and resonate with the target audience. Once you've launched your campaign, further media monitoring will provide real-time feedback on the response so you can tweak for maximum impact. The result? A hard-hitting campaign with strong proof of results that drives higher returns for your client.

And for clients dealing with a crisis situation, Crimson Hexagon can be especially helpful in understanding how consumers perceive events to help you guide clients with an appropriate and timely response.

Crimson Hexagon helps leading agencies uncover consumer opinions and insights about their clients' brands, products, industry, and more. Get answers to key questions, such as:

- How do consumers feel about your client's brand/products?
- What complaints do people have about your client's company or competitors?
- Why are consumers choosing another brand over your client's?
- What do your client's advertisements and marketing really "mean" to people?
- What are the most important factors to consumers when choosing a product in your client's category?
- Who are the most influential individuals regarding your client's 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 client's 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	User-defined 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 agencies advise their client 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

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Post Title	Date Posted (GMT)	Source
✓ iPad Pointless?	03/29/2010 13:43	agseo.blogspot.com
✓ General Chat - Teitale Games Forums	03/24/2010 00:00	www.teitalegames.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

Agencies and Their Clients 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