OGILVY PR GROWS BUSINESS USING NETBASE PLATFORM FOR FAST, PRECISE BRAND RESEARCH

Adopting state-of-the-art technology lets you offer faster, more accurate insights to agency clients

At a Glance
Public relations agency Ogilvy PR Research Team knew the importance of social media intelligence to acquiring and keeping clients. They also knew manual efforts were inefficient and less reliable—and unable to provide an aggregate view. After conducting a thorough search of available solutions, Ogilvy Research Team chose NetBase for its real-time customer insights, patented Natural Language Processing (NLP) and global coverage. Using NetBase they were able to surface accurate insights for 2–3 new business pitches per week, as well as provide current clients with trustworthy information to power brand strategies.

Challenge: Supporting multiple new business pitches with short lead times
Any PR agency worth its salt knows social media analytics is a necessary component to attracting new business and maintaining brand health for existing clients. A single post from a disgruntled customer can go viral and damage a brand’s reputation within a matter of minutes, so speed and accuracy of social data is paramount.

To sell prospective clients on this reality, Ogilvy PR Research Team needed a social media solution capable of identifying social sentiment quickly. They also needed an updated strategy as current efforts were time-consuming, requiring manual follow-up to ensure accuracy.

At times the new business team was working on 2-3 new business pitches per week, which meant they needed an agile and accurate solution that would support quick turn-around times for pitches and ad-hoc projects. The social data they collected would offer prospective clients an eye-opening view of their brands so Ogilvy could recommend solutions based in fact, not assumptions.

Solution: Customer insights you can trust
Ogilvy PR Research Team conducted an exhaustive evaluation of available social listening tools, looking for a fast, flexible tool able to perform precise brand and competitive analysis for new business pitches and more. They chose NetBase as their platform of choice for a few reasons:

- Ability to understand what is/has been driving media coverage—popularly shared media, articles, themes of conversation, etc.
- Ability to analyze competitors and understand where they stand in relation with regard to share of voice, reach, sentiment, passion, and more

RESULTS:
- Bandwidth to support 2-3 new business pitches per week
- Social insights 1 week faster than traditional research
- Provide clients with holistic PR strategy

"Prior to NetBase we had insights to offer prospects, but it took much longer and we missed the holistic view of what was happening with their business due to a variety of data sources. With NetBase we can surface insights for 2 new business pitches in a single week. This not only increases the number of new business pitches we can manage, but makes our pitches that much more impressive and reliable along side traditional research– which helps us grow our business faster."

—Jillian Fabiano, Director, Ogilvy PR Research Group

CUSTOMER:
Ogilvy

SOLUTION:
NetBase social analytics platform
Ability to gather detailed insights about target audience segments—where they are, what content they’re engaging with outside of the brand, interests, and professions—to support creation of their own unique segments to expand brand reach.

NetBase’s unfiltered insights in the voice of the customer provide a more dimensional perspective than that available using only traditional research sources. Insights are offered in real-time, and are automated and accurate, leaving the Ogilvy new business team more available time to spend on providing a holistic strategy for their clients.

Results: Creating a holistic PR strategy for prospects and customers

Ogilvy PR’s research team can now provide insights for 2-3 new business pitches a week, comprising both social and traditional insights, with social insights surfacing one week faster than their traditional counterparts. NetBase’s patented NLP instills the Ogilvy team with confidence in the insights they offer prospective clients, and saves time that used to be spent manually combing through conversations to be sure they were properly classified.

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 200M 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

NETBASE CLIENTS INCLUDE:

ENTERPRISE SOCIAL ANALYTICS
NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

@NetBase
NetBaseInc
NetBase Solution, Inc