

SOBRE™ (Social Brand Relevance Tracker & Predictor)

The Pioneering Decision Intelligence Solution for Measuring Brand Health

WHAT IS CONVERSEON'S SOBRE™ (SOCIAL BRAND RELEVANCE TRACKER & PREDICTOR)

The pioneering decision intelligence tool for monitoring, strategizing and reacting to the market.

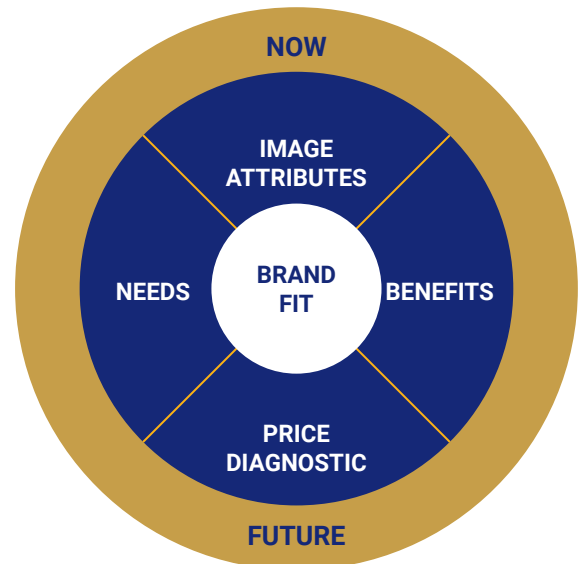
Converseon's SOBRE™ is a subscription based SaaS solution that uses a unique top-down (known important attributes) and bottom-up (consumer-driven, unknown-unknowns) approach to give you a 360 degree view of your brand. We then anchor all these trends and preferences to longitudinal sales data and create a trend gap analysis to show how the categories brands (yours and major competitors) are fitting with today's consumers as well as how it will fit with tomorrows. This enables a short-list (80/20) of what actions to take next to ensure you are relevant and stay relevant.

WHY IT MATTERS

As pricing pressure and inflation strips consumers of disposable income it has never been more important to have a strong brand that resonates with its potential and current customers to defend revenue. Add to this the changing landscape (incl. expectations) of many categories and you have a near perfect storm for brands which may get a leg up or be left behind in their fit with customers.

- Inflation rate in 2022 is up by 9.1% as of June.
- History price elasticity of demand across many categories is -2.63, this means each 1% increase in price could see up to 2.6% loss of sales.

SOBRE™ enables you to create strategies to defend your sales against these pricing pressures as well as many changing consumer preferences.



CAPABILITIES & KEY BENEFITS

- Our brand relevance score is a single composite score, from major themes, which enables you to benchmark yourself against your competitors
- Understand your category "passport factors" to assess if your brand has what is needed for success now.
- Understand the strength and weaknesses of each product in your portfolio to best understand the attributes most associated with the brand.
- Develop an understanding of the consumers price perception of worth vs. affordability between you and competitors.
- Trend analysis shows you what your brand's likely performance is in the Future and using emerging trends
- Evaluate where you can expect your brand to succeed in the upcoming year and invest into what matters most for growth.
- The simulator enables the idea test in major image/needs/benefits in order to discover ideas for areas of improvement and maximize impact of on sales / revenue from efforts.
- Discover areas of trending risks to decrease likelihood of betting on the wrong trends and having a poor ROI from activities.

PROOF POINT

Change conversations with key stakeholders...

From: “The consumer view of our menu went up by 5 pts this month...”

To: “If we were to invest \$15m more into improving the view of our “meat free offering” through communications and product improvements, it will generate an additional \$50m dollars a quarter in revenue.”

HOW IS IT PRICED & LICENSED

Annual license for SOBRE™ (12 months) includes access to the Assess, Diagnose and Predict modules.

Price: \$150k

WHAT OUR CLIENTS SAY

“The combination of Converseon’s custom NLP and predictive modeling has helped us accelerate, evolve and drive broader adoption of our social listening efforts. In addition to advancing our social listening capability, Converseon ML models have made our social listening data more trustworthy and relevant, allowing us to complete our research with confidence.”

- *Johnson & Johnson*

WHO BUILT THIS

Converseon, a well recognized leader in NLP and social intelligence since 2008 with support of key partners and data science experts. Result of multi year investment partnering with brands and industry leaders in brand measurement, data and frameworks.