



Consumer Insights | An Introduction

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We live in an age of

understanding



**We understand
more about
our world**



**We understand
more about
each other**



**We understand
more about
ourselves**

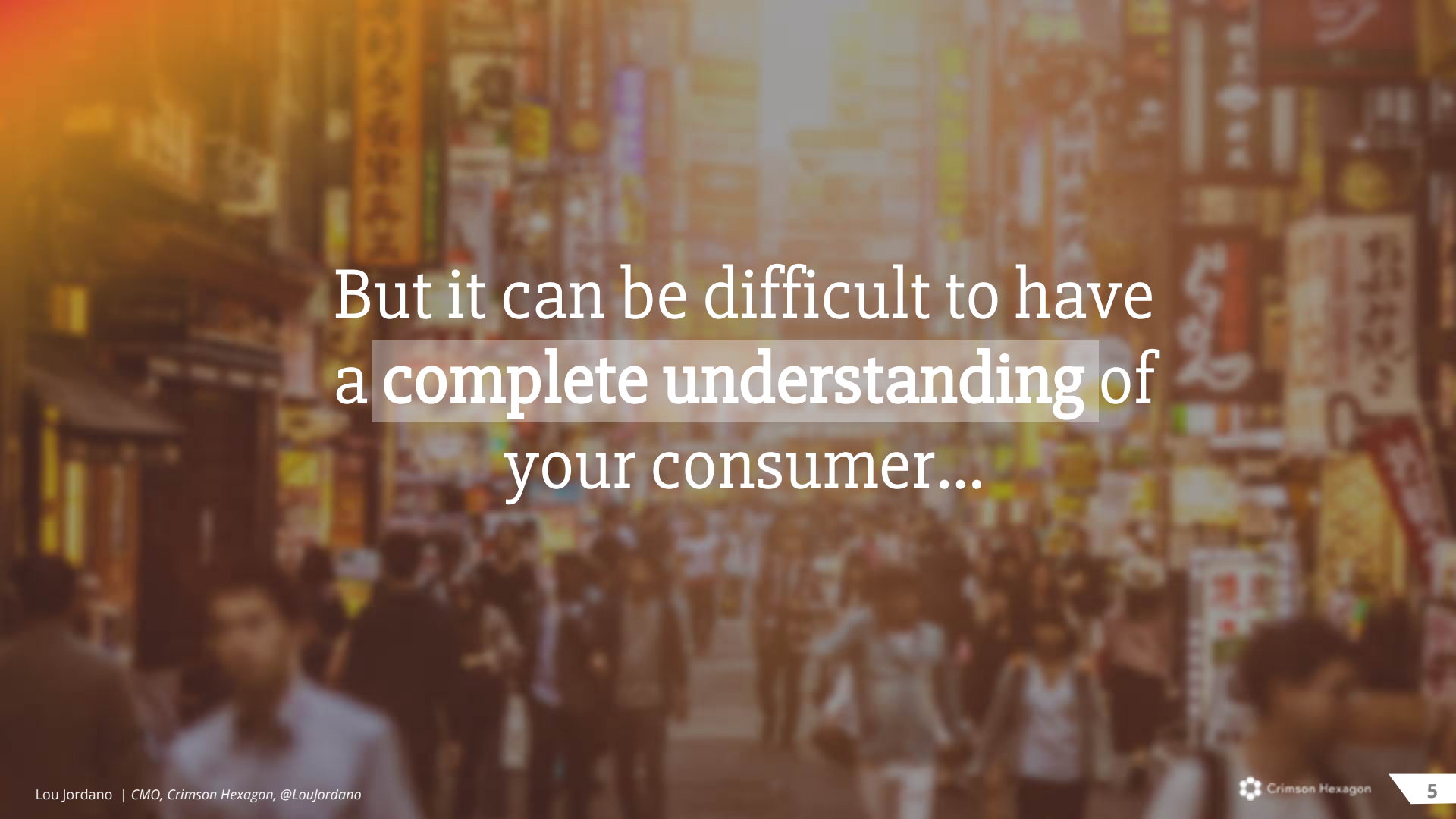




....so expectations have **never been higher.**



Each of your consumers now
expects to be known as an
individual



But it can be difficult to have
a **complete understanding** of
your consumer...

...there's just **so much**
information to process...



**Trillions of
social posts**



**Petabytes of
enterprise-held
information**



**Limitless
volumes of
public data**

...so many dots to connect
across **so many data sources.**



Artificial intelligence can help

Foundational AI
technologies help you
automatically
process massive
volumes of
information

NEURAL
NETWORKS

DEEP
LEARNING

NATURAL
LANGUAGE
PROCESSING

NATURAL
LANGUAGE
GENERATION

MACHINE
LEARNING

IMAGE
ANALYTICS

VOICE
ANALYTICS

TEXT
ANALYTICS

VIDEO
ANALYTICS

Use AI to discover
consumer insights
automatically from
multiple sources

CONSUMER INSIGHTS

SOCIAL MEDIA

- Twitter
- Facebook
- Reddit
- Instagram
- Etc

ENTERPRISE-HELD

- Review data
- Call transcripts
- Support tickets
- Free text fields in CRM systems
- Etc

PUBLIC ONLINE

- Sec.gov
- Bloomberg API
- Yahoo Finance
- Etc



... so you can have a
more complete view
of your consumer



...and engage them **as individuals**
at every step of their journey.

AI-powered consumer insights



Audience Analysis



Brand Analysis



Campaign Analysis



Competitive Intelligence



Industry / Trend Analysis



Brand Analysis | Challenges



Difficulty monitoring fluctuations in brand health and quickly identifying potential crises



Only a superficial understanding of public sentiment around the brand



Difficulty measuring sentiment and audience response to messaging and campaigns



Brand Analysis | Outcomes



Uncover key drivers of conversation and topics influencing brand perception



Monitor fluctuations in brand health and identify potential crises



Identify what's working and not working in messaging and campaigns



Brand Analysis | KPIs

% lift brand
conversation
volume vs
benchmark

lift in
competitive
share of voice

% lift
engagement
rate vs
benchmark

% lift follower
growth vs
benchmark

% lift in sales



How General Motors Identifies Customer Care Issues

Problem:

GM's customer care team was wasting hours reading through irrelevant posts to find customer posts that they could take action on.

Solution:

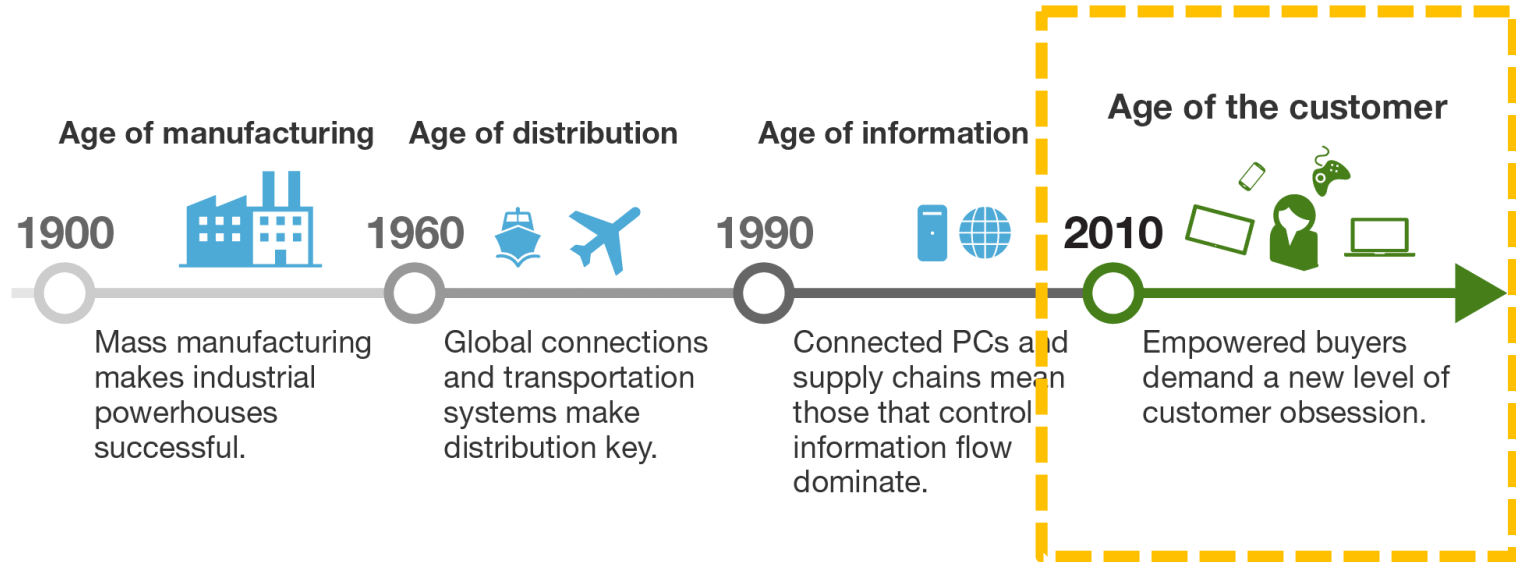
General Motors implemented Crimson Hexagon and trained its machine learning algorithm to identify relevant posts based on examples, not just keywords.

Result:

Using Crimson, GM was able to nearly triple the relevance of posts identified for customer care.



Welcome to the Age of the Customer



Source: Forrester Report "Winning In The Age Of The Customer"

The Google Plus logo, consisting of a white 'G+' symbol on a red square background.The LinkedIn logo, a white lowercase 'in' on a blue square background.

What is social media's role in the Age of the Customer?



Social media's value is in people.



A photograph of three young women sitting on a wooden bench outdoors, likely on a beach. They are all wearing summer dresses and wide-brimmed hats. The woman on the left is wearing a yellow dress and a white hat. The woman in the middle is wearing a red dress and a tan hat, and she is laughing with her hands near her mouth. The woman on the right is wearing a white dress and a dark blue hat, also laughing. The background is a bright, sandy beach.

And people have conversations.



@rockabillykam

Woke up l8, freaked, then remembered
McDs all day bfast #boomshakalakalaka

Smart brands listen to people talking on social media.



0:06 / 0:59





**Social
intelligence
puts **humanity**
back in
customer data
crunching**

Social intelligence must become a foundational practice throughout the enterprise



Emotional data
becomes the
new currency.



Companies
better serve
their customers.

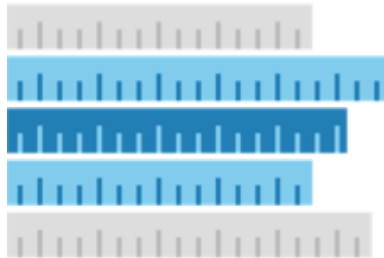


Customers
volunteer even
more information.

Social data isn't perfect



Doesn't capture
all social users,
much less 100%
of the population



Varies in quality
and quantity by
social network



Skews towards
certain demographics
and behaviors
depending on the
social network

There are three types of social data



**User
data**



**Content
data**



**Performance
data**

Social data can be structured



	Social user data	Social content data	Social performance data
Structured	Demographics • Name • Geography/location • Age • Gender • Education • Career		Reach • Impressions • Followers/fans Engagement • Likes • Shares • Comments (# of) • Replies (# of) • Click-throughs • Views • Time spent on content Return on ad spend (ROAS) • Downloads • Sales

Source: Forrester Report “The Future Of Social Intelligence Is In The Enterprise, Not Marketing”

Or unstructured



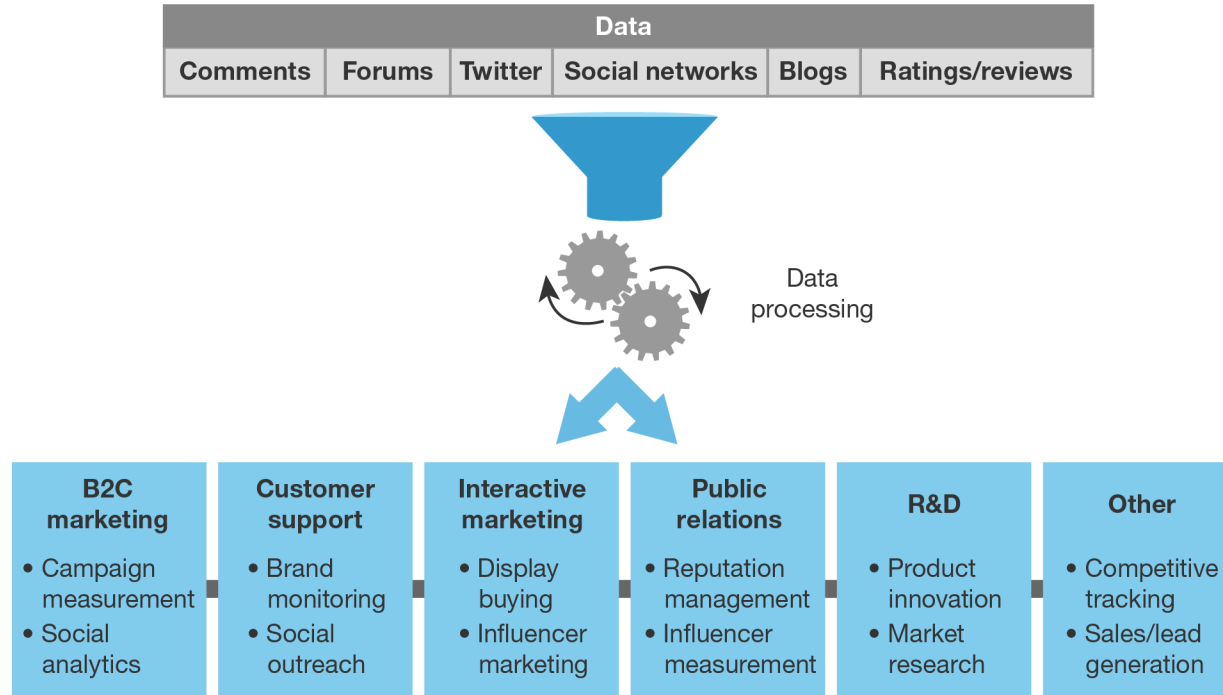
	Social user data	Social content data	Social performance data
Unstructured	Psychographics • Behaviors • Interests • Affinities • Preferences • Feelings/emotions • Intent	Text • Keywords • Hashtags • Mentions • Sentiment • Inquiries • Complaints Image • Logos • Scenes • People • Emotions • Objects • Motions	Engagement • Comments • Replies ROAS • Lead generation

Source: Forrester Report “The Future Of Social Intelligence Is In The Enterprise, Not Marketing”

A high-angle, top-down photograph of a diverse group of approximately eight people of various ethnicities and ages. They are all smiling broadly and looking towards the camera. Many of them have their thumbs pointing upwards in a celebratory gesture. The background is a plain, light-colored surface. A semi-transparent dark grey rectangular box is centered over the middle of the image, containing white text.

**Social intelligence contributes to business success
across the enterprise.**

Social intelligence serves many roles

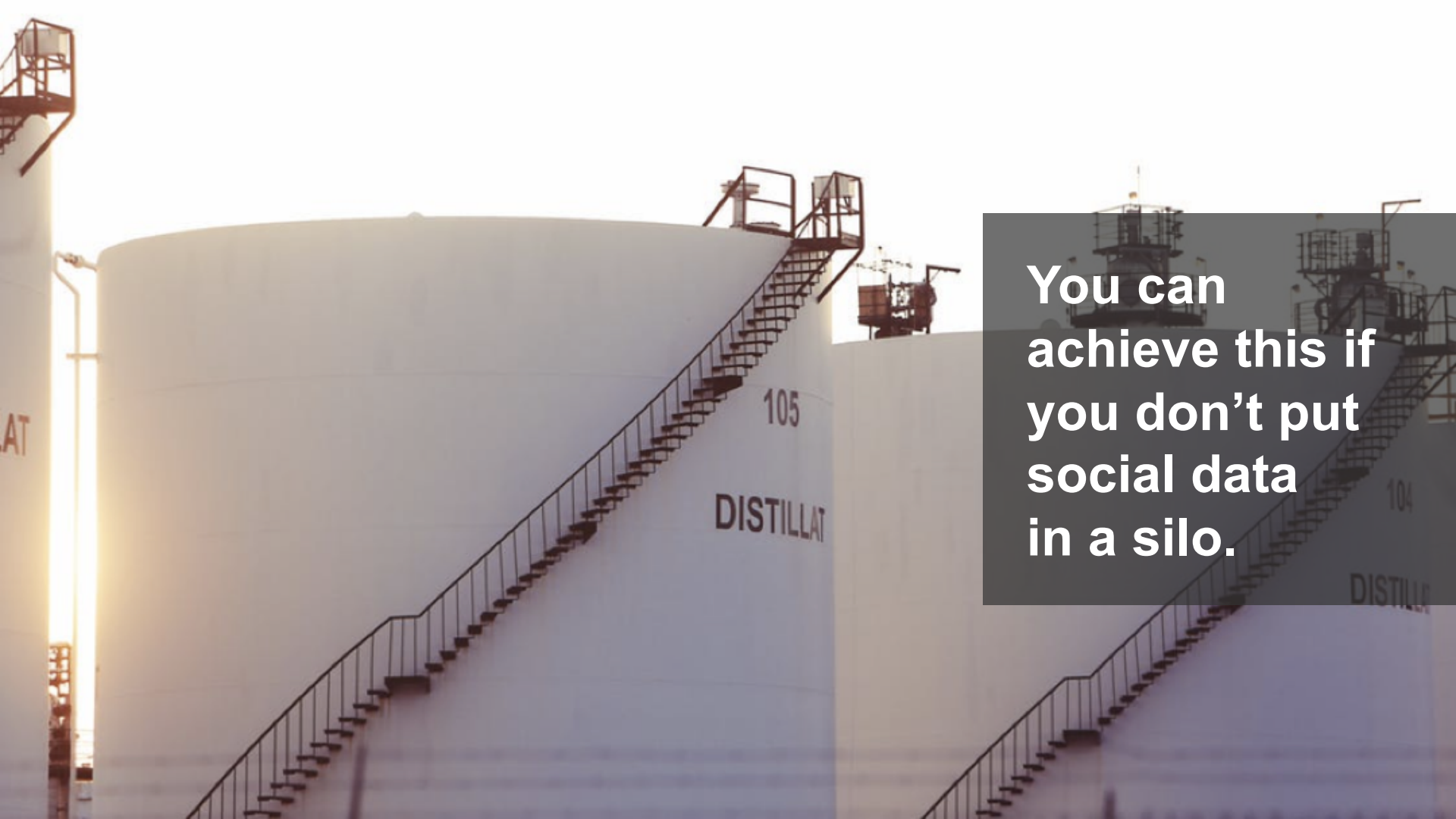


Source: Forrester Report "Defining Social Intelligence"

Use cases abound for using social intelligence



Source: Forrester's Q4 2015 Global Enterprise Social Listening Platforms Customer Reference Phone/Online Survey



**You can
achieve this if
you don't put
social data
in a silo.**

Companies know this, but they need help

"What are your firm's plans for the following data-driven initiatives?"

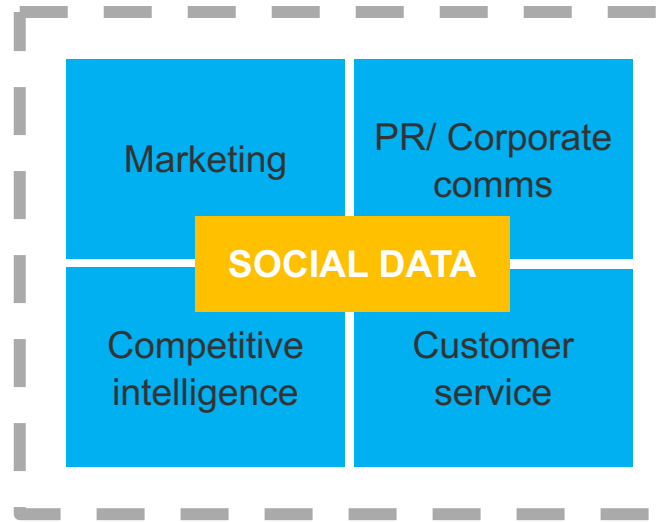


Base: 3,378 global data and analytics decision makers

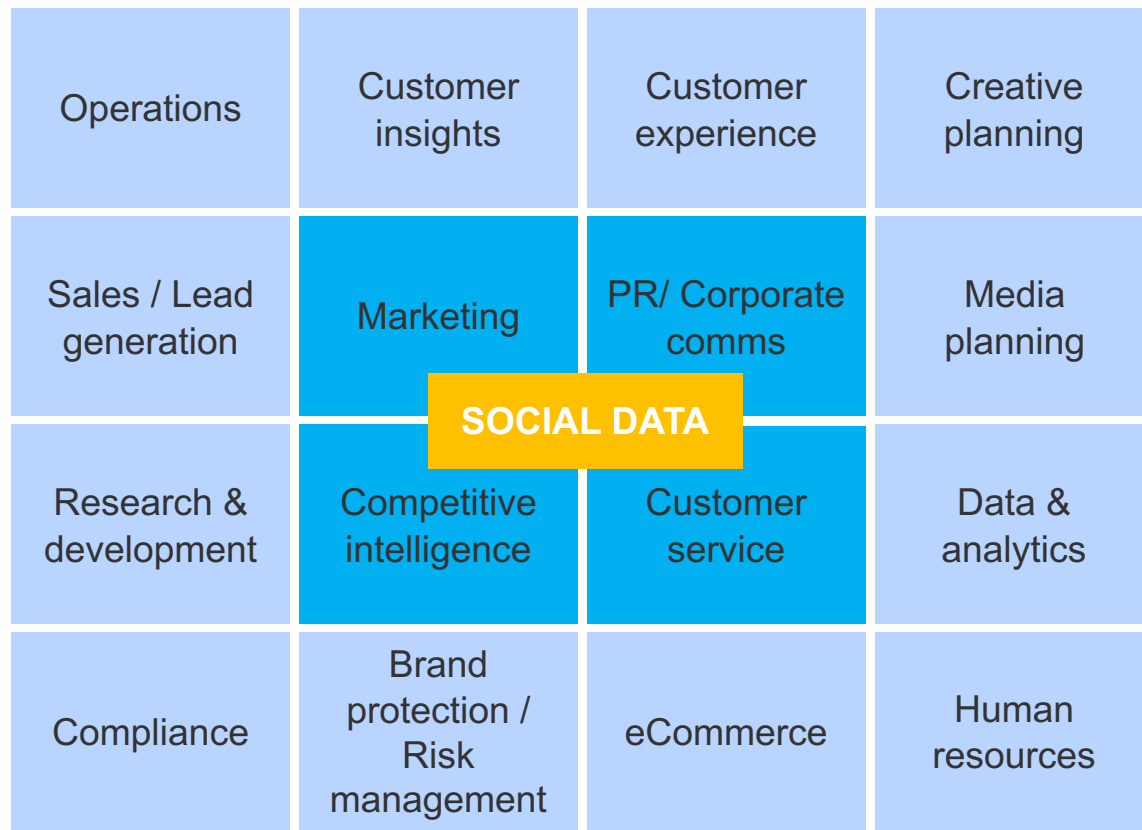
Source: Forrester Data Global Business Technographics® Data And Analytics Survey, 2017

Source: Forrester Report "The Future Of Social Intelligence Is In The Enterprise, Not Marketing"

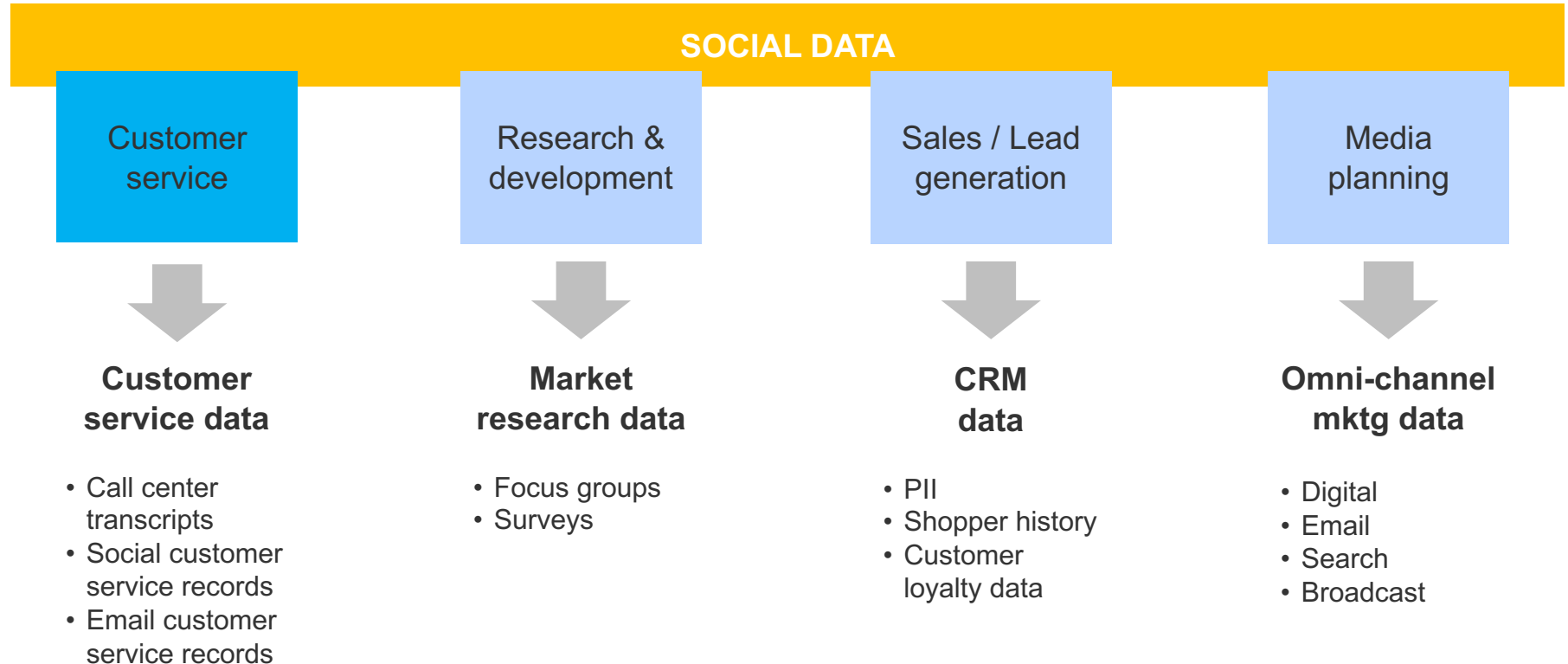
Social data typically is contained here



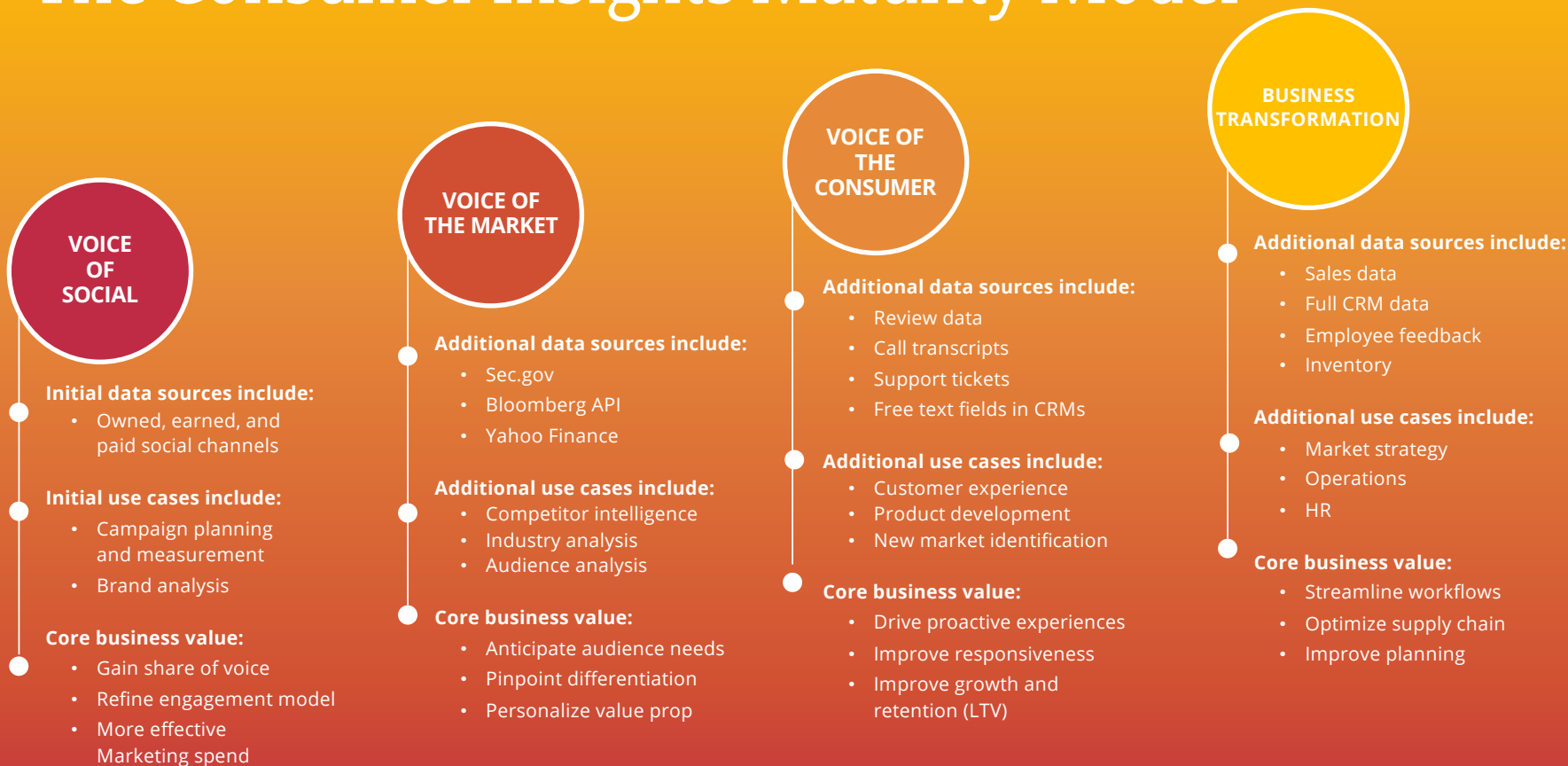
Instead, companies should strive for this



Social data must be combined with other data to paint a complete customer and company picture



The Consumer Insights Maturity Model



DRIVE RESULTS WITH
CONSUMER INSIGHTS
THAT **MATTER.**



THANK YOU!