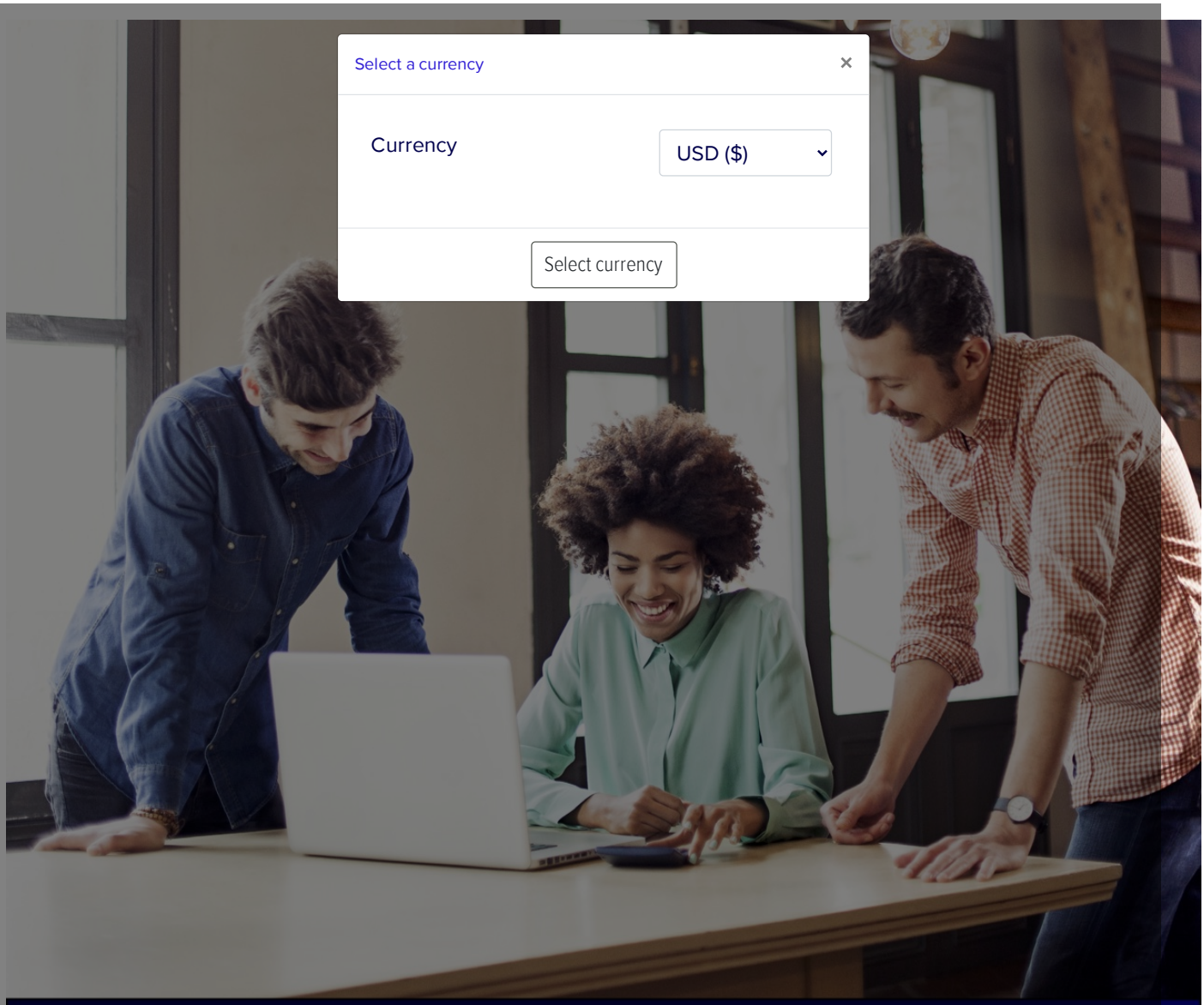


Create customers for life.

Value Summary

Khoros

Khoros

VALUE SUMMARY - KH

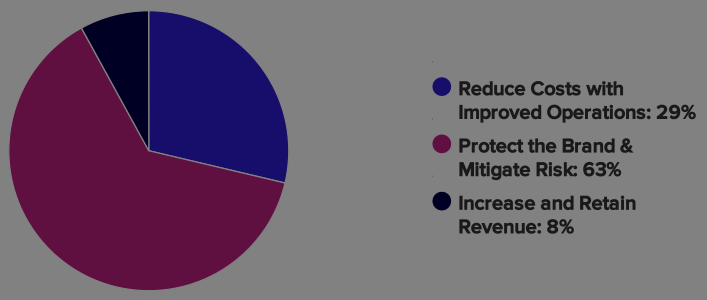
Select a currency

Currency USD ($)

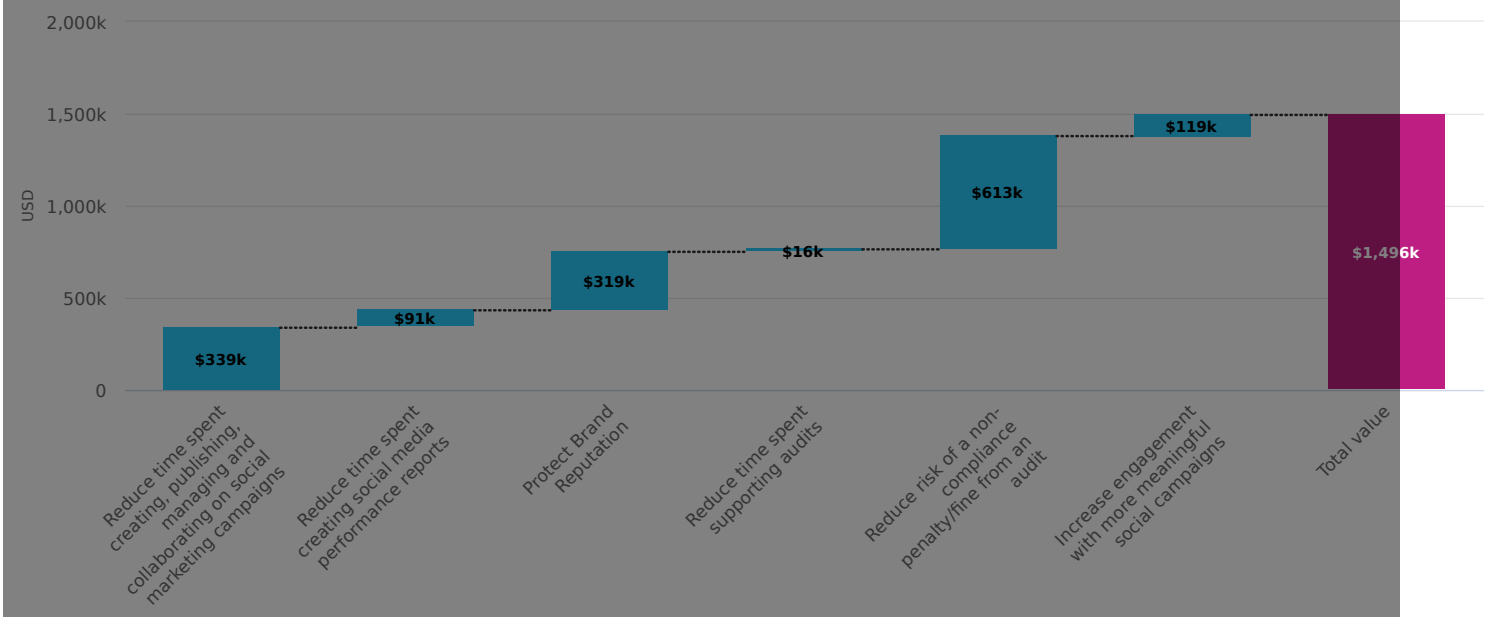
Select currency

Overall 3-year value created: $1,495,951

How Khoros Marketing Can Help You



Customer Validated Business Benefits



The Return-on-Investment (ROI) and other financial calculations performed by this tool are based on data provided by Khoros customers, and various assumptions, and produce estimates only. The actual ROI realized by customers may vary from the estimates provided. Khoros offers this tool to assist customers with evaluating their customer engagement platforms; however, Khoros and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

Khoros

BENEFIT SUMMARY - K

Select a currency

Currency USD ($)

Select currency

Reduce Costs with Improved

Reduce time spent managing socia	$338,814
Reduce time spent creating social media performance reports by **50%**	$90,754

Protect the Brand & Mitigate Risk

Reduce probability of a failed crisis response by **0.1%**	$318,500
Reduce time spent supporting audits by **40%**	$15,946
Avoid risk of a non-compliance penalty/fine by **1** per year	$612,500

Increase and Retain Revenue

Increase customer engagement to drive revenue increase of **0.5%**	$119,438
TOTAL VALUE OVER 3 YEARS	**$1,495,951**

Khoros

USER INPUTS - KHORO

Select a currency

Currency USD ($)

Select currency

Annual revenue ,000

Total number of people managing social campaigns (globally) 31

Average time spent per person managing social marketing campaigns (hours/week) 7 40

Ready for a more personalized, detailed analysis of your results?

Sign up here and a Khoros Marketing representative will be in touch.