

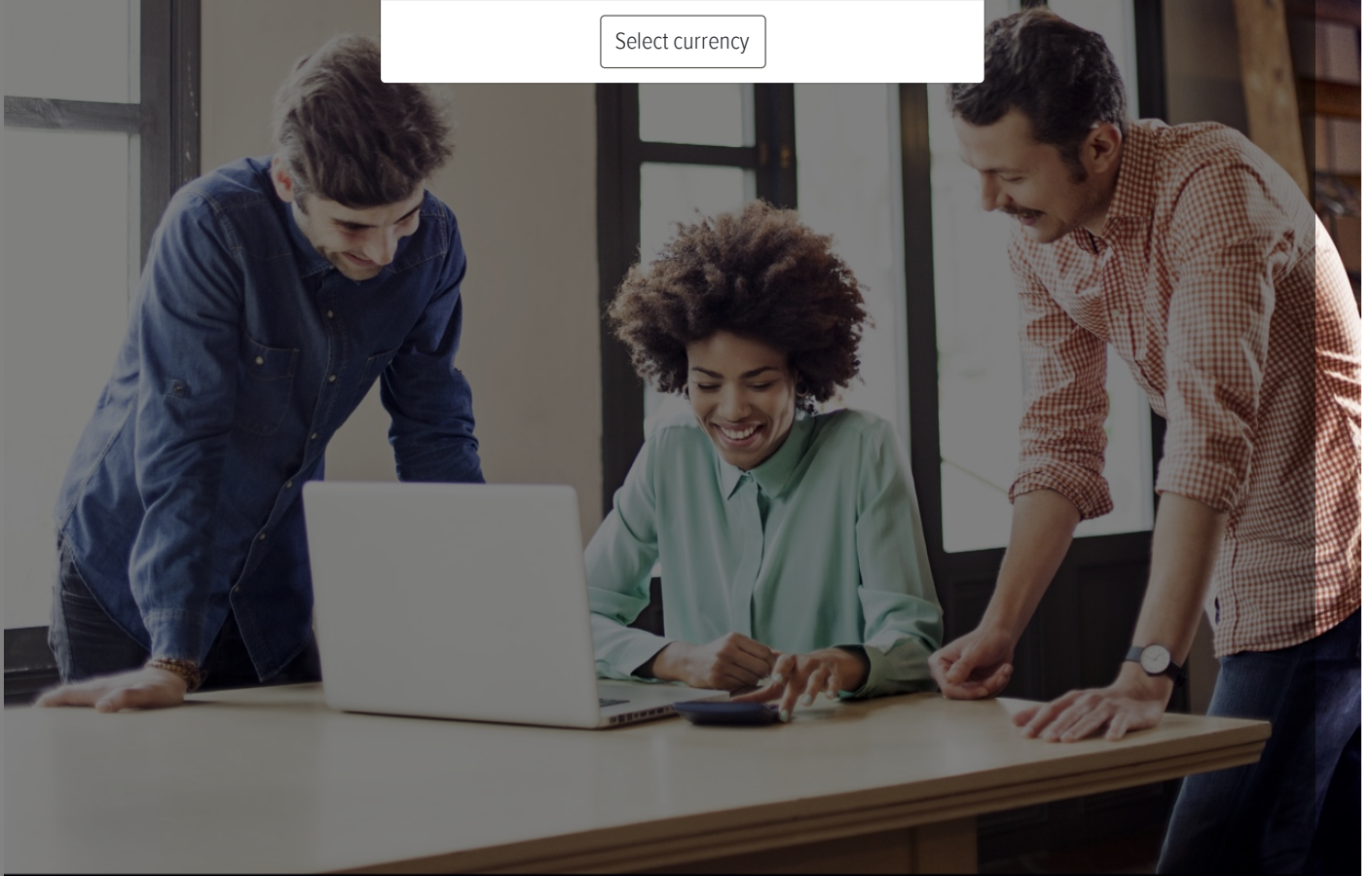
Select a currency

×

Currency

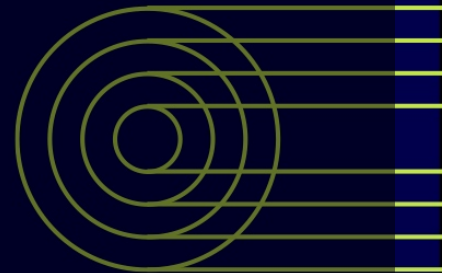
USD (\$) ▾

Select currency



Create customers for life.

Value Summary



Select a currency ×

Currency USD (\$) ▾

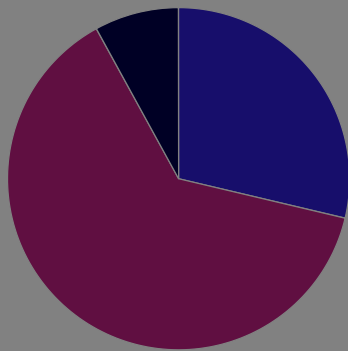
Select currency

VALUE SUMMARY - KH

Overall 3-year value created.

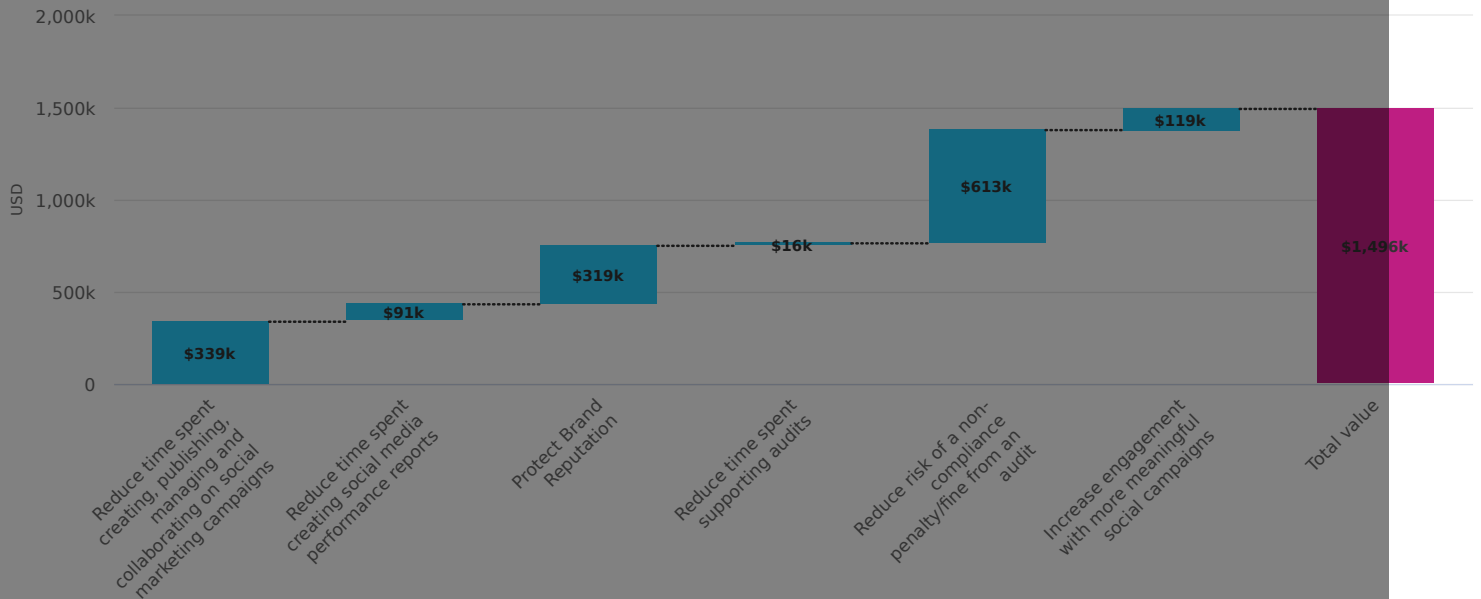
\$1,495,951

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



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.

BENEFIT SUMMARY - K

Select a currency ✕

Currency USD (\$) ▾

Select currency

■ Reduce Costs with Improved	
Reduce time spent managing social media by 50%	\$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

Select a currency



Currency

USD (\$, ▾)

Select currency

USER INPUTS - KHORO

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.