Create customers for life.
Value Summary

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

How Khoros Marketing Can Help You

- Reduce Costs with Improved Operations: 29%
- Protect the Brand & Mitigate Risk: 63%
- Increase and Retain Revenue: 8%

Customer Validated Business Benefits

- Reduce time spent creating, publishing, and managing social media campaigns
- Reduce time spent creating social media performance reports
- Protect Brand Reputation
- Reduce time spent supporting audits
- Reduce risk of a non-compliance penalty/fine from an audit
- Increase engagement with more meaningful social campaigns

Total value: $1,495,951

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.
Reduce Costs with Improved Operations
Reduce time spent managing social media campaigns by 40% $38,814
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% $38,500
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% $19,438

TOTAL VALUE OVER 3 YEARS $1,495,951
Annual revenue

$1,300,000,000

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.