Filling the ESG Measurement Gap:
Converseon's Social ESG Index™

WHAT IS THE CONVERSEON SOCIAL ESG INDEX™?

A breakthrough in measuring ESG impact

Converseon's Social ESG Index™ is the first and only solution to rigorously measure stakeholder perceptions of brand ESG efforts across massive sets of unstructured data. It's a must-have element to fill the gap between ESG inputs and ESG impact.

WHY IT MATTERS:

Corporate ESG is no longer optional…

- Bloomberg predicts $41 trillion AUM to be subject to ESG criteria by the end of 2022 and $50 trillion by 2025
- 83% of consumers think companies should actively shape ESG best practices
- 91% of leaders believe their company has a responsibility to act on ESG issues
- 86% of employees prefer companies that care about the same issues they do

But most current efforts rely on self-reporting, and measure inputs, not impact. How can your customers and prospects navigate this complex and emerging landscape?

WHAT IT DOES:

- Provides clear, consistent, topline measurement against core ESG criteria
- Generates an ongoing company specific analysis relative to competition
- Processes millions of public conversations daily with advanced NLP and AI modeling to transform noisy data into statistical significance on an ongoing basis
- Transforms social intelligence into business "decision" intelligence by rigorously measuring perceptions of ESG efforts including 40+ sub-attributes as stakeholders share views about your brand
- Can index our proprietary consumer memory metric (CMM) to display heat maps, and even predict which ESG measures drive bottom line business results (with optional upsells)

> **ESG Impact Is Hard to Measure — But It's Not Impossible…** *-HBR*

KEY BENEFITS:

- **Assess** stakeholder perceptions in near real time and detect gaps between ESG efforts and stakeholder perception
- **Monitor** and avoid risk of "greenwashing" and other accusations
- **Diagnose** strengths and weaknesses and compare to key competitors or industry benchmarks
- **Discover** areas of potential investment, risk or attention that may have been missed through more standard approaches
- **Index** and heat map ESG, attribute, and sub-attribute scores on a -100 to +100 scale (with optional upsells)
- **Predict** which metrics will move the needle on key business outcomes to inform planning, prioritization and investment (with optional upsells)

CONVERSEON
Connect Conversations to Outcomes

PROOF POINT:

Predicting ROI on environmental efforts (with optional PRIS predict system)

If McDonald's were to improve perceptions of its environmental efforts, it would likely result in approximately $140 million in incremental revenue quarterly.
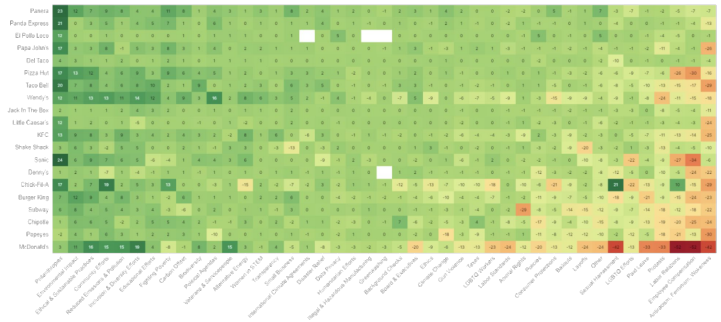
HOW IS IT PRICED AND LICENSED?

Social ESG Index™ $48,000 ARR

- Includes 3 competitors and 1 million records processed per month
- Additional fees for additional competitors, volume of incremental million records per month, (optional) proprietary CMM scoring, and (optional) PRIS system

Licensed via partners

- Available through annual subscription via direct dashboard and/or partner platforms

WHAT ARE COMPETITORS TO THIS?

Social ESG Index™ fills the ESG measurement gap

- This is the first solution to measure this rigorously
- Buy vs Build: Building this onto existing monitoring tools would be an expensive, complex, and lengthy undertaking with inconsistent results

WHO BUILT THIS?

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

WHAT ARE CLIENTS SAYING?

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"The Social ESG Index™ has been instrumental in helping us understand perceptions of our ESG efforts to help us improve, prioritize and navigate through these challenging times"

-Leading Toy Manufacturer
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