

DATA LIBRARY NOW
400+ BILLION POSTS

HOW **CRIMSON HEXAGON**
BUILT A **BIG DATA** ARCHIVE OF

MORE THAN
200
BILLION POSTS

TWEETS WE COLLECTED IN
JANUARY 2012

7,839,651,963 billion

TWEETS WE COLLECTED IN
JANUARY 2013

12,387,505,808 billion

MOST USED LANGUAGES IN TWITTER

ENGLISH  JAPANESE 
SPANISH  PORTUGUESE 

7,637,147
FORUM POSTS PER DAY

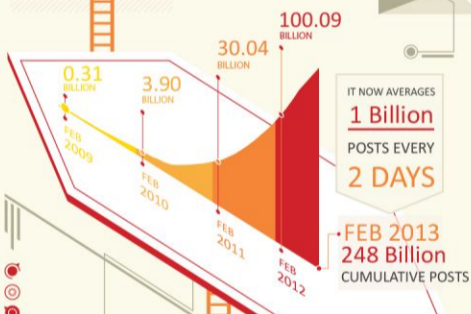
4,104,146
FACEBOOK PAGE POSTS PER DAY

1,336,462
BLOGS POSTS PER DAY

71,594
COMMENTS POSTS PER DAY

240,839
NEWS POSTS PER DAY

THE **EXPLOSIVE** CUMULATIVE POSTS GROWTH



"200 BILLION" FUN FACTS

200 Billion
IS ALSO REFERRED TO AS
TWO HUNDRED MILLIARD

200 Billion is
50%
OF ALL THE STARS IN THE
MILKY WAY

THE HUMAN BRAIN
HAS BETWEEN
100 AND 200
BILLION
NEURONS

156 MILLION
ITEMS ARE AVAILABLE AT THE
LIBRARY OF CONGRESS
10,000 NEW ITEMS ADDED
EACH WORK DAY

More than two hundred billion posts may surprise some but it won't come as news to our customers. They know that we are one of a very small group of companies licensed to tap the full Twitter "Firehose" and the only company archiving every post our platform captures, every day since our founding.

That means you not only get complete data on your brand or product, you can also compare the results to the same market from several years ago.

At Crimson Hexagon, we use statistical theory to analyze unstructured text. We refine our analysis by bringing human judgment into every equation, incorporating a "teachable" algorithm that finds real meaning behind the words.

So instead of just learning what people are saying, our customers learn what their customers are thinking. Which means they can solve problems and leverage opportunities faster and better than their competition.

In other words, big solutions from big data.

 **crimson hexagon**

KNOW MORE. KNOW WHY. KNOW HOW.

WWW.CRIMSONHEXAGON.COM