




Organizational Insights | A Partnership

Molly Carney | *Customer Success*



Crimson Hexagon helps global brands
better understand their consumers.

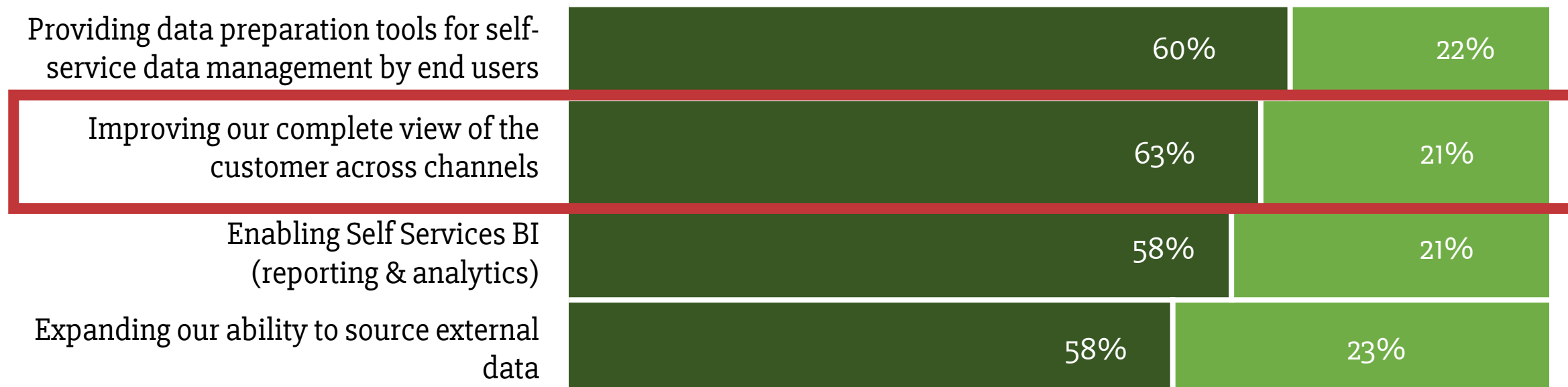
Welcome to the Age of the Customer



Brands know the value and plan to invest

■ Implementing/ implemented + expanding/
upgrading implementation

■ Planning to implement within the next 12
months



Base: 3378 global data and analytics decision makers

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

Brands know the value, but they need help

Don't know how



Cant Execute



Cant Expand



Brands struggle with

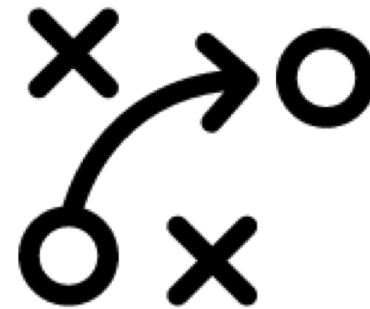
Planning



Priority



Strategy

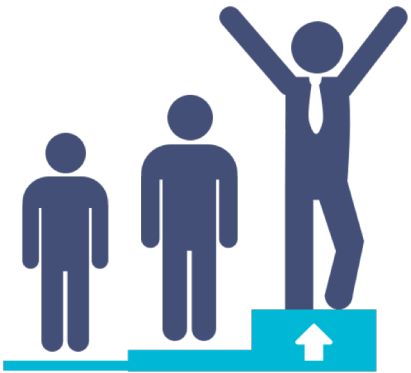


Resources



Business Partnerships can help

Competitive Edge



Products & Services



Additional Resources

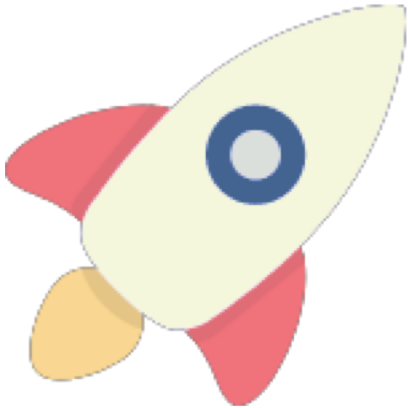


Strengthen Your Business

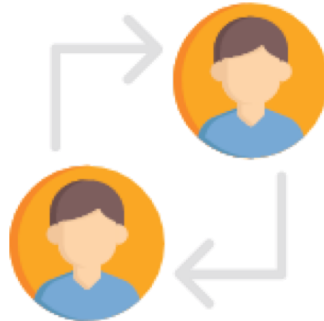


Partnerships have common goals

Shared Purpose



Mutual Benefit



Business Value



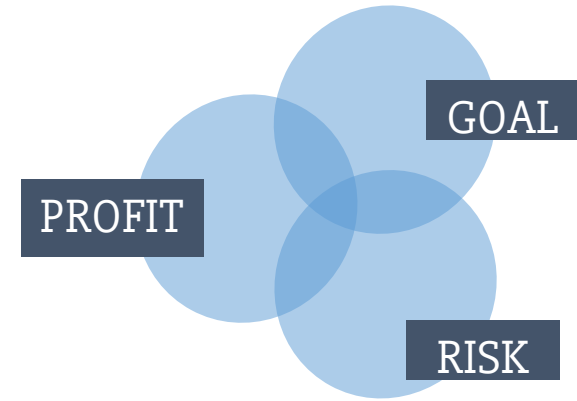
Partnerships create better outcomes




Revenue



Cost



Risk

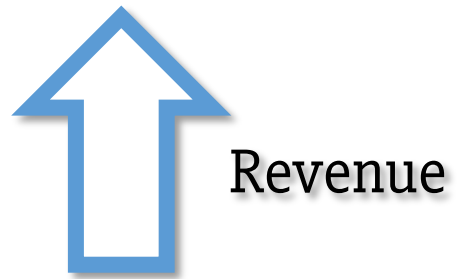


Crimson Partnerships help global brands
create better business outcomes .

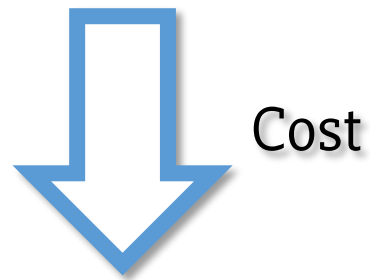
Crimson Partnerships



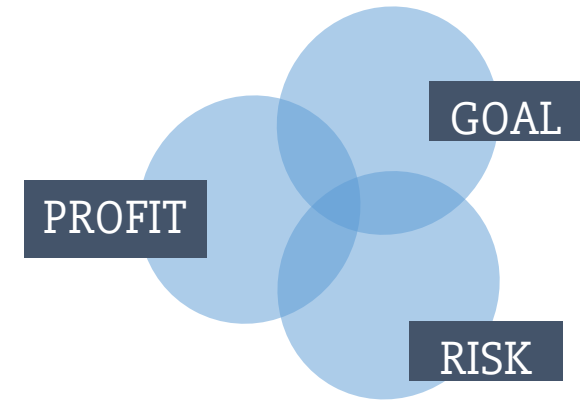
Crimson Partnership Outcomes



Revenue



Cost



Risk

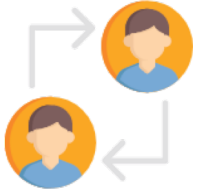


Exelon + Crimson Partnership



Awareness and demand for consumers
insights derived from social data.

Exelon + Crimson Partnership



Expand Data Driven Decision Making
across the organization.

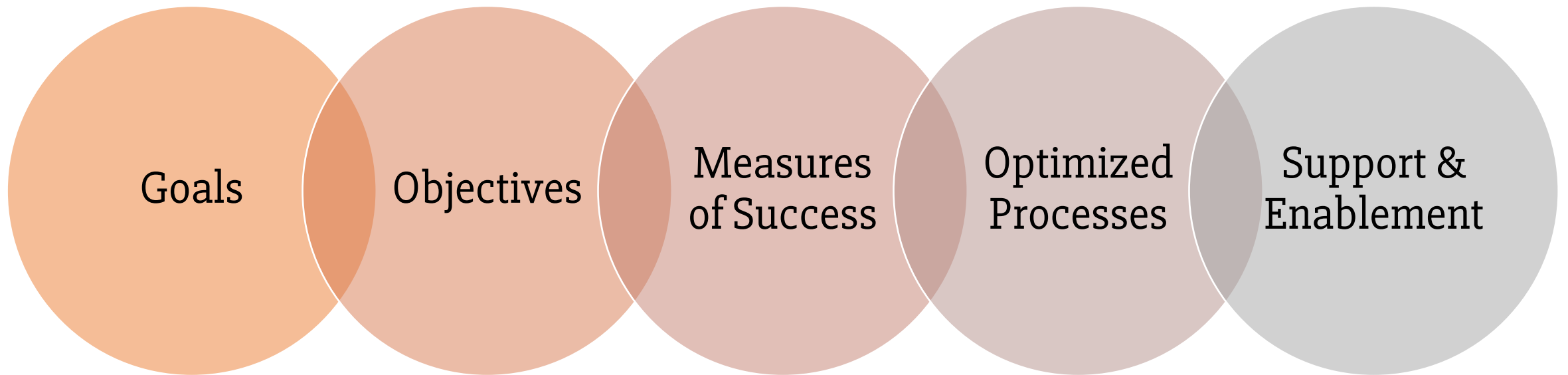
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Drive results with consumer
insights that matter.

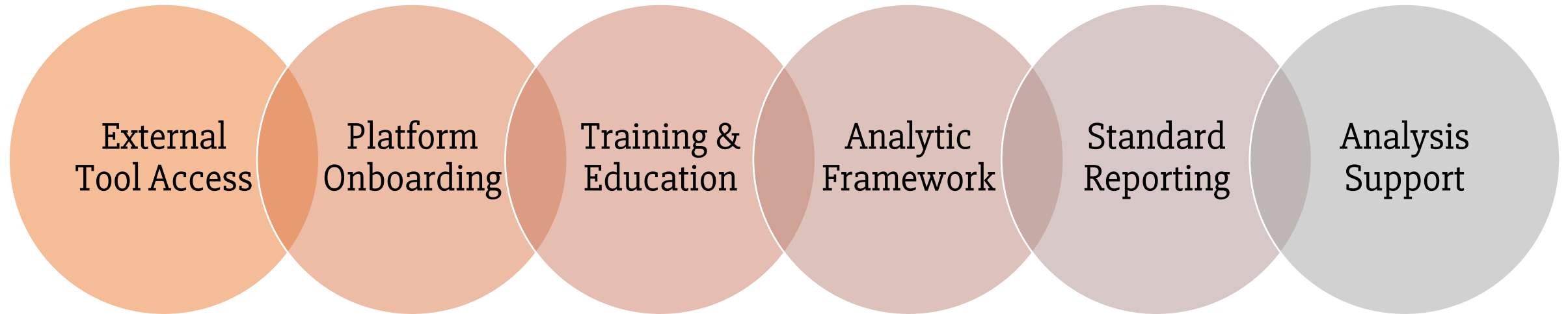
Exelon + Crimson Partnership

Brand Strategy



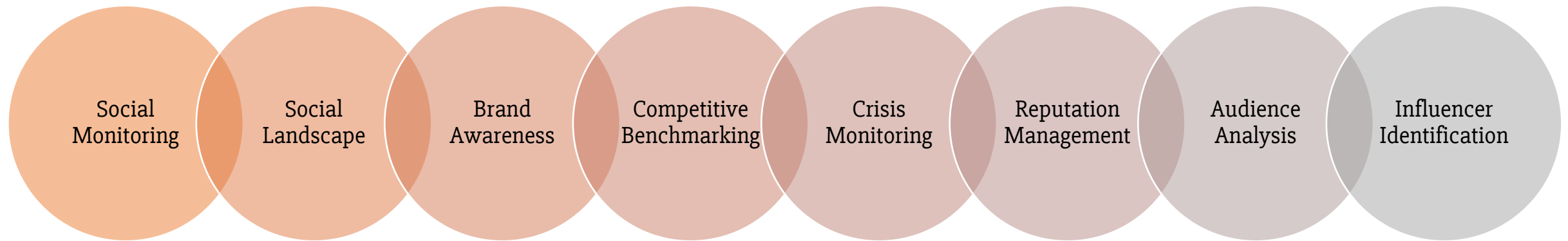
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Standard Analytic Practice



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Social Intelligence Practice



In Closing..

The Development and Execution of Standard Practices and Business Strategy supported by Strategic Partnerships are *what drive success*.

Social Analytic Tools, Consumer Insights, & Social Intelligence are what enable brands to *drives results with consumer insights that matter*.

“The goal is not to be good at social media ... The goal is to be good at business - because of social media.”



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