

# PRISM™ (Predictive Reputation Intelligence Solution): Connecting Brand Perceptions to Profit

Converseon Reinventing Reputation and Brand Measurement in a Polarized and Rapidly Changing World.

PRISM has helped us effectively understand perception and impact of our brand purpose efforts through social data and AI. This is informing our brand communication and marketing. - **Mattel**



## WHAT IS PRISM™?

The first and only Predictive Intelligence System that ties specific perceptual reputational and brand measures to sales and shareholder value. Uniquely combines social and media data, brand & reputation frameworks, advanced AI, econometric modeling and business simulation. Measures include “trust,” ESG, customer experience and brand relevance (all available as stand-alone modules, too).



## WHAT DOES IT SOLVE FOR?

Brand and corporate reputation are more important than ever. Perceptual crises significantly and rapidly impact stock prices and sales, not to mention damage customer loyalty. However, until now, the gap between measuring and understanding specific reputational and brand perceptions and resulting business outcomes has been lacking to tenuous at best.

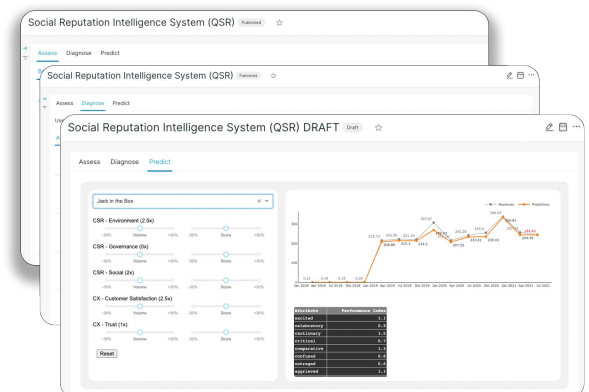
Brands are drowning in data yet are starved for actionable insights, not knowing which metrics matter, i.e. which are related to profit and other core KPIs. This understanding enables more significant ROI by focusing limited resources and investment, and avoiding those areas that are not impactful.

PRISM is the first and only solution to bridge this “*perception to profit gap*” by providing an “*always on*” intelligence system that combines social and media data, advanced AI, econometric modeling and business simulators. **The result:** brands can understand the likely impact of specific perceptual changes across stakeholder groups before they invest and take action - all at the speed of the market (aka “*Decision Intelligence*”).



## PRISM IN ACTION

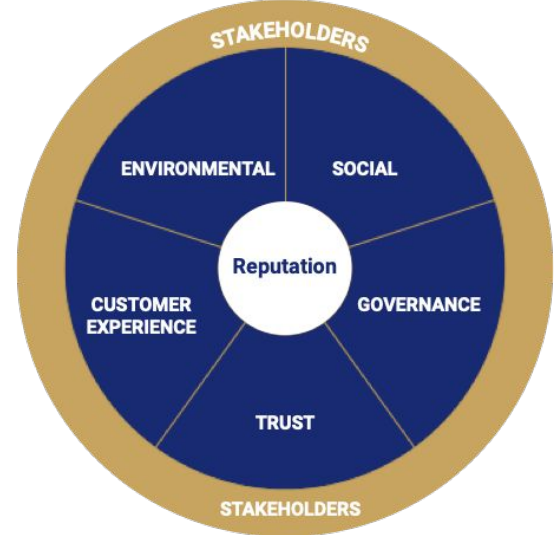
- For a major global fast food restaurant, instead of reporting a simple “5% increase in sentiment,” PRISM was able to report and demonstrate that an increase in positive perception in key environmental topics would lead to an increase in \$90 million in revenue.
- For a large CPG company considering a 10% increase in prices, PRISM predicted that the pricing perception change would result in a 13% impact on sales. This drop in sales could be offset by a 30% change in positive perception of their environmental practices.
- A global technology company wanted to understand what perceptions would best impact stock price to inform marketing and operational investments better. PRISM was able to isolate the most critical topics and attributes and predict future shareholder value based on this with 85% confidence (results after one year of forward testing).



## WHAT MAKES THIS DIFFERENT?

Traditional brand and reputation measurement is generally powered by surveys which are blind to much of the data and trends (“you only find what you look for”), too slow, costly, episodic and lack actionability.

Traditional social and media measurement has, until now, not systematically tied this data to business outcomes in a predictive and prescriptive manner. PRISM cuts through vanity metrics to get to the “metrics that matter most,” making it an essential brand and reputation navigation system that shows the contribution of communication and brand to business results.



## KEY BENEFITS

### Smarter and More Efficient Brand Investment

- Unsurpassed speed and insight
- Predictive (and prescriptive)
- Clear competitive benchmarking
- Highest actionability
- Cost-effective

## WHO BUYS THIS

Primarily enterprise-level brands. Often, those facing challenging reputation and brand challenges and/or in sensitive perceptual environments such as airlines, QSR, CPG, auto and related.

- Chief Brand Data and Analytics Officers
- CMOs
- Chief Communication/Reputation Officers

## HOW IT IS PRICED & LICENSED

- Costs: Starts at approximate \$90,000 annually and can exceed seven figures annually contingent on number of brands, languages and data requirements.
- If needed, an initial proof-of-concept Brand Reputational Map can be delivered as a report and dashboard with limited data and brands starting at \$35,000. (Contact Converseon for proper scoping and costs).

## DELIVERY SPECIFICS

- Via Dashboard – either Converseon’s prebuilt BI dashboard or can be integrated with client or social listening dashboards (with proper set-up).
- Core data classifications are available on the social and media listening platforms in near real-time.

