Selecting a Powerful Platform Saves Time and Brings in New Business

At a Glance
With a roster of major players on their client list and an ambitious growth plan, communications agency OMD was finding it difficult to balance their time between billable work and new business research. Additionally, their social analytics tools were unreliable, making it hard to sell strategy based on the insights. Once the Social Team brought in NetBase, they could do comprehensive, accurate research quickly – solidifying social as an essential part of media strategy and driving up to $100K in additional budget per new client.

Challenge: Finding Insights with Tools That Underperform
Hundreds of companies count on OMD’s media and marketing savvy to get their brands ahead – including major players like GE, Porsche, Naked Juice, and Warner Brothers. But even with such a storied line-up, new business is necessary for continued growth.

OMD knew their new client pitches needed to demonstrate an awareness of their prospects’ industries and pain points. From a social perspective they needed to address how people were talking about each prospect’s business, who was doing the most talking, which channels were most valuable, and what strategies would move the needle for each client.

The agency used several disparate social tools, but this disjointed approach didn’t help the Social Team find the right insights fast enough. The tools were slow, so the team did much of their research manually, which took days. Because the information was spread across many tools, it needed to be integrated to create a full picture for each prospect.

Gaps in this piecemeal process were filled in by educated assumptions from the Social Team – making the data quality hard to trust, and therefore, a challenge to stand behind when pitching.

As a result, OMD downplayed their social media recommendations, putting potential new business at risk. They needed a single tool they could count on to be fast and accurate – and they sought out NetBase for the job.

Solution: Invest in One Social Tool That Covers All Ground
With NetBase integrated social analytics platform, the Social Team was able to immediately glean crucial insights from across the social web. They could quickly tell prospective clients what people were talking about, who the typical consumer was, and what sentiment and affinities they possessed. They could also identify influencers, emerging trends, and most important media channels.

RESULTS:
- $300K annual savings
- $100K additional budget per project
- Research time down from 2 days to 2 hours

"Social audit and insights is often an eye opener for companies. Many assume they know who their customer is and who is doing the talking. Analyzing social with NetBase, OMD is able to deliver real value by building a complete customer persona and providing strategies of how to reach the customer."

— Meg Poulelis, Social Associate Director, OMD

CUSTOMER:
OMD

SOLUTION:
NetBase social analytics platform
Results: The Right Tool Helps Agencies Prove Value and Gain New Business

With the NetBase platform providing fast, accurate insights at a glance, social strategy became the new normal for client pitches by OMD. Research time decreased as trust in the data increased. From the get-go, OMD was able to show prospects they deeply understand their business environment, buyer persona, and industry challenges. This allowed them to make more strategic recommendations for media buys, to increase social media budget per project, and drive significant growth for OMD’s overall business.

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 300M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
- Leader in Social Analytics – according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

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NETBASE Clients Include:

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