

# Company backgrounder

Crisp, a Kroll business, is a Real-time Risk Intelligence company that protects brands, assets and people from reputational damage, security threats and online harms. Its comprehensive suite of risk intelligence solutions serve the enterprise needs of digital marketing, communications, social media, trust & safety, security and compliance customers across the globe.

Crisp was established by industry leading online safety experts who have spent the past 18 years training the company's proprietary AI technology to discover and track the risk signals embedded within digital chatter. Its global, multilingual network of 650 risk analysts continuously train this AI, enabling Crisp to review over one billion items per week. Through this combination of Human Intelligence and AI technology, Crisp has established itself as the leading expert in fast, actionable risk intelligence.

Crisp first began by protecting children and teenagers using online games, apps and social networks from pedophiles and child exploitation groups. Today Crisp is the most trusted partner for global Trust & Safety teams tasked with protecting their online platform's integrity and user safety. To date, Crisp has contributed to the safe, daily online experiences of over two billion users, including an estimated 450 million children. Crisp is also a founding member of the Online Industry Safety Association (OSTIA) and WeProtect Global Alliance, providing vital research to its annual Global Threat Assessment.

For corporate customers, Crisp delivers real-time alerts on risks that emerge via social media, the deep and dark web, and reporting on the key actor groups who represent a risk to brands before they escalate into a crisis. According to Forrester, Crisp corporate customers reduced the impact of a brand crisis by 40 percent, prevented one-in-three crises per year entirely and achieved a 572% ROI. In addition, Crisp protects their global brand communities at scale by monitoring, moderating and removing harmful content from their social media pages and advertising campaigns within minutes.

Crisp also provides social media compliance services for pharmaceutical marketing teams and their agency partners. Crisp keeps their social media pages and advertising campaigns safe and compliant by delivering the most accurate adverse event detection with zero misses, guaranteed. The company's expert workflows and global Human Intelligence teams quickly scale to meet the social media compliance demands of pharmaceutical brands anywhere in the world, 24/7/365.

Since 2005, Crisp has envisioned a digital world that is safe for everyone. Today it protects \$6.5 trillion in combined market capital for more than 1,000 brands. With Crisp, they are always first to know and first to act. Crisp is headquartered in Leeds UK with US offices in Chicago. Learn more at [crispthinking.com](https://crispthinking.com).

*(see key facts and figures on pg 2)*

## Key facts and figures

# 2005

Proudly headquartered in Leeds UK

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# 18 YEARS

Training AI technology on billions of items per week

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# \$6.5T MARKET CAP

Protects trillions in combined customer market cap

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# 1,000 BRANDS

Defends the world's leading brands

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# 56% INCREASE

Rise in annualized recurring revenue since 2021

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# 260 EMPLOYEES

Creating a digital world that is safe for everyone

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# 24/7/365

Coverage anywhere in the world, day or night

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# 650 ANALYSTS

A global network multilingual risk professionals

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# 1-IN-3 CRISES

Prevented entirely per customer annually

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# 50+ LANGUAGES

Interpreted by native speakers

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# 40% REDUCED

Average reduction in crisis impact for customers

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# 2B+ USERS

Contributes to billions of safe, daily online experience

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# 572% ROI

Average three-year customer return with Crisp

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# 450M CHILDREN

Provides a safer online experience for millions of kids

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